



BEACH

2030

2025

Welcome!

This annual report is a snapshot of the remarkable progress we are making in our pursuit of Beach 2030: CSULB's strategic plan and university-wide goals.

Explore the initiatives featured throughout this report — organized by our five strategic priorities — and see how every college, division, and Beach 2030 Action Plan team is contributing to our campus' future vision.



ENGAGE
all students

EXPAND
access

PROMOTE
intellectual
achievement

BUILD
community

CULTIVATE
resilience



SCAN THE CODE
TO SEE THE FULL
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ENGAGE



Sankofa Health and Engineering Summer Academy: Summer Bridge Program Engages Middle Schoolers to Explore Futures in Health and Engineering

CSULB partnered with Long Beach Unified School District's Sankofa Parent Village to create the Sankofa Health and Engineering Summer Academy, a weeklong camp that offered middle schoolers in LBUSD's Black Student Achievement Initiative the opportunity to tour departments in the College of Health and Human Services and the College of Engineering. From gardening to fingerprint analysis, about 80 students participated in the summer academy to learn about various majors and the career paths they support. The initiative is one way The Beach is engaging all students, preparing them to become engaged citizens and professional leaders.





Day at The Beach Engages Students in Open House Event

Day at The Beach is an annual free single-day immersive experience for newly admitted students that provides an exclusive first-look at CSULB colleges, campus tours, academic resources, student organizations, and more.

Day at The Beach is one way our university is expanding opportunities for learning experiences on our campus. This campus-wide event invites thousands of prospective students to explore all CSULB has to offer, bringing the entire Beach experience to one place on one day.

Artists and Scholars Offer Opportunities for Growth at the Center for Contemporary Ceramics

Students learning the art of ceramics at CSULB can get instruction directly from practicing artists when they participate in activities at the Center for Contemporary Ceramics, a combined entity and site committed to the mission of fostering exchange, inquiry, creative production, and learning beyond traditional curricular offerings. This summer, more than 20 professors, lecturers, and volunteer Guest Artists were hosted by CSULB to offer their expertise in the field, engaging students through activities like lectures and demonstrations, workshops, and studio visits. The goals of the center are to inspire and empower all participants to expand the limits of their own practice and work to the benefit of both the participants in our community, and the broader community and field of contemporary ceramics.





Lechaion Harbor Environmental Archaeology Program Engages Students in Research Projects Uncovering History of Ancient Greece City

The CSULB Lechaion Harbor Environmental Archaeology program is a jointly hosted initiative by the Earth Science Department and Classics Department at California State University, Long Beach, and funded by the National Science Foundation. Integrating student training in archaeological techniques with research involving cutting-edge geochemical tools, participants selected for the program travel to Lechaion, Greece, where they launch independent research projects related to the ancient city. After a month of field training on site, students return to CSULB for laboratory training and continued research. The program engages students in hands-on learning experiences, providing a holistic education in archaeology and applied earth sciences that takes them through the entire research process, from generating hypotheses to disseminating findings, and removes barriers to undergraduate participation in research by funding students through the entire program.



Club 61+ Program Offers Mentoring, Career Support During Critical Point in Academic Journey

CSULB's Club 61+ Program is a targeted initiative designed to support students who have earned between 61 and 75 academic units, a critical stage in a learner's academic journey at which they are encouraged to explore internships, job shadowing, and career-focused activities that will prepare them for their future professions. The program connects students with experienced alumni and professionals who can provide valuable guidance, insights, and networking opportunities — a high-impact experience that reflects the university's mission to engage all students to prepare them for journeys in a fast-changing world.

Through personalized mentoring relationships, the Club 61+ Program empowers students to make informed decisions about their career paths, develop essential skills, and gain the confidence needed to navigate the transition from college to the professional world.





New Programs Aim to Engage LBUSD Students

In the College of the Arts and the College of Health and Human Services, a handful of new outreach programs are engaging Long Beach high school students to showcase the colleges' offerings as students consider their future in higher education.

