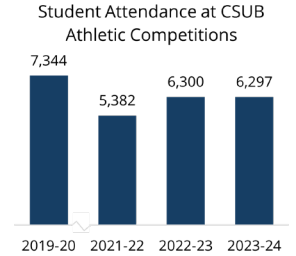
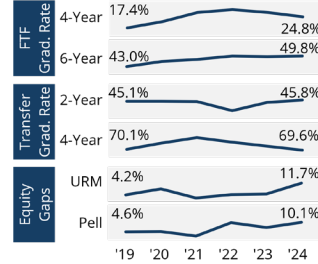
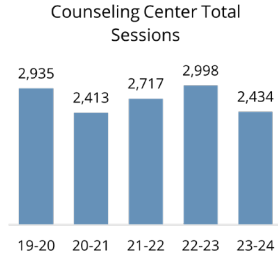
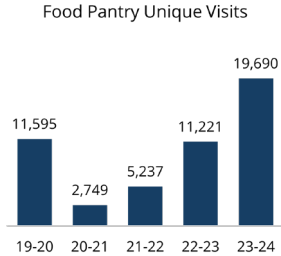


## Goal 1

## Strengthen and Inspire Student Success and Lifelong Learning



### STUDENT WELL-BEING

California State University, Bakersfield (CSUB) Food Pantry visits rose from 11,500 in 2019-20 to over 19,600 in 2023-24, demonstrating the university's commitment to combating food insecurity and supporting student well-being.

### MENTAL HEALTH & WELLNESS

The Counseling Center adapted to the challenges of the pandemic by offering virtual counseling services. Demand for counseling services remained strong throughout this period, reflecting the continued need for student mental health support.

### GRADUATION RATES & EQUITY GAPS

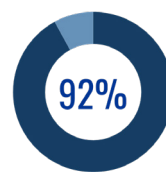
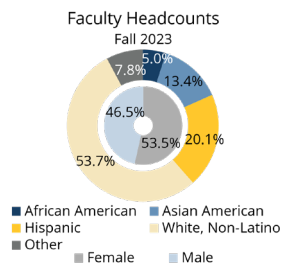
Over the past five years, the first-time freshman graduation rates have shown steady and encouraging improvement. While transfer student graduation rates have remained stable, this consistency reflects a solid foundation for future progress.

### STUDENT ENGAGEMENT WITH ATHLETICS

Athletics experienced a decline in event attendance due to the COVID-19 pandemic but has seen a consistent recovery over the past three years, with attendance reaching 6,297 in the 2023-24 season.

## Goal 2

## Advance Faculty and Staff Success



*Agree that 'the work I do is meaningful to me.'*

Orientation  
[csub.edu/training](https://csub.edu/training)  
 Principles of Supervision  
 Cross-Campus Collaboration  
 CSUB Learning Events Calendar  
 'Runner Staff Development Lab  
 HR Insider Newsletter  
 MPP Coffee with HR  
 CSU's Got Talent  
 CSU Learn

### FACULTY DIVERSITY

CSUB's dedication to diversifying its faculty has driven investments in cluster hiring aimed at attracting educators committed to teaching, scholarship and services that emphasize social justice and support for minoritized communities.

### NEW HIRE ORIENTATION

In 2023, CSUB introduced the 'Runner Starting Line' for new staff and the year-long New Faculty Foundations program for full-time faculty, demonstrating the university's dedication to supporting and empowering employees.

### WORKPLACE SATISFACTION

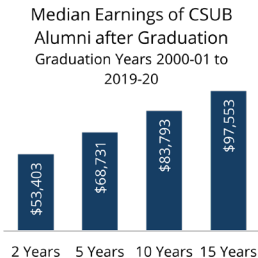
In 2021, CSUB faculty and staff participated in the Modern Think Higher Education Insight Survey, providing valuable feedback that has been used to enhance support and meet their needs.

