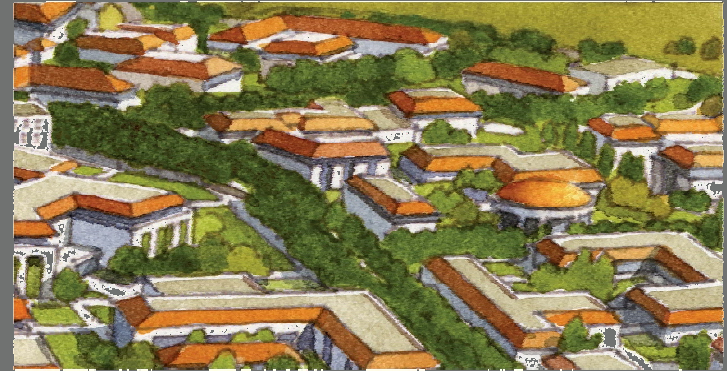
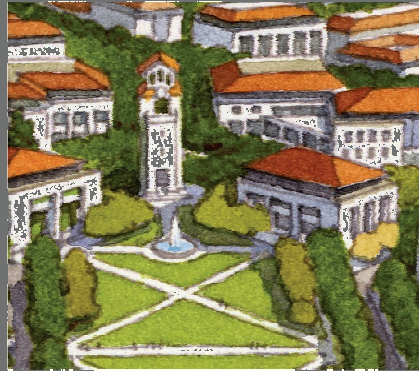
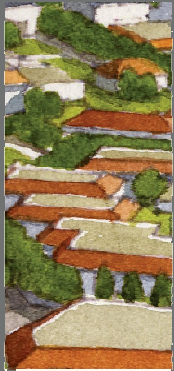


Creating a Bi-National Collaborative for Higher Education, Research, and Technology



Beyond Boundaries
10th North American Higher Education Conference
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Augustine Gallego, Chancellor Emeritus
San Diego Community College District, USA

City of Chula Vista's Desired Outcomes



University Strategy

Two converging tracks: General Plan Update, University strategy

Blue Ribbon Committee

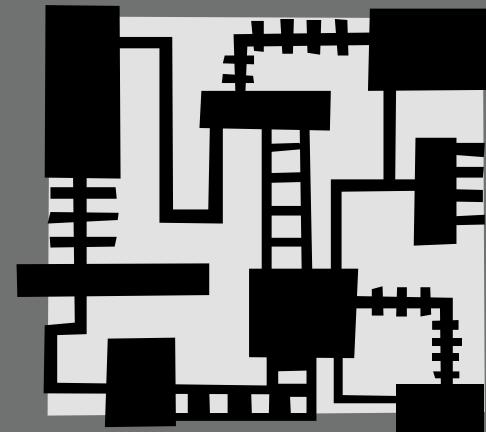
Site analysis

Land use assumptions

Assessment of University models

Economic development context

Site visits



Findings and Assets

Wide community support for a University

University must be a regional asset

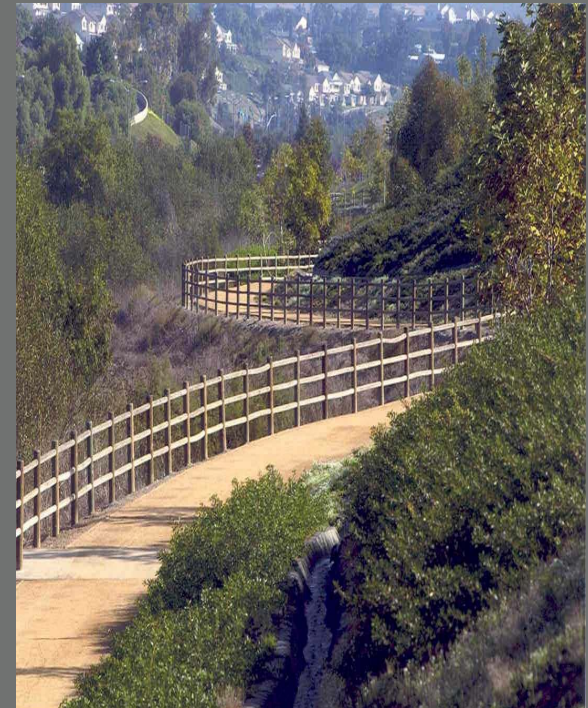
Enrollment demand/unmet need

Importance of U.S. Mexico Relationships



Chula Vista

Environmental Preserve/Open Space



Olympic Training Center



The KEY Question

What are the desired outcomes for this higher education initiative?