Arts For Life, an initiative of CSULB's Carpenter Performing Arts Center, expanded their high school outreach this past academic year with a trio of programs that brought music into LBUSD classrooms and gave young musicians new opportunities to see and take part in live performances.

As part of the Arts For Life Classroom Connections program — which has previously provided free arts instruction and performance opportunities to elementary school students — jazz trumpeter Keyon Harrold visited Jordan High School and worked with the Jordan High School Pep Band to bring his expertise to this group of 9th-12th graders. All music students and the CSULB/LBUSD/Jordan High School Math Collaborative — about 350 students — later attended a field trip to CSULB's Carpenter Center to see Harrold perform.

Arts for Life also recently became a partner of GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs), through which the Carpenter Center gave tickets to high school students and families to attend a performance by Symphonic Jazz Orchestra, and became part of the mentor program Agents of Change.

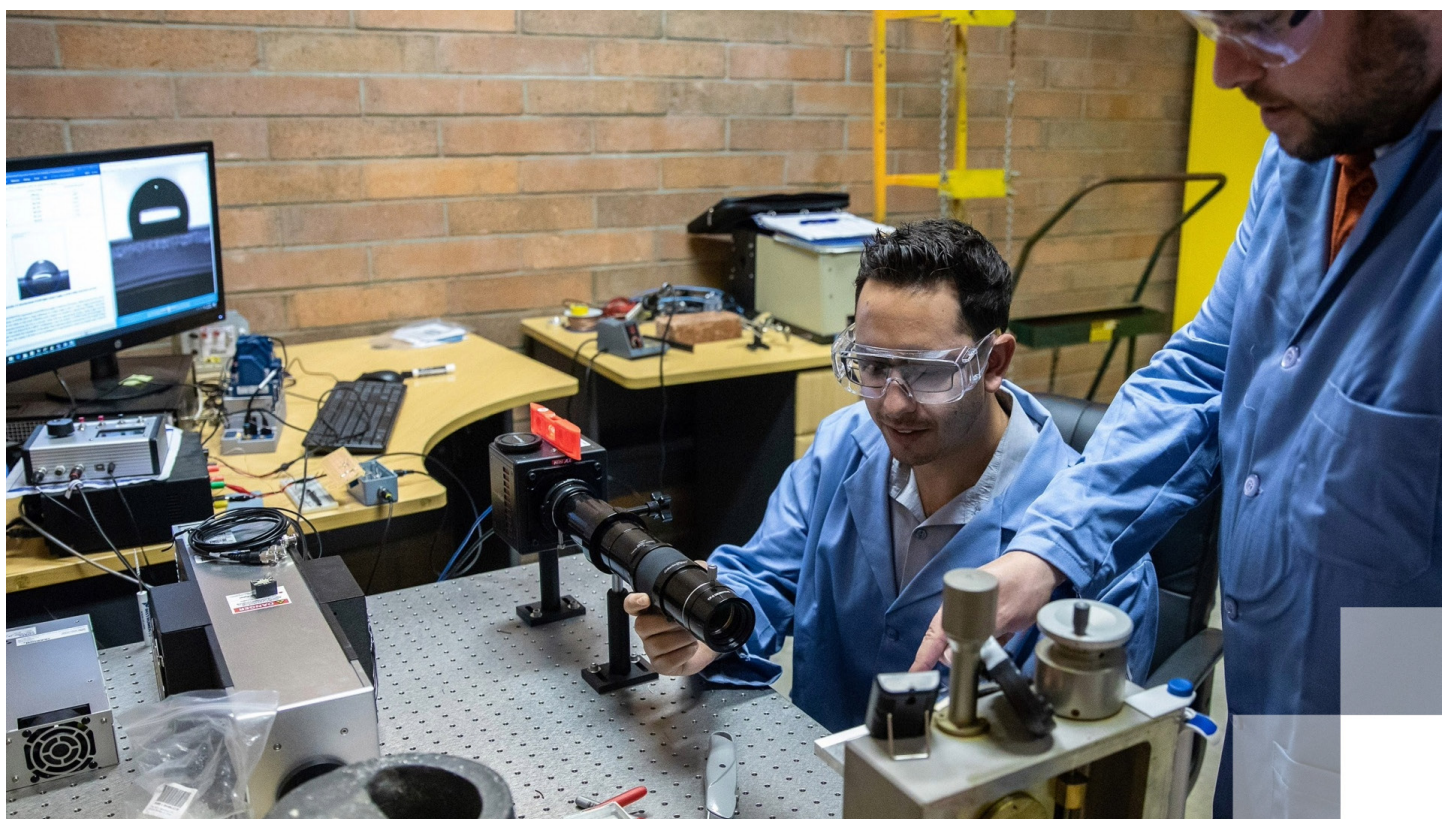
And through a new partnership with Jazz Angels, a Long Beach initiative that brings high school jazz musicians together from LBUSD high schools, about 50 students and their families also attended the spring Symphonic Jazz Orchestra performance. In the School of Art, a committee focused on Inclusive Excellence also worked to engage LBUSD students. In partnership with the Office of University Outreach & School Relations, the groups identified community college and high school populations that would be best served by campus tours and offered access to our CSULB campus for prospective students who might not otherwise have been on a university or college campus before.

