



UNIVERSITY OF CALIFORNIA
SANTA CRUZ

ECONOMIC PROSPERITY...



UC Santa Cruz strengthens the educational, economic, and cultural fabric of the entire Santa Cruz community

PARTNERS IN COMMUNITY

Partners in Ocean Health

From Monterey Bay and beyond, UCSC works every day to preserve our fragile ocean ecosystem on behalf of all who rely on the coastal zone.

Instrumental in establishing and monitoring the state's network of Marine Protected Areas.

Helping coastal communities understand the implications of rising sea levels.

Leading force in sea otter research—learning how risk factors affect coastal ecosystems.

Identifying and monitoring toxic algae blooms along the Central Coast, helps the state Department of Health Services ensure the safety of seafood harvested for human consumption.

With 60,000 visitors every year, the Seymour Marine Discovery Center brings marine science to life through tours, exhibits and hands-on learning experiences.

280 NON-PROFIT ORGANIZATIONS IN SANTA CRUZ COUNTY RELY ON THE STUDENT VOLUNTEER CENTER FOR STUDENT HELP.

44% OF ALL UCSC STUDENTS PARTICIPATED IN COMMUNITY SERVICE AND VOLUNTEER ACTIVITIES IN 2012.

Partners in Health Care

At UCSC, the Health Sciences major partners students with community service and internship opportunities helping to fill a need while also providing valuable hands-on experience.

Placed 78 interns in more than 40 medical offices and clinics throughout the area in the 2011–2012 academic year.

Requires Spanish-language courses and community internships designed to fulfill California's need for well-trained bilingual health-care practitioners.

16,704 TOTAL ENROLLMENT FOR 2011–12 YEAR
THEY SPENT \$178 million IN OUR COMMUNITY

12,697 LOCAL ALUMNI
GRADS HAVE FOUNDED DOZENS OF AREA BUSINESSES AND PLAY KEY ROLES IN MANY OTHERS

225,000 BROUGHT VISITORS TO TOWN FOR CAMPUS BUSINESS, GUESTS AND EVENTS

4,100 EMPLOYEES
TOP EMPLOYER IN SANTA CRUZ COUNTY—MORE THAN THE NEXT FOUR LARGEST EMPLOYERS COMBINED
4 largest employers
UCSC

\$666 million (past 5 years) AWARDED IN RESEARCH GRANTS AND CONTRACTS

STUDENTS
\$178 million

STAFF/FACULTY
\$242 million

VISITORS
\$24 million

CAMPUS PURCHASES
\$115 million

CAPITAL EXPENDITURES
\$73 million

Total expenditures in the region
\$632 million

Economic impact on local economy
\$1.3 billion



Partners in Sustainable Agriculture

At UCSC, collaborative research and sustainability efforts to train and support local farmers have helped organic producers use innovative agricultural practices.

Awarded U.S. Department of Agriculture funding (\$655,000 over three years) to expand training and mentoring of new organic farmers at the Center for Agroecology and Sustainable Food Systems.

Mentor Central Coast strawberry growers on how to reduce or eliminate chemical pesticides and fertilizers.

Dedicated to “buy fresh, buy local” purchasing policy in campus dining halls.

Partners in Education

From graduates teaching in every school district in the county, to creating college-bound communities, UCSC has helped pioneer a unified approach to education.

More than 300 teaching credentialed students, in the past three years, have taught classes in 35 Santa Cruz County schools, from kindergarten through high school.

The Santa Cruz-Watsonville Inquiry-Based Learning in Environmental Sciences (SCWIBLES) places UCSC Ph.D. students in Pajaro Valley high schools to help enrich science education.

Helping more than 42,000 students annually to boost college enrollment rates among students from families without a tradition of college, through UCSC's Educational Partnership Center.

Partners in Arts and Culture

Cultural, educational, and just plain fun. UCSC keeps the Santa Cruz community involved, bringing world-renowned attractions to the region through art exhibitions, concerts, theater, dance, film, digital art, and public lectures.

Thousands of visitors from around the country, over the past three decades, have attended events presented by Shakespeare Santa Cruz, the acclaimed professional repertory company in residence at UC Santa Cruz.

With over 65 public events featured last year alone, the Arts Division is UC Santa Cruz's cultural hub.

Internationally acclaimed Dickens Project attracts hundreds of scholars each summer.

1.3 million bound volumes, access to more than 12,000 periodicals, newspapers, along with special materials such as manuscripts, maps and slides are available at the McHenry and Science & Engineering libraries—all open to the public.

One of the most significant popular cultural collections of the 20th century, the Grateful Dead Archive, is free and open to researchers and the general public alike.

Committed to Sustainability

Sustainability at UCSC is our way of thinking about everything we do. From research to transportation, we are proud to be a leader in advancing local and global sustainability.

Reduced annual water use by an estimated 30 million gallons.

Designates 63% of Campus lands as undeveloped areas.

Received the highest score in the *Princeton Review's* “2013 Green College Honor Roll,” placing UCSC in the top 3%.

Diverts more than 90% of construction waste and more than 60% of other waste away from landfills.

Sixth largest university purchaser of green energy credits in the nation, making the campus more carbon neutral.

Transportation Alternatives

Launched car sharing (Zipcar) program in September 2007 and it quickly became one of the most heavily utilized university programs in the nation.

12,000 vehicles were kept off local roads in the spring of 2012, through alternative transportation programs.

Enabled 454 less car trips to and from campus, through use of the Bike Shuttle, during Spring 2012 alone.

23 commuter vanpools enabled about an 80% reduction in commuter traffic.