Access
Economic Development
Distinction

Creating a Bi-National Collaborative Model

Institutional Collaborators

Centro de Enseñanza Técnica Y Superior
(CETYS University)

Point Loma Nazarene University

Southwestern College

Tecnológico de Monterrey, Central Zone

University of California, San Diego

Why a Collaborative Model ?



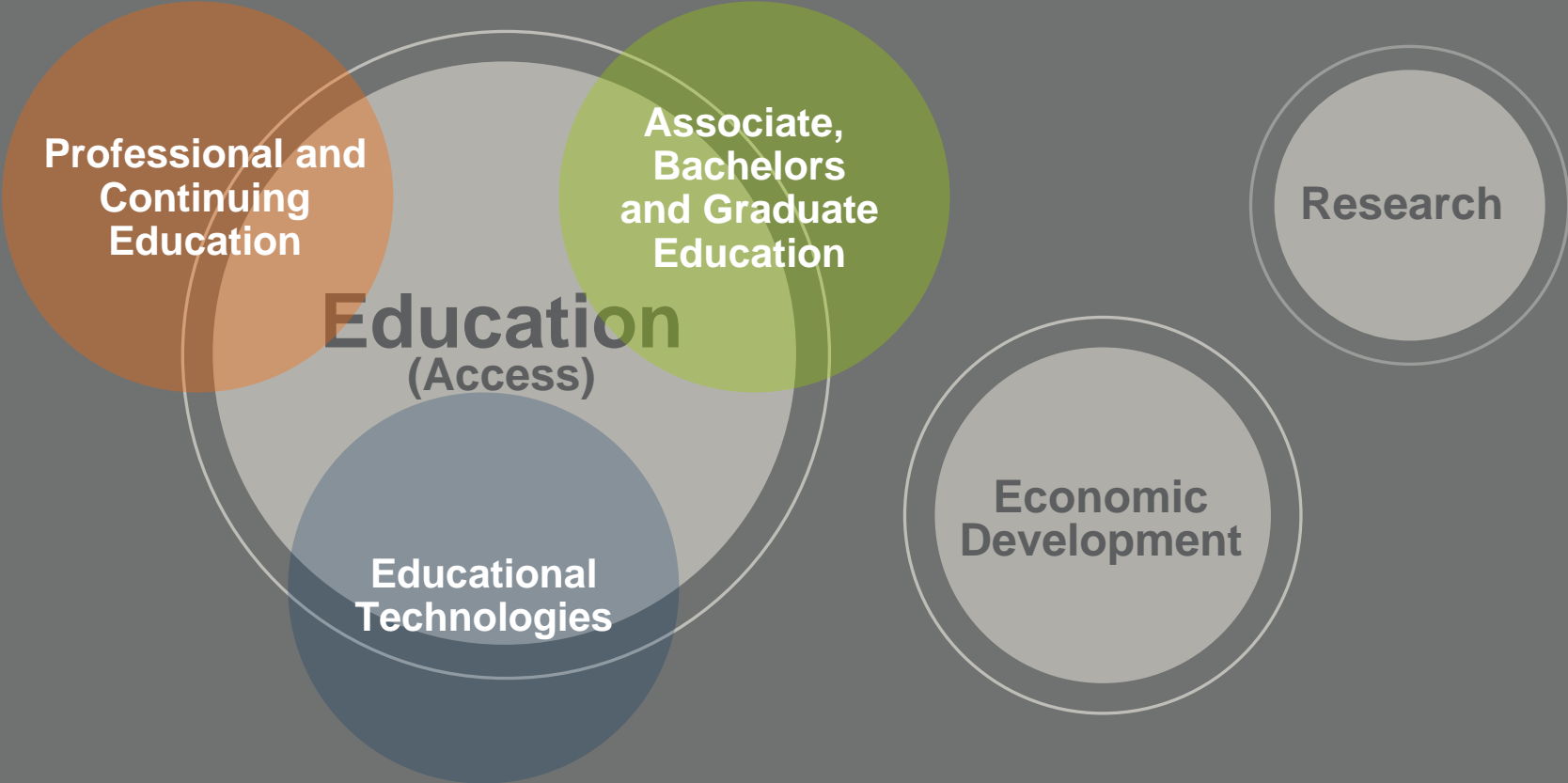
