



BI-NATIONAL UNIVERSITY CAMPUS VISION DOCUMENT

CHULA VISTA, CA

VISION

A **BI-NATIONAL CAMPUS** that leverages the border as a laboratory to attract students from both the U.S. And Mexico, offers degrees and skills training specific for the bi-national region, and serves as a catalyst for growth and economic development.

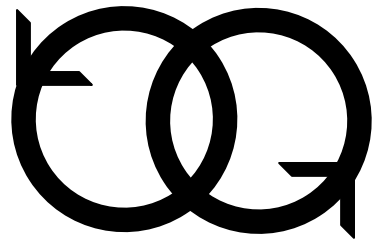
*Un **CAMPUS BI-NACIONAL** que utiliza la frontera como laboratorio para atraer estudiantes de ambos lados de la frontera con licenciatura y formación profesional específica para la región internacional entre los Estados Unidos y Mexico.*

VISION



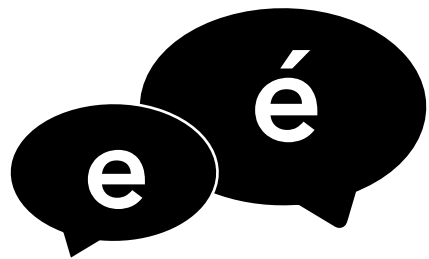
BI-NATIONAL

LEVERAGING THE BORDER LOCATION AS A LABORATORY TO CULTIVATE AND STRENGTHEN BI-NATIONAL EXCHANGES.



BI-CULTURAL

EMBRACING THE DIVERSE CULTURES OF THE UNITED STATES AND MEXICO TO PREPARE STUDENTS FOR OPPORTUNITIES ON BOTH SIDES OF THE BORDER.



BI-LINGUAL

OFFERING COURSES IN BOTH ENGLISH AND SPANISH TO PREPARE PROFESSIONALS PROFICIENT IN BOTH LANGUAGES.

WHY IS THIS IDEA IMPORTANT?

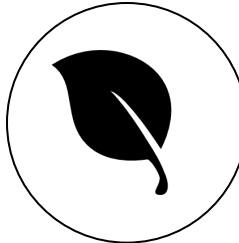
THE **U.S.** AND **MEXICO** ARE INTRINSICALLY LINKED



TRADE



**PHYSICAL
INFRASTRUCTURE**



ENVIRONMENT

IMPORTANT TRADE PARTNERS



#1

largest export
market for Mexico

#2

Largest export
market to US

\$243 Billion

Exports to Mexico

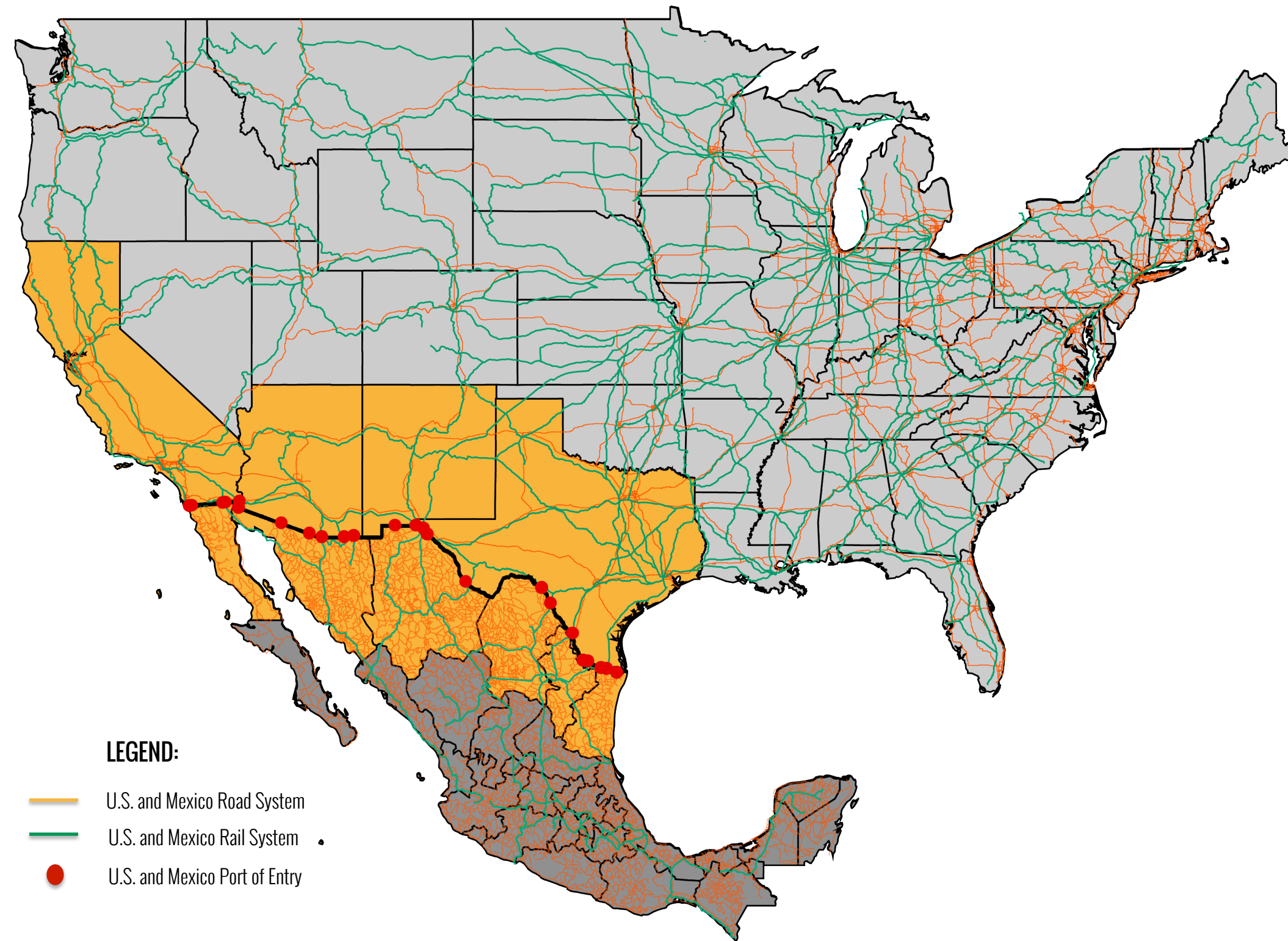
\$293 Billion

Exports to U.S.