### PROFESSIONAL DEVELOPMENT

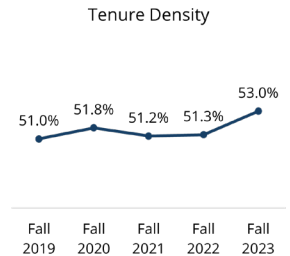
HR introduced the 'Runner Staff Development Virtual Learning Center, which provides employees with access to on-demand learning, live training and webinars to support staff and leadership development.

## Goal 3 | Develop and Sustain High-Quality and Innovative Academic Programs and Support Services

| Year    | Students | \$ Funded |
|---------|----------|-----------|
| 2019-20 | 53       | \$106,000 |
| 2020-21 | 20       | \$40,000  |
| 2021-22 | 34       | \$68,000  |
| 2022-23 | 35       | \$70,000  |
| 2023-24 | 34       | \$68,000  |



**65** Associate Degrees for Transfer  
As of Fall 2024



### STUDENT RESEARCH SCHOLARS PROGRAM

The Student Research Scholars Program, funded by the CSUB Foundation, awards \$2,000 annually to student-faculty teams, demonstrating a strong commitment to research and creativity. After a dip in 2020-21, participation has rebounded in recent years.

### STUDENT EMPLOYABILITY

Data from the CSU post-secondary employment and earnings reports reveal that CSUB alumni see steady earnings growth over 5, 10 and 15 years, reflecting the university's focus on employability and its impact on student success and community development.

### ADT/TRANSFER PATHWAYS

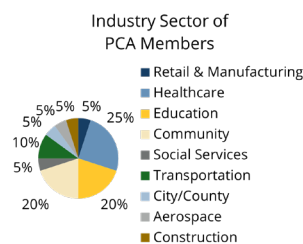
CSUB has strengthened transfer pathways through collaboration with local community colleges and the development of the Program Pathways Mapper, empowering students to plan their transfer and achieve academic success.

### CLUSTER HIRING

In 2023-24, CSUB welcomed the first cohort of faculty in the Cluster Hire initiative focused on Social Justice and Minoritized Communities. Initially planned for five positions, the initiative was expanded to ten, with seven searches completed in 2022-23.

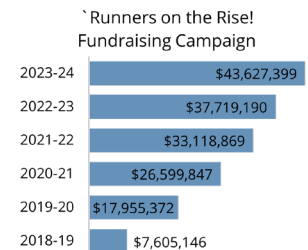
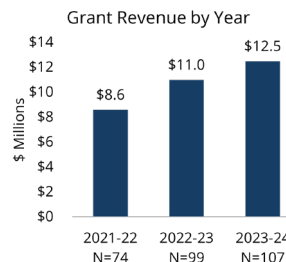
## Goal 4

## Recognize and Address Regional Needs in Collaboration with Our Community



## Goal 5

## Diversify, Enhance, and Responsibly Steward Our Campus Resources



### PRESIDENT'S COMMUNITY AMBASSADORS

The President's Community Ambassadors (PCA) group has strengthened ties between the university and regional leaders across various sectors. The group convenes biannually, fostering valuable exchange of ideas and collaboration that result in impactful programs.

### K-16 COLLABORATIVE

The Kern Regional K-16 Education Collaborative, backed by an \$18.1 million California grant, aims to improve pathways from high school to higher education and the workforce, addressing regional needs and promoting economic mobility.

### GRANTS AND CONTRACTS

CSUB's Office of Grants, Research and Sponsored Programs (GRaSP) implemented a faculty-centered approach to improve grant writing and management, leading to an increase in grant revenue from \$8.6 million to \$12.5 million, while boosting research and creative activity.

### 'RUNNERS ON THE RISE! CAMPAIGN

Since its launch in 2019, the 'Runners on the Rise! campaign at CSUB has raised an impressive \$43.6 million, enhancing fundraising and community engagement. The campaign prioritizes student access and support, academic excellence and community impact.