Extends Campus Boundaries

Shared Resources and Facilities

Greater Access, High Quality, Less Cost

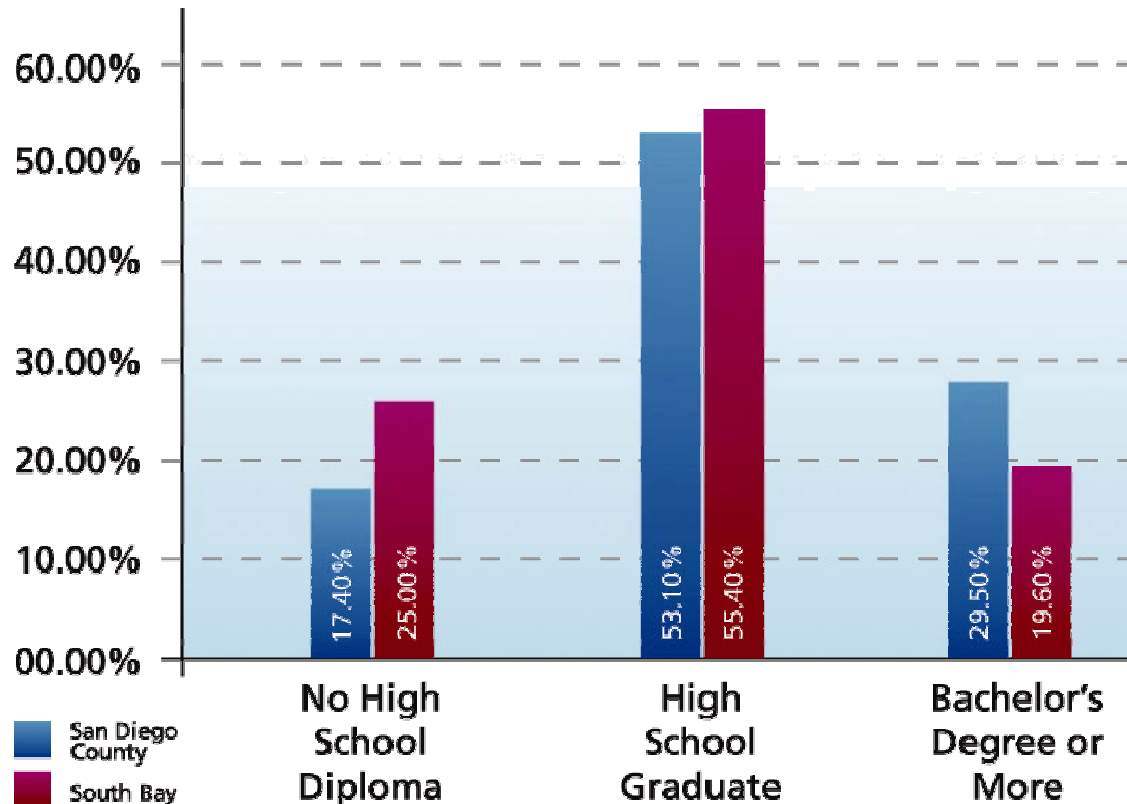
Focuses on Unique Regional Needs

University Park & Research Center Concept



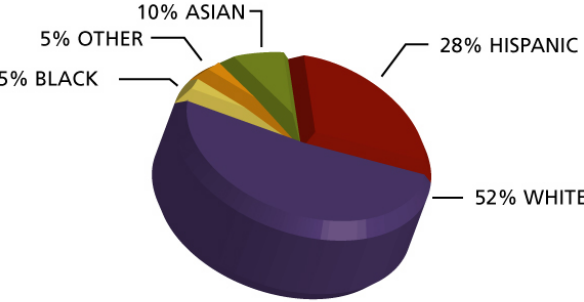
Educational Attainment

Educational Attainment of Residents over 25
in San Diego County and the South Bay