\$536 Billion

Total Bilateral Trade

PHYSICAL INFRASTRUCTURE



+80%

**Of Bilateral Trade
crosses via land
through**

56

**Land-Border Ports
of Entry (POE)**

SHARED ENVIRONMENT



1,284 Miles

**Shared International
Water Boundaries**

3

**Shared International
Reservoirs**

2

**Shared Parks and
Wildlife Refuges**

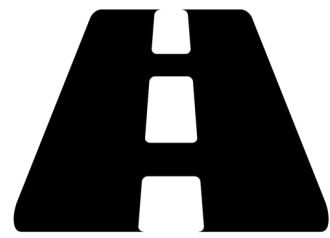
450

Shared Wildlife Species



SHARED ECONOMY

UNITED STATES AND MEXICO DEPEND ON EACH OTHER FOR ROBUST TRADE AND ECONOMIC RELATIONS



SHARED INFRASTRUCTURE

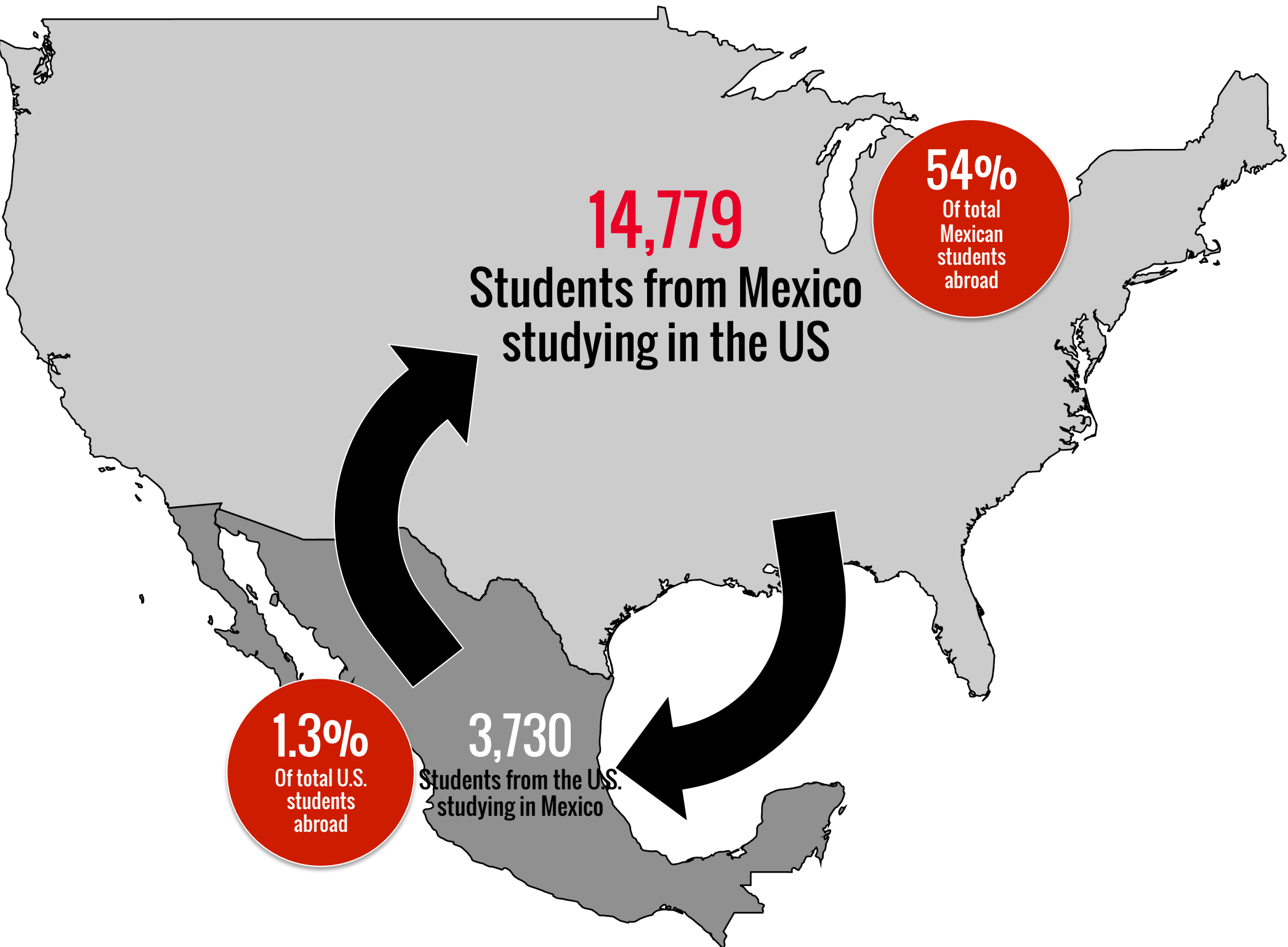
56 PORTS OF ENTRY CONNECT THE TWO NATIONS VIA TRAIN, PLANE, AUTOMOBILE, AND PEDESTRIAN TRANSPORTATION MODES



SHARED ENVIRONMENT

THE BORDER REGION IS COMPRISED OF A VARIETY OF ECOSYSTEMS, SPANNING 10 STATES COMPRISED OF 13M PEOPLE

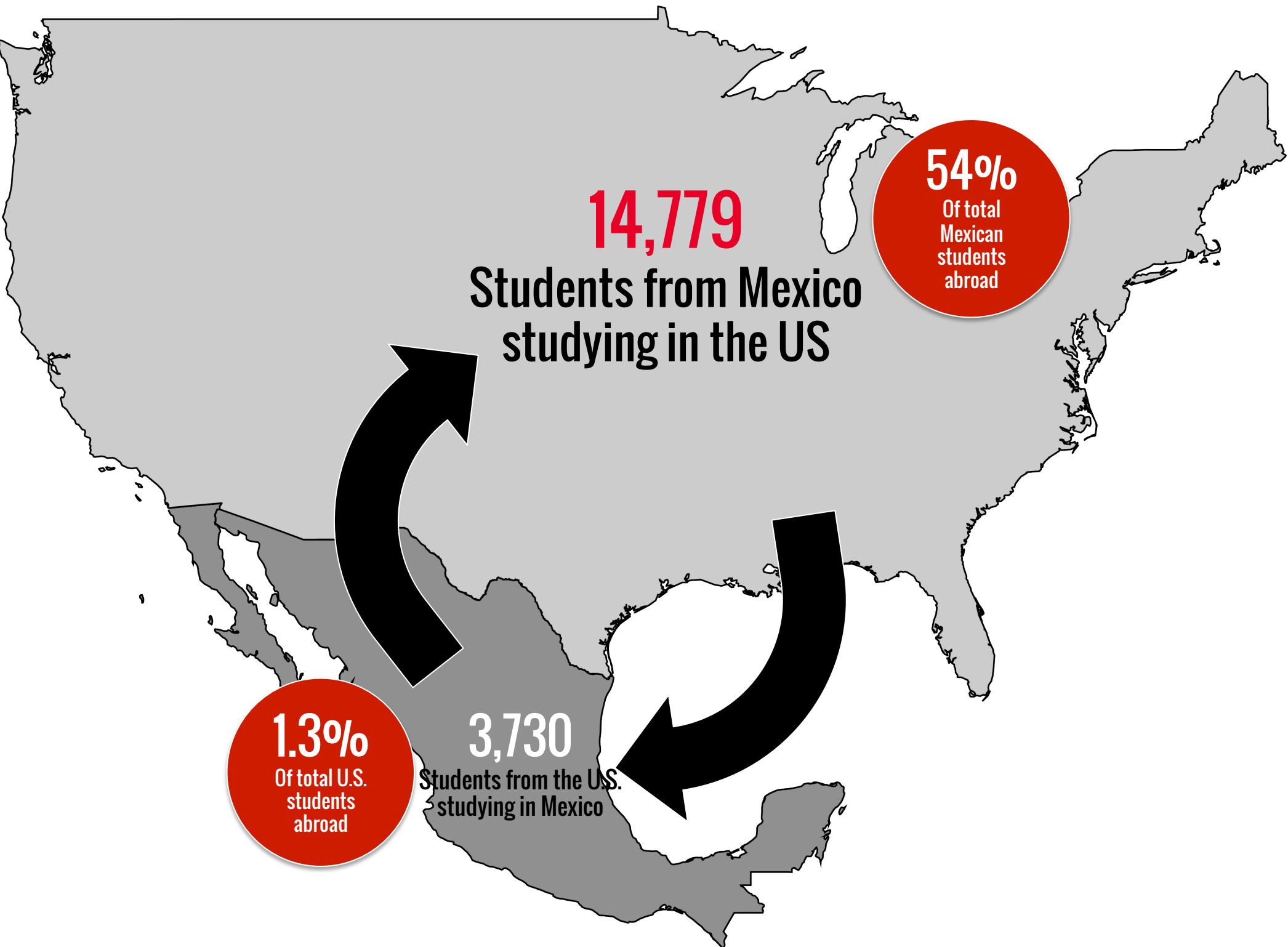
UNDER-LEVERAGED EDUCATION CONNECTIONS



100,000
Strong in the Americas
Goal for students moving in
both directions by 2020