In the College of Health and Human Services, four students were hired in spring 2025 to be ambassadors for the college, tasked with attending on- and off-campus events to promote CHHS degree programs and talk about their experiences to potential incoming students. The ambassadors are expected to play a crucial role in recruitment and outreach for the college, serving as liaisons between CSULB, Long Beach City College, and Long Beach Unified School District.





EXPAND



Free Engineering Dual Enrollment Course Opens Doors to Higher Ed for LBUSD Students

High school students from LBUSD dedicated their Saturdays to earning college credit and investing in their futures by attending the inaugural dual enrollment offering of ENGR 101: Introduction to Engineering course by the California State University Long Beach, College of Engineering and the CSULB College of Professional and Continuing Education. Thanks to a major grant for the K-16 Collaborative through UNITE-LA, this class is offered free of charge. Led by Professor Ava Hedayatipour, students dove into majors, career exploration with guest speakers, and hands-on projects, focusing on Computer Engineering Technology. This is the first dual enrollment course offered in the College of Engineering (COE), and aims to expose more LBUSD students to majors and career paths served by the college, with an emphasis on the Computer Engineering Technology major. More than two dozen high school students finished the class in this first year, earning one unit for ENGR 101, a prerequisite for all COE undergraduate majors.



EXPAND



Beach 2030



New Certificate in Applied Data Analytics for Higher Education Launched

A new self-paced online certificate program is designed for higher ed professionals who want to build their skills by learning how to analyze real college and university datasets. Learners will be able to use the latest coding tools and languages to track the impact of data on student outcomes, then apply this newly gained knowledge in the workplace. The 15-week course is offered in partnership with CSULB's Institutional Research and Analytics (IR&A) and is ideal for higher ed professionals who want to make data analytics insights more accessible across campus. This first cohort includes 47 students – from here at CSULB, across the CSU system, and across the country. It's one way CSULB is expanding access to new opportunities for both traditional and non-traditional students to gain learning and research experience – a university strategic priority.



CSULB Launches Online Bachelor of Science in Criminology & Criminal Justice Program

Under the direction of Connie Ireland, professor of Criminology and Criminal Justice, a fully online B.S. Criminology and Criminal Justice program is now offered through the College of Health and Human Services' School of Criminology, Criminal Justice, and Emergency Management, in partnership with the College of Professional and Continuing Education. The degree program is helping The Beach to expand access for learners from all walks of life and creates more opportunities for students interested in pursuing their BS in CCJ degree at CSULB. The application launched in March 2025, and the program is welcoming its first cohort of 25 students this fall.