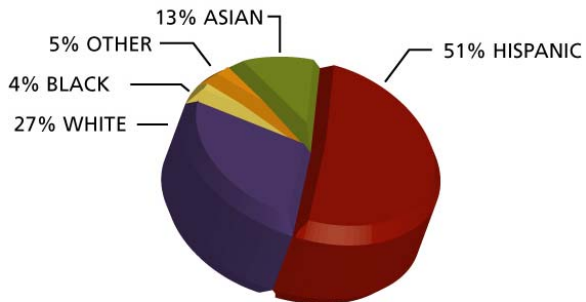


Racial/Ethnic Breakdown

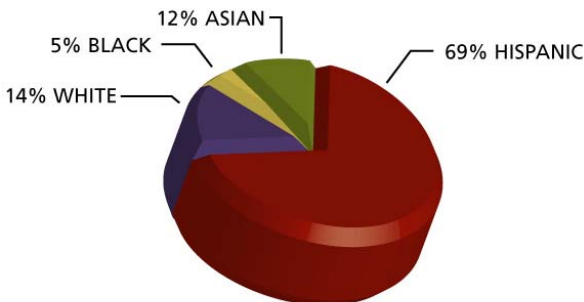
San Diego County
Racial/Ethnic Breakdown



South Bay
Racial/Ethnic Breakdown



South Bay
7-12th Grades (Public)
Racial/Ethnic Breakdown



Multi-Institutional Teaching Centers (MITC's)

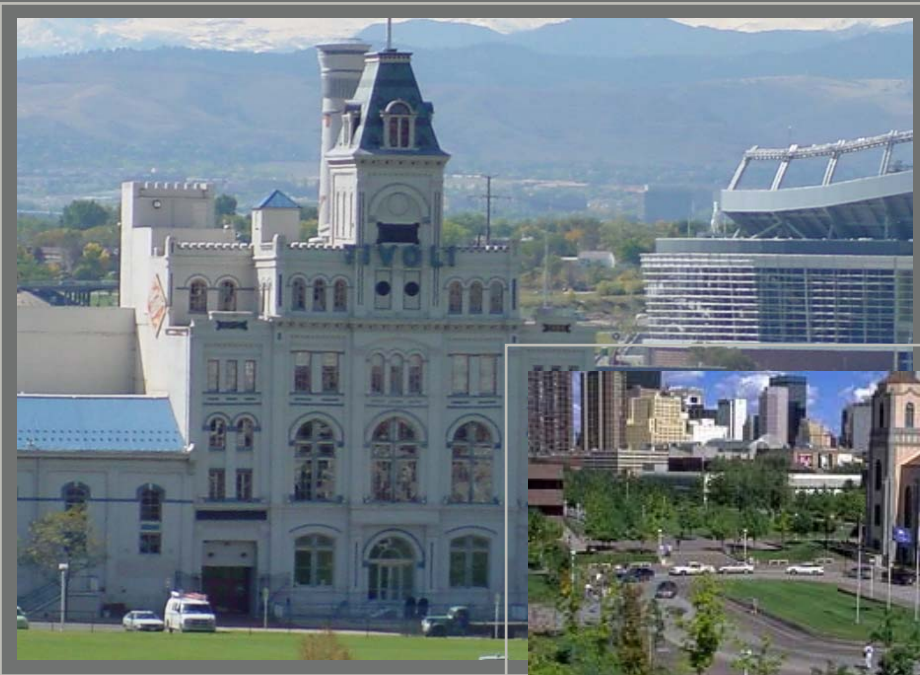
Consortium of colleges, universities, & research institutes sharing land & buildings on single site

Undergraduate and Graduate degree programs

26 MITC's in 14 states

Partners range from 2-17

Auraria Higher Education Center



Denver, Colorado

University Park and Research Center

Key Characteristics

35,000 Students (1 out of every 5 students in Colorado)