Source: Institute of International Education Fact Sheet: IIE Charting New Pathways to Higher Education (2013)

UNDER-LEVERAGED EDUCATION CONNECTIONS



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Strong in the Americas
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U.S. President Barack Obama and Mexican President Enrique Pena Nieto collaboration towards a region of knowledge includes:

Multiply binational research and innovation centers

Strengthen exchanges through scholarship programs

Increase languages proficiency and cultural integration

Source: Institute of International Education Fact Sheet: IIE Charting New Pathways to Higher Education (2013)



OPPORTUNITY: SHARED EDUCATION INFRASTRUCTURE

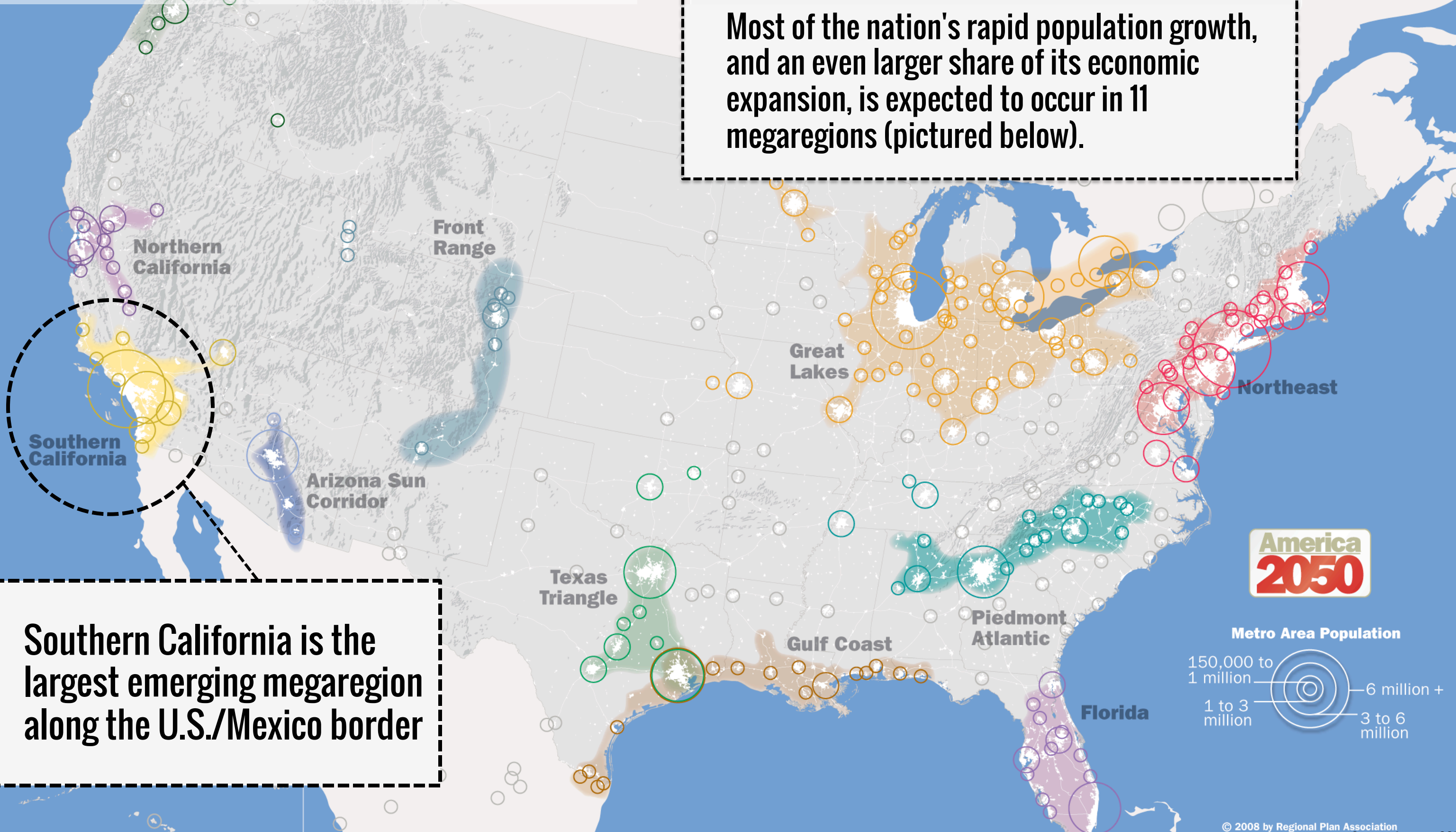
DEVELOPING STRONGER EDUCATIONAL CONNECTIONS BETWEEN THE U.S. AND MEXICO THROUGH COLLABORATION IN HIGHER EDUCATION.

PROPOSED LOCATION

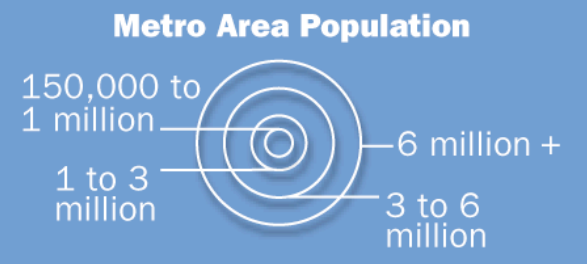
AMERICA'S FUTURE

The Emerging Megaregions

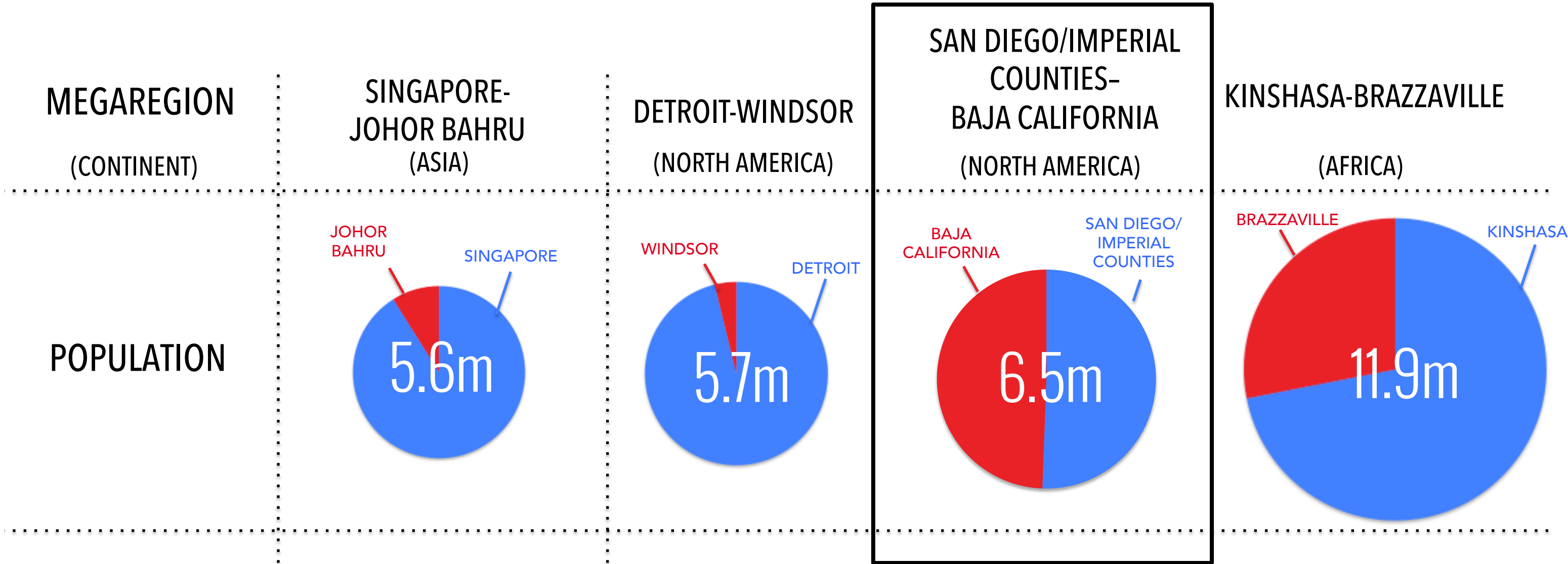
Most of the nation's rapid population growth, and an even larger share of its economic expansion, is expected to occur in 11 megaregions (pictured below).