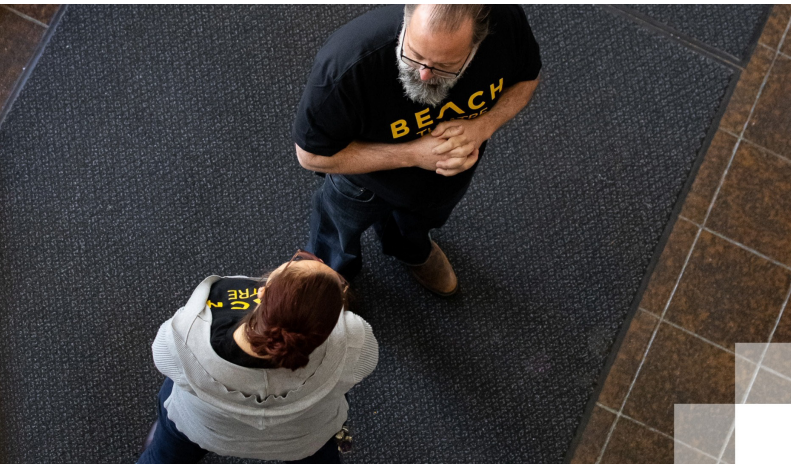




EXPAND



Beach 2030



CSULB Joins California Universities in Signing Transformative Open Access Agreement with Oxford University Press

CSULB joined the California State University system, the University of California system, and 30 private academic and research institutions represented by the Statewide California Electronic Library Consortium (SCELC) in a four-year open access agreement with Oxford University Press (UOP) to provide affiliated researchers with access to OUP's world-leading journals and support for publishing their work open access. The transformative agreement harnesses the resources of research institutions, private liberal arts colleges, comprehensive universities, and special libraries across California by redirecting existing library subscription funds to support authors publishing open access. The agreement enables authors at the participating institutions to publish articles using an open access license at reduced or no cost in more than 500 hybrid and fully open access OUP journals.



New Multidisciplinary Science Major Expands Pathways for Careers in Science

The College of Natural Sciences and Mathematics has developed a new major: Bachelor of Arts in Multidisciplinary Science through the Science Education department.

Starting in fall 2026, students will be able to join a degree program that provides opportunities to explore science across several disciplines — biology, chemistry, earth science, and physics — preparing them for a variety of careers that require an understanding of science, scientific practices and skills, and strong reasoning skills. In addition to expanding access to pathways for science careers in industry, communication, and business, the program also provides a clear pathway for students interested in teaching middle school and high school science — a career for which there is great demand.

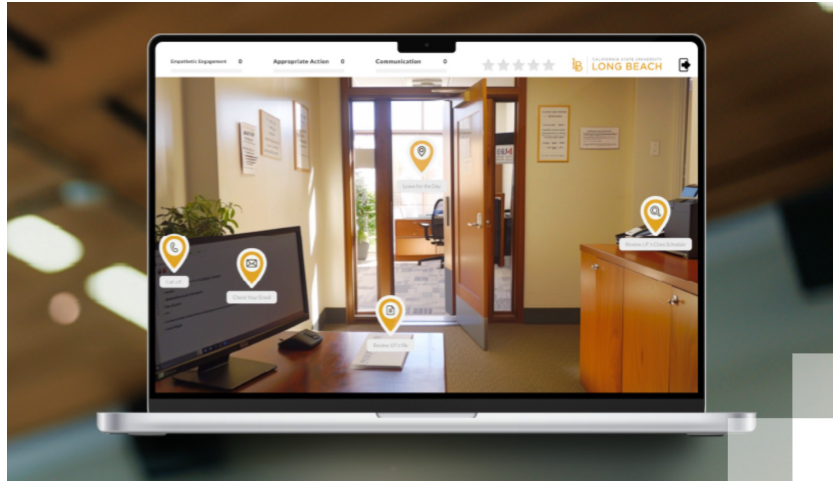




EXPAND



Beach 2030



CSULB Launches New Mental Health Support Simulations for Faculty and Staff

Beach faculty and staff now have an exciting new resource to support the mental health of students! Launching just in time for World Mental Health Day—Oct. 10, 2024—CSULB's new Mental Health Support Simulations offer an immersive training experience where all employees can practice active listening, expressing empathy, and referring students to Beach wellness resources. The gamified simulation tool, customized specifically for CSULB, allows participants to interact with student avatars in lifelike environments. This virtual space enables faculty and staff to practice assisting students through challenging personal scenarios.