Students aged 16-80, average 28-30 years

80% of students hold full or part-time jobs

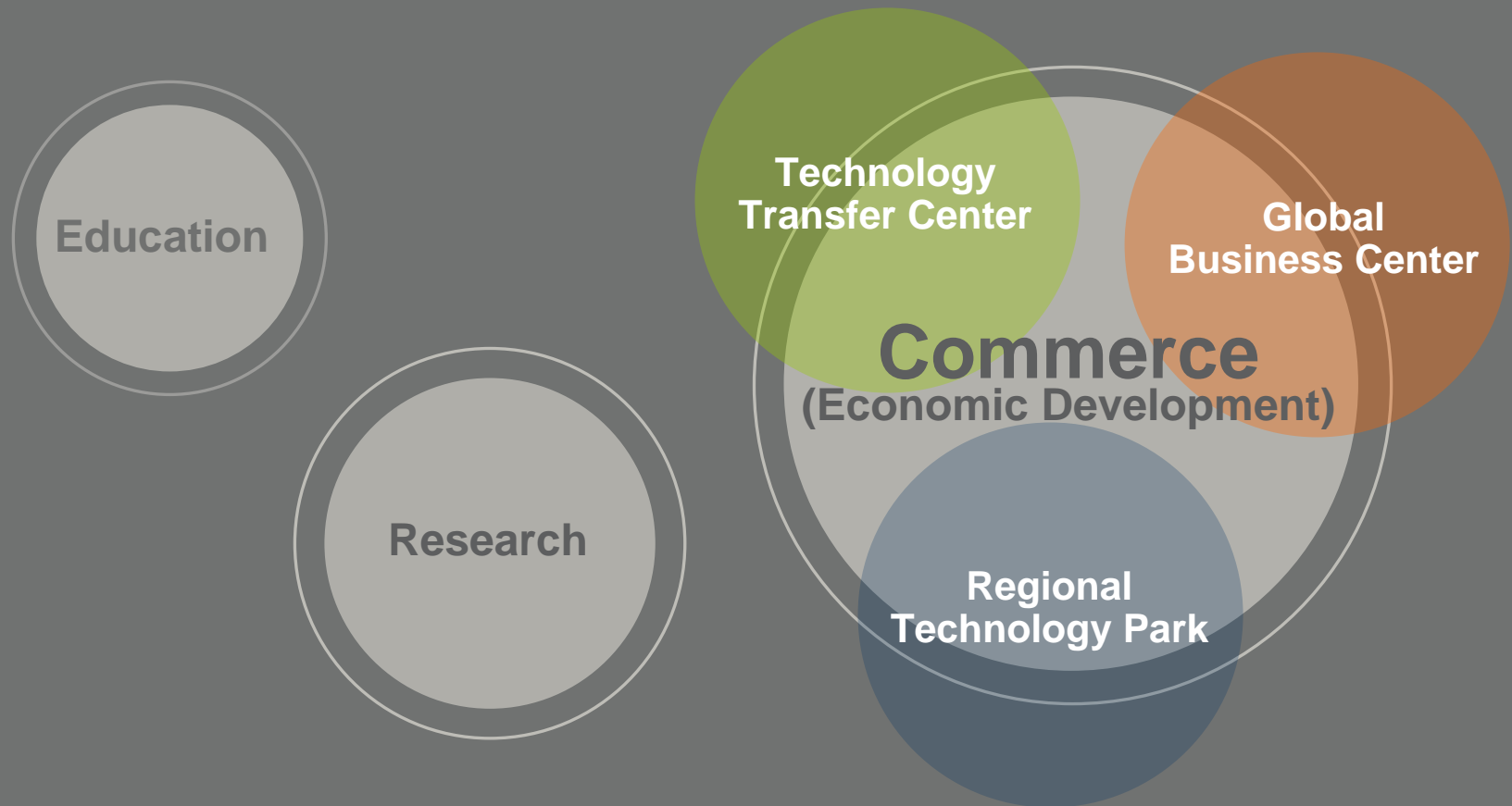
50% of CC students obtain 4-year degrees