Southern California is the largest emerging megaregion along the U.S./Mexico border



BI-NATIONAL MEGAREGIONS



Source: ACS; SEDESOL; World Bank; Dept. of Statistics, Malaysia; Statistics Canada; United Nations

PROPOSED SITE: CHULA VISTA, CA

Downtown San Diego

San Diego Bay National Wildlife Refuge

CHULA VISTA

University and Innovation District Site

Proposed Bus Rapid Transit

US/Mexican Border

Mexico



San Ysidro POE

Cross Border Xpress (Tijuana Airport)

Otay Mesa POE

905

905

54

54

125

805

805

5

905

905

54

54

125

805

805

5



Mexico

United States

Tijuana

375 ACRE SITE

Chula Vista

Lower Otay Lake

PROPOSED SITE: CHULA VISTA, CA

Four Miles from
US/Mexican
Border

Nature Preserve

375 Acre Site



Otay Lake

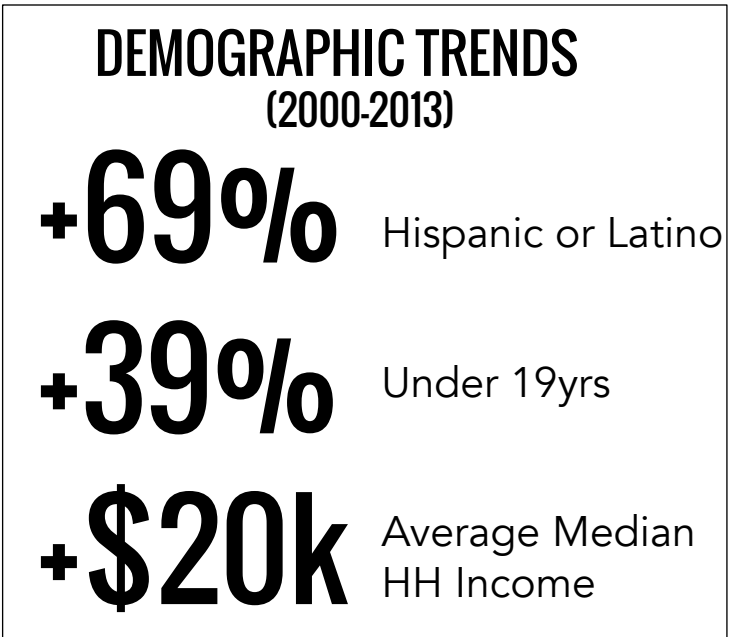
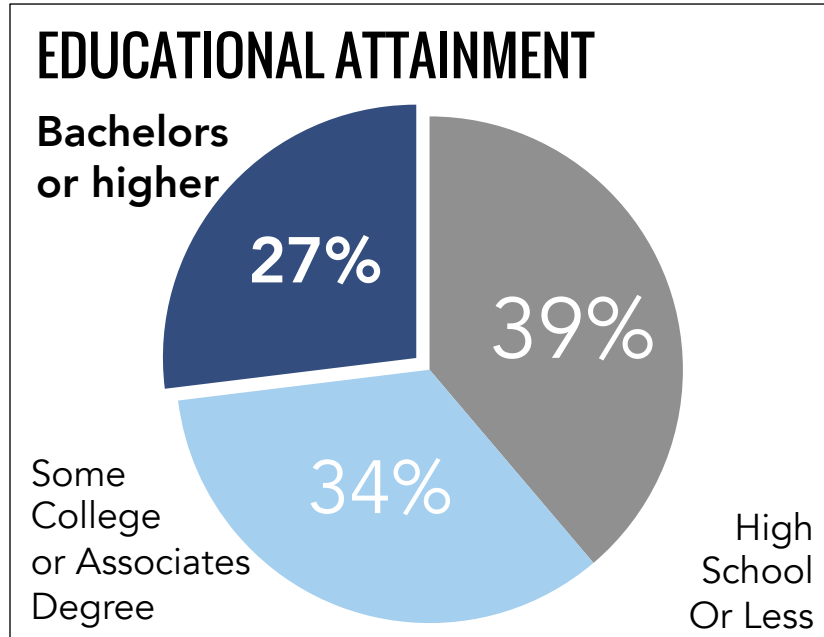
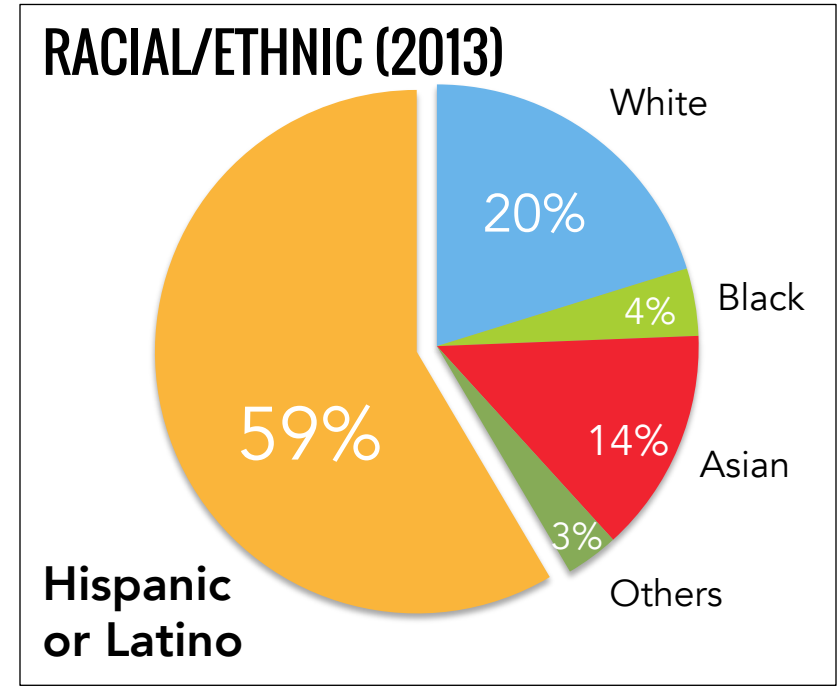
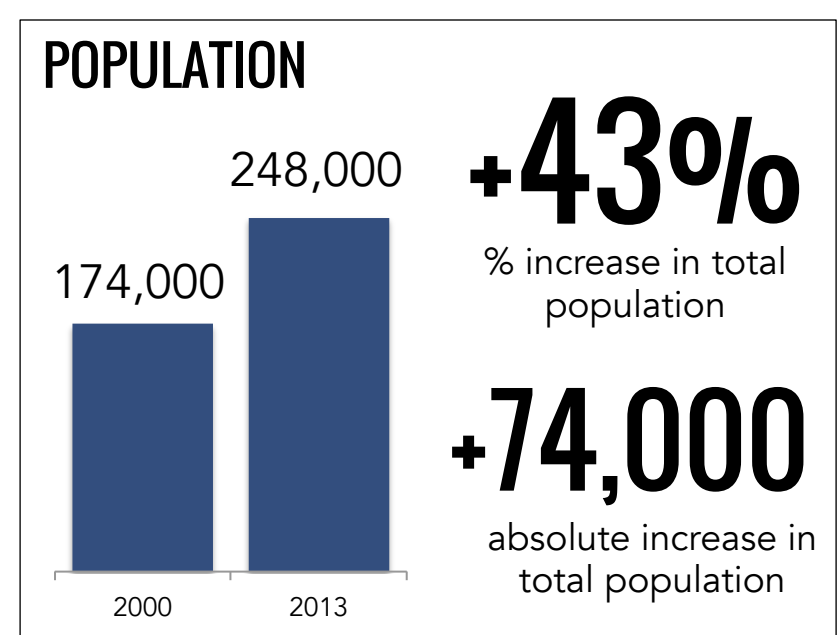
High Tech
High