The simulations are available 24/7 in both English and Spanish for the entire campus community, providing an opportunity to rehearse interactions and gain confidence in becoming better student advocates. The tool features multiple endings, allowing players to make several attempts to continuously improve their referral skills in a low-stakes environment that mitigates student harm. Faculty and staff are encouraged to engage with the simulation and repeat the training to prepare for the student interactions they may encounter in their daily lives.

CSULB recognizes that students are experiencing high levels of stress, anxiety, and depression, as well as homelessness, food insecurity, and loneliness. As such, the Beach is taking a proactive approach to offer support to students navigating these challenges alongside their studies.





PROMOTE



Database Project Makes Strides to Advance Partnerships Across CSULB

This past year, the Beach 2030 team continued making strides to develop a centralized database of existing partnerships across campus, an initiative led by the Advance Partnerships for the Public Good Action Plan. The team plans to create a sample database by December 31, 2025. This database will help track and advance internal and external partnerships currently benefiting the university, while streamlining entry for new collaborators to promote research and forge connections to The Beach. Additionally, the team will look for opportunities to analyze and communicate the importance of these partnerships to the campus community. By highlighting how these collaborations contribute to student success, we aim to underscore the critical role they play in enhancing educational experiences and outcomes.



Blended Degree Programs Support CSULB's Growth Strategy

Blending self-support and state-funded degree programs is a cornerstone of CSULB's growth strategy, and initial implementation of these programs on campus has shown promising success. The College of Professional and Continuing Education has taken the lead on the campus rollout of this strategy, shepherding several blended courses, including ones in the College of Liberal Arts and the College of Health and Human Services. In fall 2026, the first blended EDGE program combining stateside and self-support will roll out via the Criminology program. This will be the first successful implementation of a self-support and stateside degree program across the CSU system.





PROMOTE



Beach 2030



Urban Coast Fund Supports Environmental Research with Help of California Resource Corporation

The College of Natural Sciences and Mathematics has created the Urban Coast Fund, funded by the California Resources Corporation (CRC). The Urban Coast Fund will specifically allow for and encourage advancements in research and education into our coastal environments. Focusing on sustainability and community engagement, CNSM will be able to increase student and faculty research related to the ecology of the urban coast, including paired mentorships, meeting travel expenses, shared student/faculty projects, and supplies funding for labs.

CRC's collaboration with CNSM underscores a shared vision for environmental sustainability and the importance of public-private partnerships to address pressing ecological challenges. It also reflects the campus' mission to promote intellectual achievement. By pooling resources, expertise, and innovation, this collaboration will drive forward-thinking solutions that benefit both the environment and local communities.

Long Beach Teacher Residency Advances Student Success

Preparing the next generation of teachers to emerge well-prepared for the changing educational landscape and filling gaps in the local teacher workforce are fundamental to the College of Education's mission. Through a state-funded grant, and in partnership with the Long Beach Unified School District, The Beach is offering students a \$34,000 stipend for a year of student teaching in return for a commitment to teach in LBUSD for four years.

Students pursuing either of the following pathways are eligible to apply for the stipend:

Pathway 1: Pursuing the dual educational specialist and multiple subject credential through UDCP.

Pathway 2: Pursuing the Spanish bilingual authorization (BILA) in addition to the multiple subject credential through the UTEACH program.





BUILD



Beach Pluralism Project Fosters Community of Belonging

Housed in the College of Liberal Arts, the Beach Pluralism Project highlights the beautiful tapestry of religious and ethnic diversity at CSULB, fosters interfaith and intercultural dialogue, and furthers understanding across divides. The project seeks to enhance student skills in conflict resolution, fostering belonging, interfaith competency, and peacemaking. In the 2024-2025 academic year, the project launched The Conoley Fellows Program, a pilot initiative in which undergraduate scholars from all disciplines are selected to engage in a yearlong study of the theory and practice of pluralism, offered by the Department of Religious Studies.