90% transfer to partner institutions

Institutional support costs 8.3% vs. 12-15%



University Park & Research Center Concept



Top Ten Regional Employment Clusters

Cluster	Projected change 2000 - 2010
1. Medical Services	+22,000
2. Business Services	+19,500
3. Visitor Industry Services	+14,000
4. Software & Computer Services	+ 5,500
5. Entertainment & Amusement	+ 5,000
6. Biotechnology & Pharmaceuticals	+ 2,600
7. Defense & Transportation Manufacturing	+ 2,400
8. Communications	+ 2,300
9. Recreation Goods Manufacturing	+ 2,000
10. Financial Services	+ 2,000

Centennial Campus



North Carolina State University

University Park and Research Center

Key Characteristics

Advanced technology community

Academic and research neighborhoods

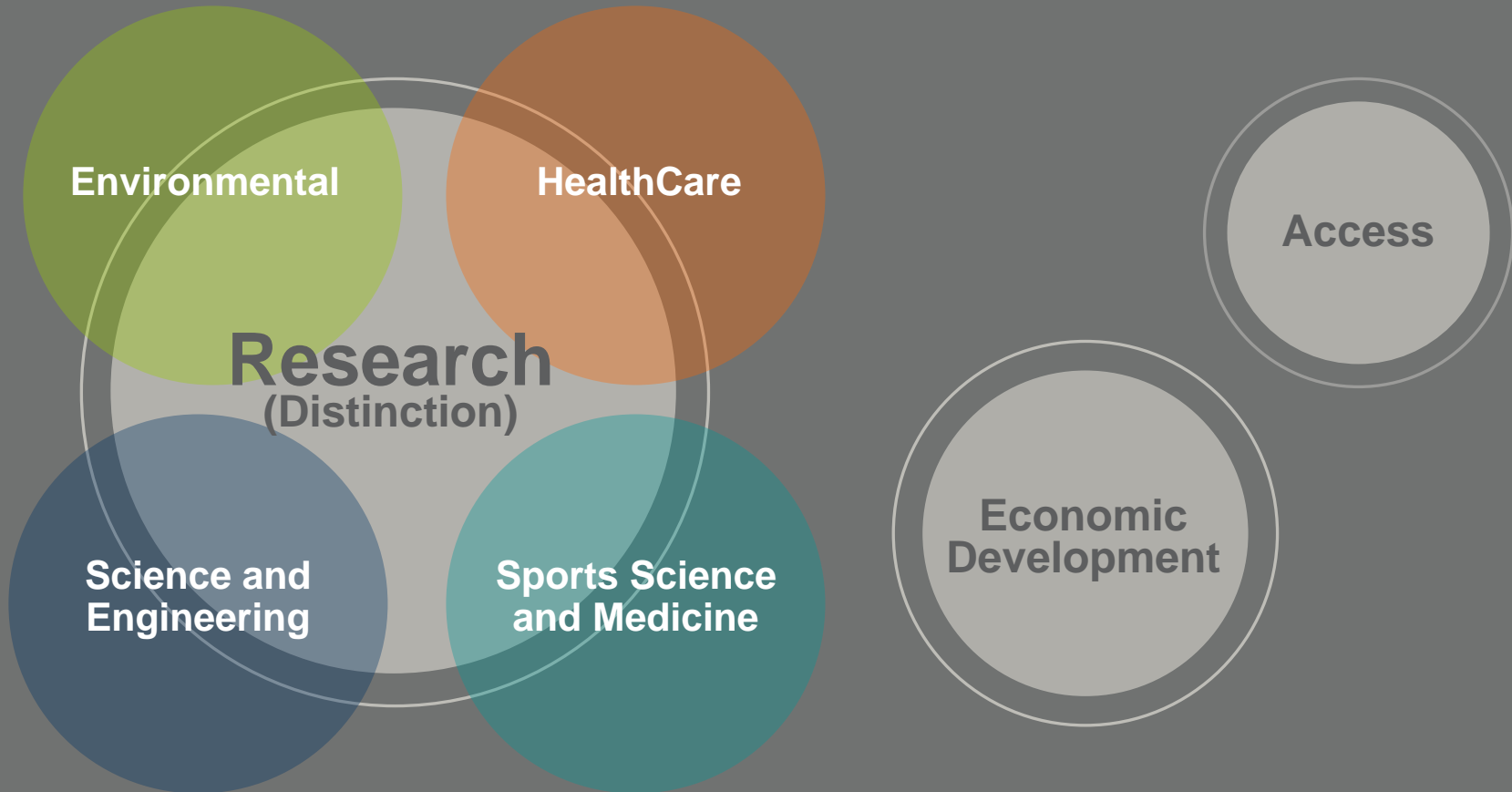
R&D facilities and business incubators

Leading-edge approach

1,300-acre master-planned development



University Park & Research Center Concept



Global Energy Center for Community Sustainability



A Partnership Initiative Between the U.S. Department of Energy (DOE) and the Gas Technology Institute