Millenia
Development
Project

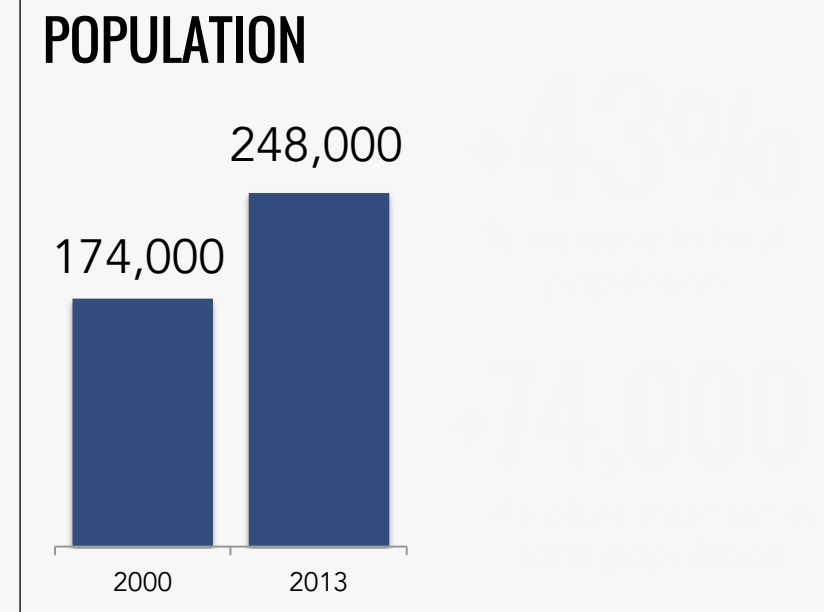
A Total of 12,000,000 gsf of Usable Area

- 60% Academic-Office-Innovation (250 sf/person)
- 20% High Technology (500-1000 sf/person)
- 20% Residential (1000 sf/unit - market rate) or (200sf/bed)

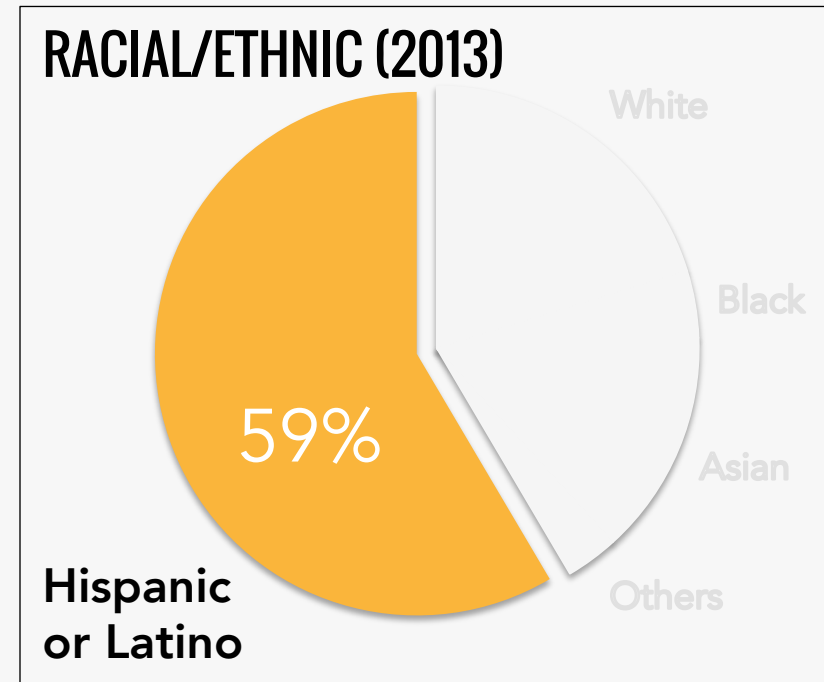
7.2 million gsf Academic-Office
2.4 million gsf Residential
2.4 million gsf High Technology