Library Kiosk Dispenses Short Stories for Students on the Go

New short story kiosks in the University library offer students a quick hit of fiction, dispensing from a futuristic machine one-, three-, and five-minute stories at the touch of a button. Academic libraries have long been places where shared university experiences are created, offering opportunities to build a culture of community among students. The short story kiosk does just that, presenting new ways to connect and engage students in this central campus hub. This past academic year, the kiosk printed 3,540 stories, 20% (706) of which were 5 minutes long, 24.5% (869) 3 minutes, and 55.5% (1965) 1 minute. This coming fall, the library will participate in a short story competition from the makers of the kiosk, Short Édition, which will publish CSULB student stories online alongside other students across the globe.





New Beach Staff Development Center Brings Advancement, Engagement Opportunities Under One Roof

The Beach Staff Development Center is CSULB's new one-stop-shop that brings opportunities for career advancement, partnerships, and staff engagement all under one roof. A Beach 2030 initiative, the center marks a major achievement in the university's mission to enhance pathways for personal and professional achievement for staff members — a goal laid out in the strategic plan.

"This has been a dream," President Jane Close Conoley said during a ribbon cutting ceremony for the BSDC in January. During her more-than decade as president of CSULB, she has heard consistently from staff members this hope for more focus on personal and professional learning and development opportunities, she said. "That's why Reimagine Staff was part of the Beach 2030 thinking," Conoley said.

"Organizations don't thrive, don't flourish, if the people who work there are not committed and motivated, and if they can't find a home and a sense of belonging."



Year-long 75th Anniversary Celebration Fosters Community at The Beach

Outreach and engagement around CSULB's 75th Anniversary brought with it an opportunity to build community at CSULB. Throughout the year, University Relations and Development spearheaded a campaign to generate excitement, partnerships, and activities around the campus' 75th year, leading numerous campus-wide opportunities to engage in celebrating the university milestone. A dedicated website, community concert, paid media pieces, year-round content, and, of course, dozens of 75th anniversary promotional assets allowed the division to strengthen connections within the region and among generations of CSULB graduates. The anniversary created sponsorships and partnerships, showcased CSULB milestones and alumni over the years, and invited everyone in the community to celebrate an institution that has forever shaped the economic landscape of Long Beach and Southern California.





Beach XP Demonstrates Impact in Year 2

The Beach Experience (Beach XP) at California State University, Long Beach is a learning community created as part of a strategic initiative to empower first-year students by enhancing their sense of belonging, persistence, and academic success. At its core, Beach XP seeks to support students through a holistic, wrap-around approach as they navigate the transition into university life, offering a structured learning community where they can connect with peers and mentors, engage with campus resources, and foster a strong foundation for personal and academic growth. Since its launch in fall 2023, Beach XP has demonstrated a positive impact on student retention and success. In its inaugural year, the program welcomed 742 students, representing 13% of the incoming class. Among this group, first-year persistence rates were notably higher than their non-participating peers, signaling the program's effectiveness in fostering resilience and academic commitment. The program nearly doubled in size during year two, supporting around 1,300 students across 55 cohorts.



Gospel Music Week and Community Concert

Cal State Long Beach's first Gospel Music Week concluded on March 1 with a community performance at Bethany Church, bringing together students, faculty, staff, alumni, and local singers in front of an engaged audience of 300. Led by gospel artist Ananias "Markey" Montague and supported by CSULB choral director Jonathan Talberg, the Community Gospel Choir Concert featured a mix of traditional and contemporary gospel.

The weeklong event was designed to foster connection and cultural appreciation, welcoming singers of all backgrounds without auditions. More than 140 participants, including members of the Bob Cole Chamber Choir, rehearsed in the final days of Black History Month. Alongside CSULB's Super Sunday outreach, the initiative aimed to strengthen community ties while celebrating gospel music's history. Spearheaded by Daria-Yvonne Jackson Graham, associate vice president of student success and engagement, the concert was a collaboration between Student Affairs and Academic Affairs. Graham hopes it's the first of many.