Key Characteristics

International and regional information exchanges

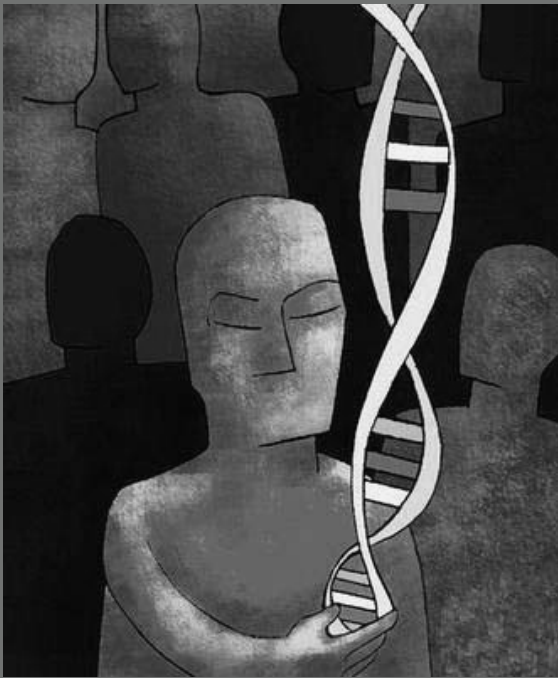
Energy efficient technologies and practices

Education and training demonstrations

Market development for energy technologies

Promotion of regional energy management

Collaborative Model – Combines Best “DNA”



Leveraging Strengths

Addressing Needs

Teaching and Research

Public and Private

Mexico and U.S.

...And Our Unique International Focus



Environment

Culture

Public Health

Energy and Transportation

Science and Technology

University Site Location and Analysis

University Site Location



Campus Enrollment Assumptions

Timeframe	Full-Time Equivalent Students (FTES)	Student Headcount	Faculty
Opening	2,000	2,667	110
Year 5	5,000	6,667	276
Year 10	8,000	10,667	442
Year 15	12,000	16,000	663
Build-out (Year 20)	15,000	20,000	829

Core Campus Summary

Chula Vista campus is assumed to be medium density (3 – 4 stories)