1) RAPIDLY GROWING POPULATION

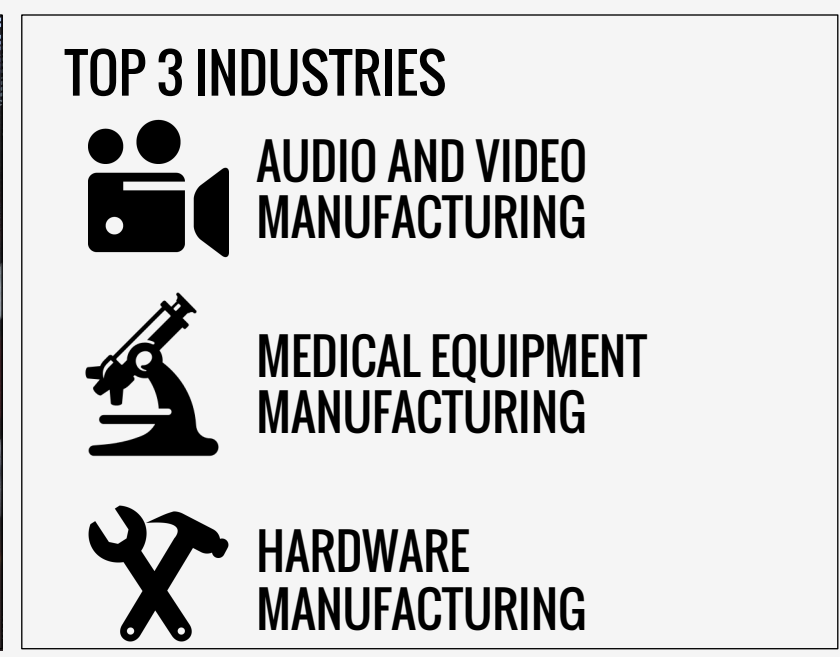
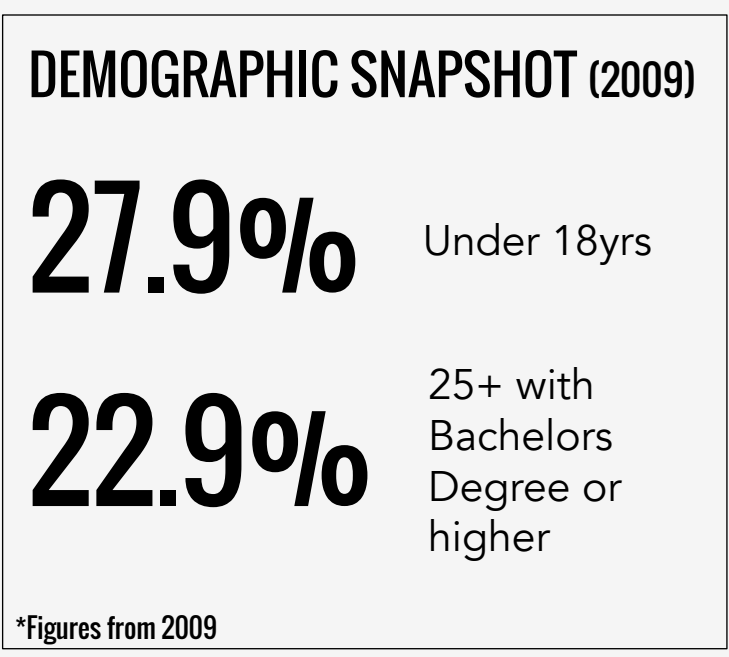
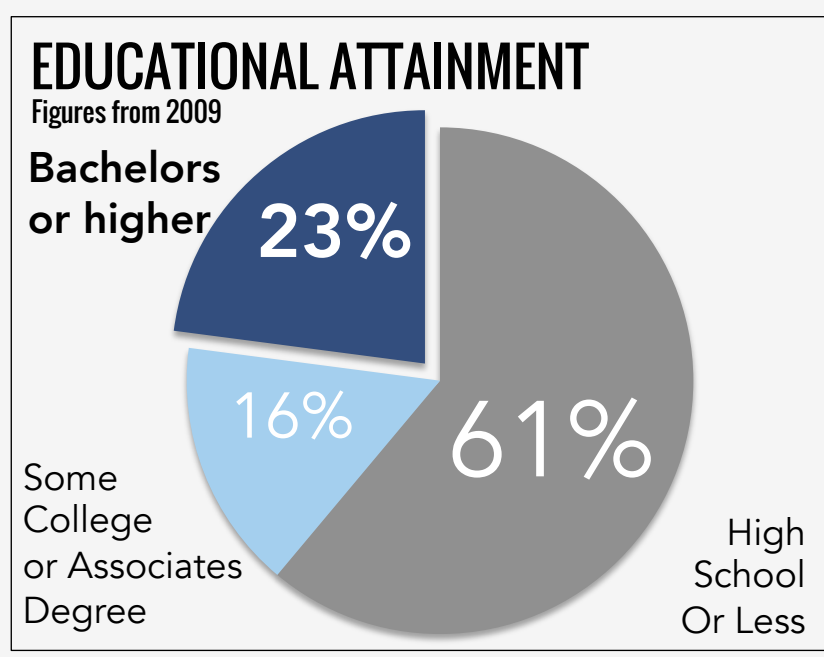
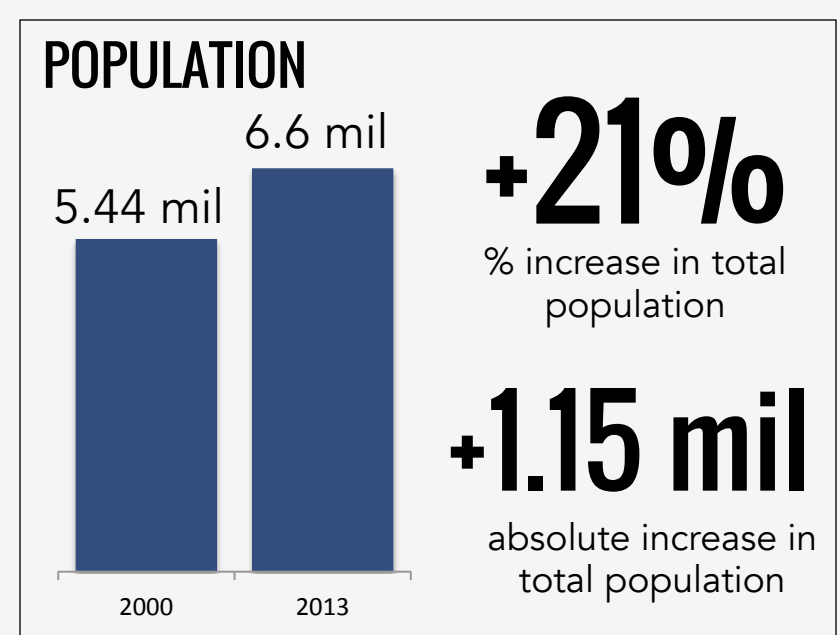
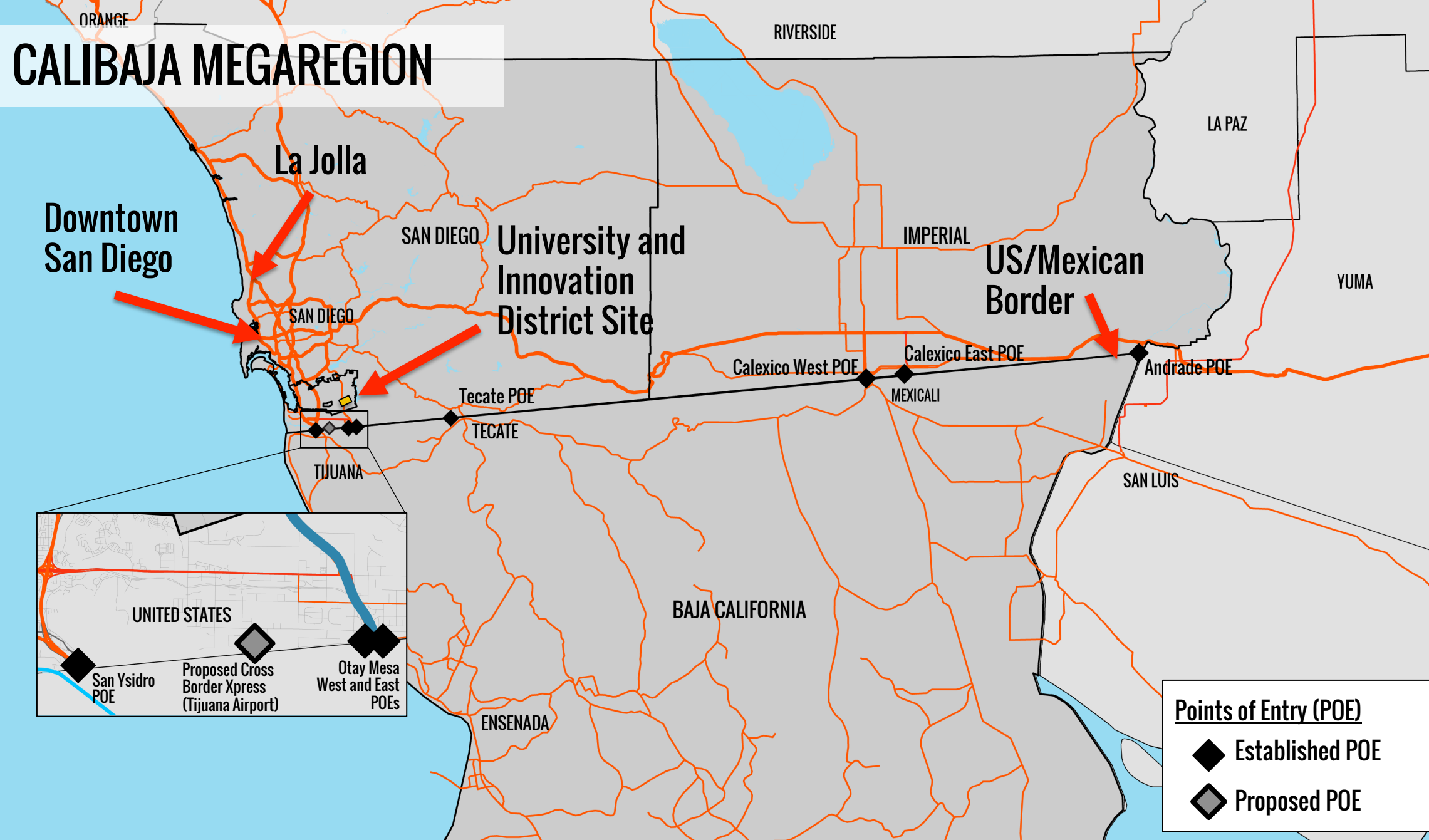