"Ananias Montague brought an unforgettable energy to the inaugural Gospel Music Week at CSULB," she said. "His teaching and direction united voices from all backgrounds — creating a powerful and moving concert."





CULTIVATE



A Toolkit for the Future

As we work to institutionalize futures-thinking at CSULB, the Future-Ready Beach 2030 team is developing a toolkit with foresight tools from the Institute for the Future that are tailored specifically for CSULB. Embedding an equity-minded framework into these tools is key to aligning them with our values and mission at The Beach, and fundamental to their use across campus. In strategic planning or simple decision-making, this toolkit can be drawn upon as our centralized planning method for initiatives big or small at The Beach. A handful of foresight practitioners equipped to teach others on campus the futures-thinking skills using practices from the toolkit will be central to this project's rollout. This central CSULB foresight practitioner team will help energize the campus community to be nimble in future planning.

Future of Work Co-locating Project Cultivates Resilience in the College of Business

In the College of Business, a new initiative aimed to centralize administrative support in academic departments to improve collaboration, streamline operations, and provide consistent service in hybrid work environments. By co-locating staff with overlapping duties, the goal was to enhance service delivery to both students and faculty. The college implemented principles aligning with Beach 2030's Future of Work strategy, using the Future of the Office: Best Practices and Space Standards guide developed by Beach 2030 and Beach Building Services to consolidate space and bring teams together in ways that would improve efficiencies. Through the project, the college is cultivating resilience for the future, promoting sustainability, financial efficiency, and significant workflow improvements.





CULTIVATE



Beach 2030



The Future of Work: Building Services, Beach 2030 Launch New Process for Strategizing Space

Part of a multi-faceted project to rethink the future of work, CSULB's Beach Building Services teamed up with Beach 2030 to develop *The Future of the Office: Best Practices and Space Standards* — a guide to help CSULB think strategically about physical space on campus. With easy-to-follow steps and practical tools to help implement space changes, this new project aims to be a resource for creating innovative, collaborative, and productive workspaces in a hybrid environment. "This guide provides a practical framework for adapting to the evolving nature of work on our campus," said Mark Zakhour, associate vice president of Beach Building Services. "By leveraging these best practices, we can optimize our spaces to enhance collaboration, improve employee engagement, and deliver exceptional service to our students."



Division of IT Shepherds AI Technologies to Cultivate Resilience

The Division of Information Technology developed and supported an array of new Artificial Intelligence technologies this past year, reflecting CSULB's ability to be nimble and proactive in an ever-changing technological landscape. The division deployed a Proof-of-Concept Artificial Intelligence (AI) Canvas Course Copilot, supporting three College of Business courses to provide students with 24/7 adaptive support, including personalized explanations tailored to individual learning needs. For faculty, the AI assistant aids in course design and planning, while also identifying students who may require additional assistance.

Additionally, DoIT provided campus-wide access to Generative AI tools like Microsoft Copilot Chat and ChatGPT Edu, and supported campus technologists in planning and customizing AI solutions for colleges and business offices. The AI Technology website, launched by the division this past year, serves as a central catalog for AI resources developed and curated for CSULB.





CULTIVATE



Beach 2030



Counseling Psychology Program Doubles Cohort Size in Response to Demand for Mental Health Professionals

In response to the high demand for mental health professionals in California and the nation, the Counseling Psychology program in CSULB's College of Education doubled its cohort size this past year — from 25 to 50 students — to increase the pipeline of therapists and other dire-needed experts in this field.

The number of applicants increased dramatically as well, from 350 before the COVID pandemic, to 700 during COVID, to more than 1,000 presently. "Basically, there is a shortage of mental health professionals in the area, state and nation," said Bitu Ghafoori, CSULB professor and chair of the Department of Advanced Studies in Education and Counseling. She's also director of the CSULB Long Beach Trauma Recovery Center. "There are not enough therapists to take care of people's mental health issues," she said.