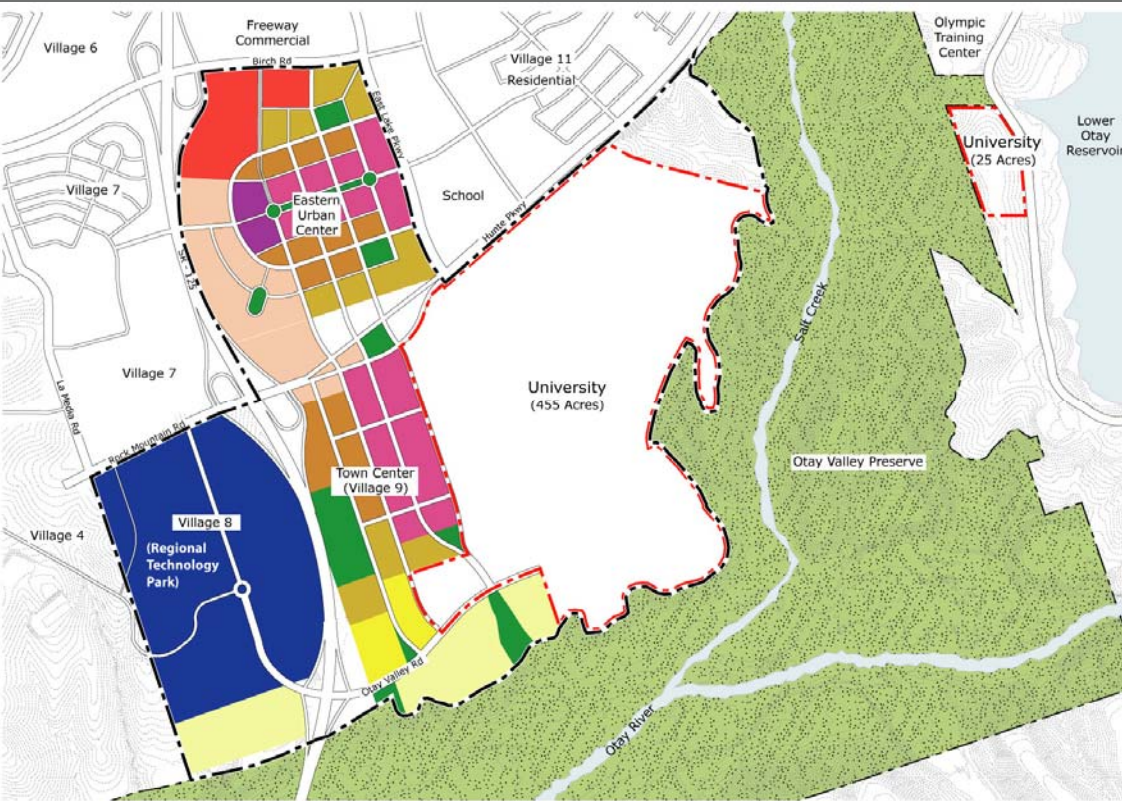
Initial student population assumption: 15 – 20,000

Student housing: 30%

Faculty/staff housing: Up to 20%

Site acreage required: 480 acres

UPRC Land Uses



University

Town Center

Eastern Urban Center

Regional Technology Park

Otay Valley Preserve

University Park and Research Center

Vision Elements

Chula Vista as Gateway city

Nexus for international collaboration

National Model for blending access and distinction to stimulate economic, cultural, and social development

Magnet for attracting resources and partners

Proposed “Mission”

The University will provide a collaborative learning and research environment for engaging students, faculty, and corporations in the creation and application of knowledge for international economic, social, and cultural development.

For More Information

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City of Chula Vista

(619) 585-5797

dstone@ci.chula-vista.ca.us

James Hawkes

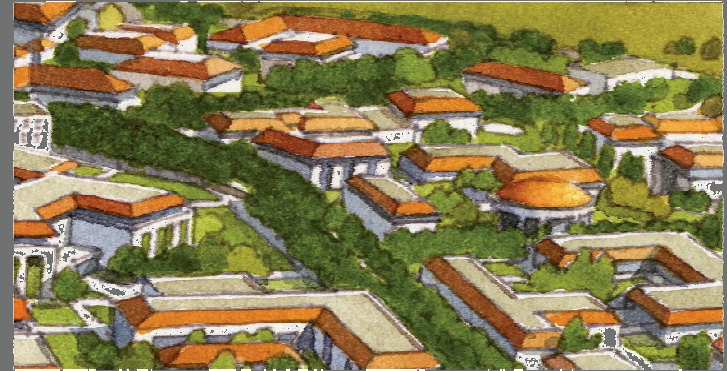
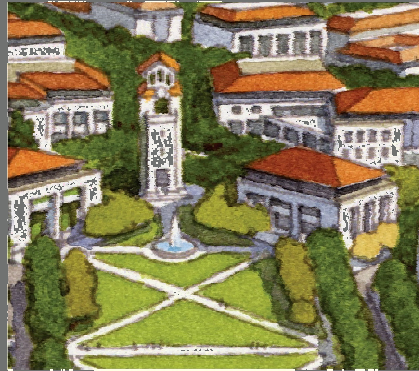
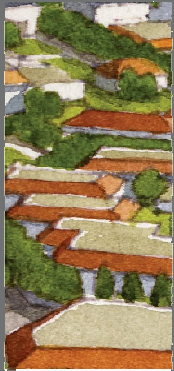
Strategic Consultant

STRATUS

(323) 606-4079

jhawkes@stratus-heery.com

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