2) LARGE AND GROWING HISPANIC/LATINO POPULATION



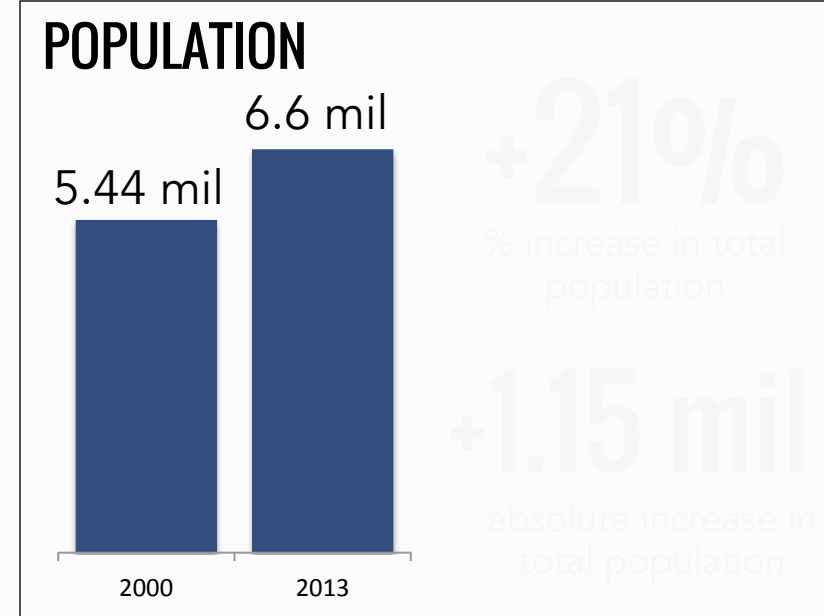
3) STRONG RESIDENTIAL POPULATION BUT NOT A MAJOR REGIONAL JOB CENTER





Calibaja Megaregion Takeaways

1) LARGE AND GROWING POPULATION WITH 30% BELOW 18 YEARS OLD



2) BUSIEST LAND BORDER CROSSING IN THE WESTERN HEMISPHERE AND THE #1 COMMERCIAL GATEWAY BETWEEN THE U.S. AND MEXICO



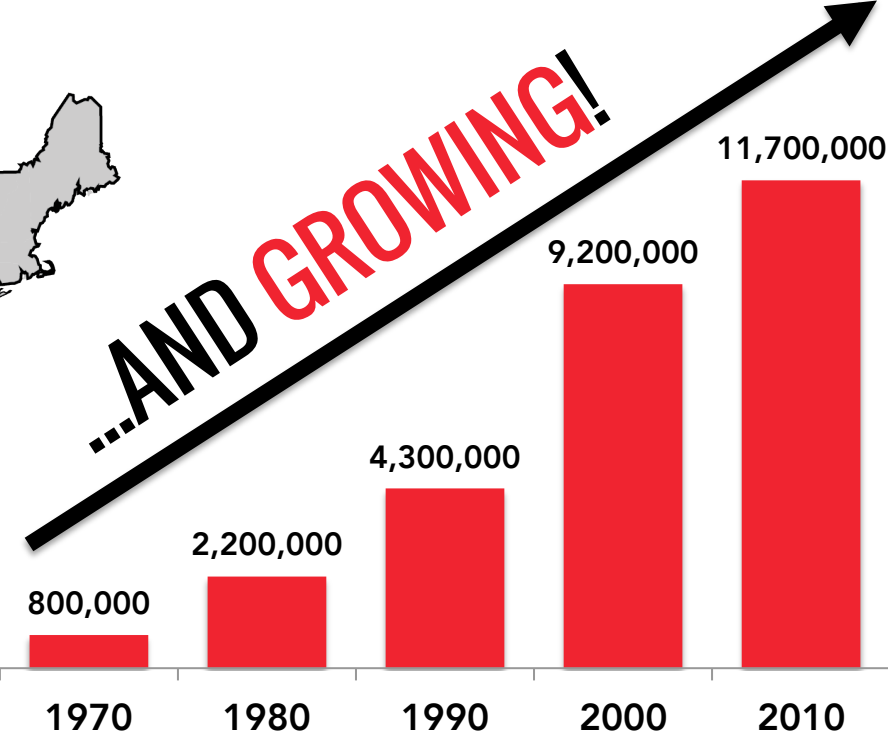
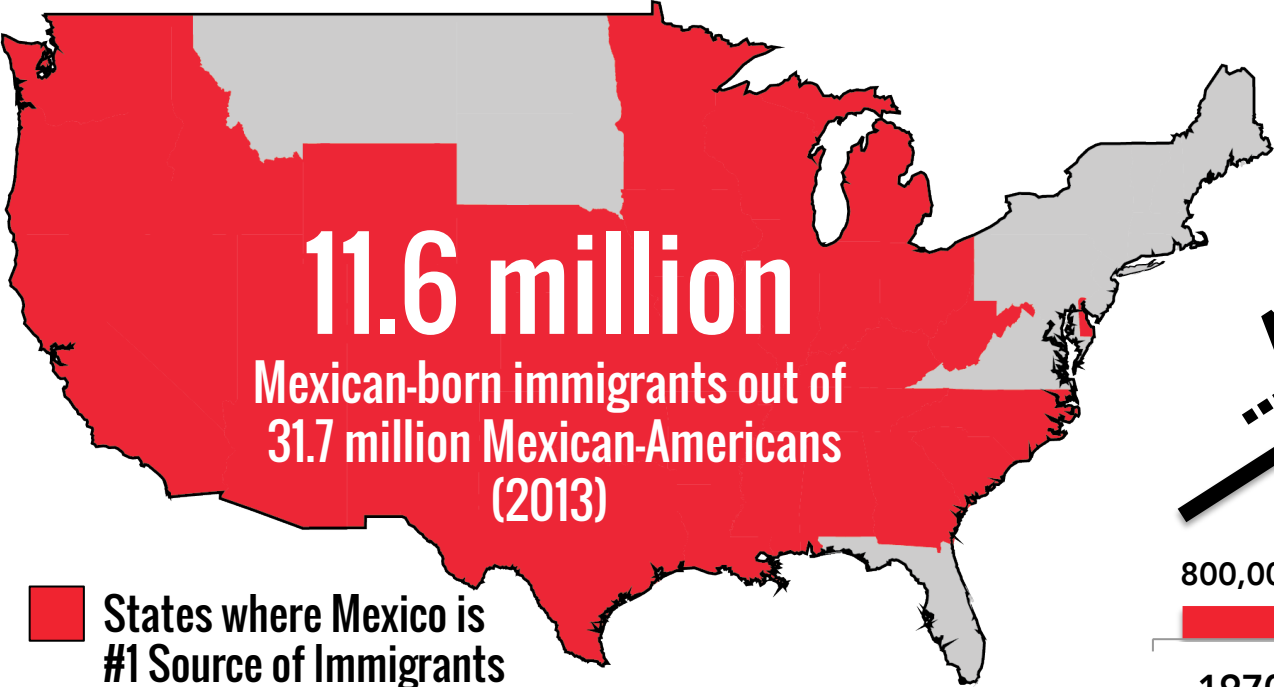
3) HOME TO OVER 2.1 M TOTAL JOBS AND AN ADVANCED MANUFACTURING HUB



NATIONAL RELEVANCE

SHIFTING DEMOGRAPHICS

America's large and growing hispanic population

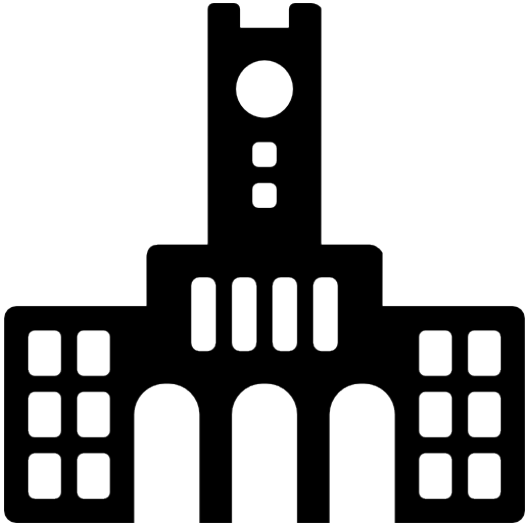


Mexico's growing middle class spurring demand for quality education

In order to accommodate growing Middle Class demand...