Once students graduate from the Counseling Psychology program, more than 95 percent of them find jobs in the field, Ghafoori said. "Our students are sought after in various community agencies, hospitals, at Kaiser Permanente, local agencies, at school districts. Our field placements have been extremely happy with being able to get more CSULB students."

The growing cohort, recent recognition and continuing demand reflect CSULB's commitment to cultivating resilience, implementing forward-looking actions meant to strengthen the institution, and supporting the aspirations and needs of community members.



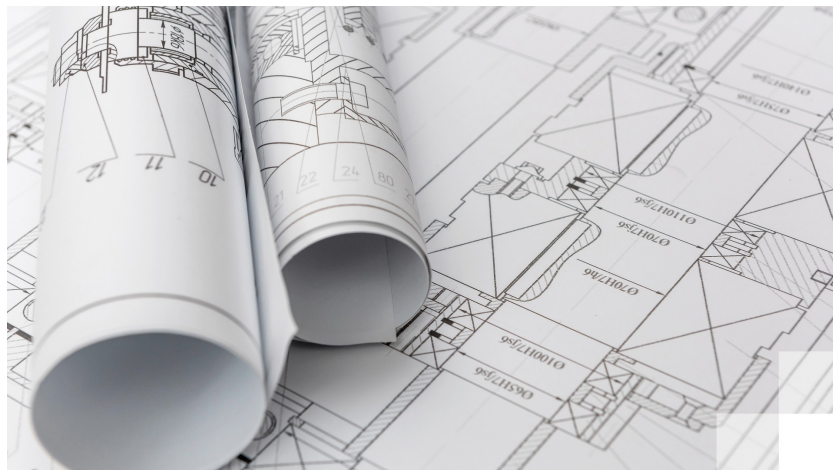
Physical Plan Supports Beach 2030 Mission

The 2035 Campus Master Plan Update is the physical manifestation of the Beach 2030 strategic visioning process and the academic mission of the University. The Campus Master Plan Update furthers the University's long-standing mission and documents the vision for the physical campus environment. The 2035 Campus Master Plan Update is an ambitious, yet realistic, shared vision that will guide the physical development of CSULB over the next decade and beyond. This past year, several projects led by CSULB's Beach Building Services were underway in alignment with the Campus Master Plan Update, including the following:

- Family and Consumer Sciences' Child and Family Center
- La Playa Hall student housing project
- University Student Union Renovation and Expansion

For a list of all current construction projects at The Beach, visit BBS' page.





Transforming Service: The Brotman Hall Blueprint Initiative

The Brotman Blueprint Initiative, guided by Deloitte's recommendations and aligned with CSULB's Beach 2030 Future of Work action zone, reimagines campus space and service delivery in response to hybrid work and the rise of online services. The initiative co-locates synergistic teams to improve collaboration, streamline customer experiences, and optimize space. The first pillar consolidates a decentralized Financial Management (FM) organization currently spread across five locations into a single FM hub in Brotman Hall, eliminating annual lease costs, improving adjacency among core functions, and returning vacated square footage for higher-priority divisional use. The second pillar creates a one-stop employee service hub by co-locating Benefits, Human Resources Management (HRM), and Payroll so employees can access HR services through a single "front door," supported by shared reception, confidential consult rooms, hoteling workpoints, reservable focus rooms, and collaboration zones.

In parallel, the Beach Central expansion fully leverages BH123 by consolidating frontline windows--Enrollment Services, Financial Aid, CPaCE Registration, and FM Cashiering walk-up--into one student-centered location with the goals of improving the student experience and streamlining operations among synergistic teams. Collectively, these efforts create lively, flexible workplaces that enhance cross-unit collaboration, simplify student and employee service journeys, maximize utilization of Brotman Hall, eliminate avoidable lease expenses, and promote a future-ready campus that adapts to changing service demands while improving consistency, first-contact resolution, and overall customer satisfaction.