Mexican Institutions need to increase enrollment capacity by 48%



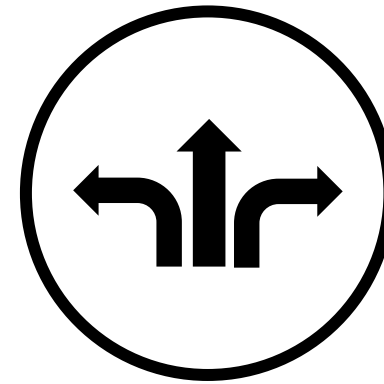
from 2010 and 2020 (ANUIES)

Source: <http://www.citylab.com/> "A State by State Map of Where US Immigrants Came From": US Census

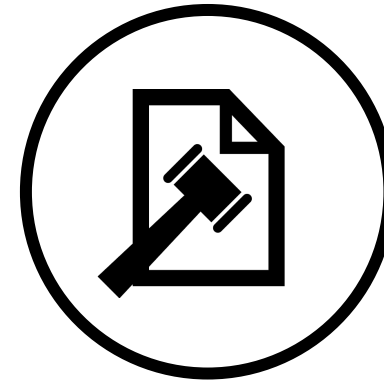
WHY HERE?

WHY NOW?

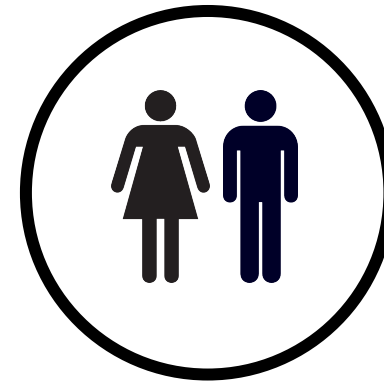
**WHY HERE?
WHY NOW?**



PATHWAYS



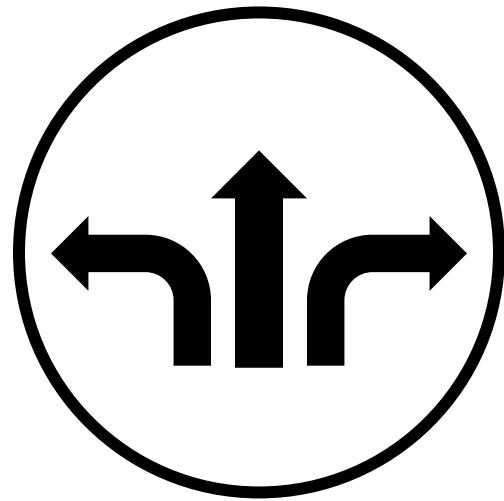
POLICY



PEOPLE



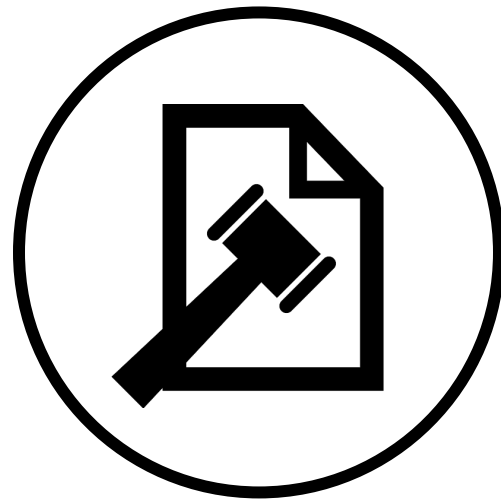
PLACE



PATHWAYS

THE WORLD'S FIRST BI-NATIONAL UNIVERSITY

- Opportunity to create a **new model of 21st century higher education delivery** leveraging the U.S / Mexico Border and providing opportunities for:
 - **Bi-national, bi-cultural, bi-lingual education**
 - **Blended Learning** with technology
 - **Experiential Learning** with local business partners
 - **Affordability** in higher education



POLICY

SHAPING A NEW BORDER NARRATIVE

- Opportunity to have a **high profile impact** on the national and international narrative around:
 - Re-thinking **immigration policy**
 - Focusing on bi-national **environmental policy**
 - Forging new **trade opportunities** between the U.S. and Mexico
 - Focusing on **border security** and transit
 - Creating a new bi-national **knowledge economy**



PEOPLE

INTEGRATING PEOPLE ACROSS BORDERS

- Leveraging the **rapidly growing Cali-Baja Mega Region**
- Meeting **unmet demand** for higher education in both California and Mexico
- Serving the rapidly increasing **Mexican born population** in the United States and **growing middle class** in Mexico



PLACE

LEVERAGING LOCATION TO ENRICH CONTENT

- 375 acres of land entitled for institutional development
- Site located 4 miles from the U.S. / Mexico border half-way between Tijuana and downtown San Diego
- Leveraging border location for research, teaching, and experiential learning
- Opportunity to create an economic engine that can directly connect to the vibrant border economy

OPPORTUNITY

The world's first **BI-NATIONAL UNIVERSITY**, shaping a new border narrative, integrating people across borders, leveraging location to enrich content

La primera **UNIVERSIDAD BI-NACIONAL**, dando forma a una nueva narrativa de la frontera, integrando la gente a través de la frontera, aprovechando la ubicación para enriquecer el contenido

SO WHAT COMES NEXT?

PATH FORWARD

1. ESTABLISH **CHULA VISTA UNIVERSITY PARTNERSHIP (CVUP)** -
A NON-PROFIT INSTITUTIONAL RECRUITMENT ENTITY
2. ESTABLISH **LAND-TRUST** FOR UNIVERSITY LAND
3. IDENTIFY **PARTNER INSTITUTIONS** FROM THE U.S. AND MEXICO
4. BEGIN **FUNDRAISING** PROCESS
5. ESTABLISH **INSTITUTE FOCUSED ON THE BORDER REGION** THAT
CAN INCUBATE THE UNIVERSITY

VISION

A **BI-NATIONAL CAMPUS** THAT LEVERAGES THE BORDER AS A LABORATORY TO ATTRACT STUDENTS FROM BOTH THE U.S. AND MEXICO, OFFERS DEGREES AND SKILLS TRAINING SPECIFIC FOR THE BI-NATIONAL REGION, AND SERVES AS A CATALYST FOR GROWTH AND ECONOMIC DEVELOPMENT.

*UN **CAMPUS BI-NACIONAL** QUE UTILIZA LA FRONTERA COMO LABORATORIO PARA ATRAER ESTUDIANTES DE AMBOS LADOS DE LA FRONTERA CON LICENCIATURA Y FORMACIÓN PROFESIONAL ESPECÍFICA PARA LA REGIÓN INTERNACIONAL ENTRE LOS ESTADOS UNIDOS Y MEXICO.*

