

## CSUSB Palm Desert Campus Updates Since 2017

### Background and Overview

- The Coachella Valley:
  - Less than 19% of adults in the Coachella Valley have a Bachelor's degree or higher.
  - Hispanics make up 71% of the region's overall population, yet just under 8% have any post-secondary education.
  - National studies indicate 72% of future job openings will require some level of post-secondary education.
- PDC Overall Goal:
  - The PDC's mission is to provide quality education to those who seek it.
  - The PDC, as a unit of the CSU and an integral part of CSUSB, is committed to ensuring regional needs are met and to be a vital resource to the Coachella Valley.
- PDC – Physical Development:
  - Acquisition of 113 acres from the City of Palm Desert in 2015 tripled the size of the existing campus.
  - A new Master Plan was approved by the CSU Board of Trustees in 2017.
  - A joint-use agreement with the City added leased space for cybersecurity, hospitality management and entrepreneurship programs.
  - Continuing improvement to the informational technology infrastructure at the PDC as well as the establishment of IT policies and procedures.
  - The campus' first state-funded building is moving forward with the construction process. See further details, below, on the Spring 2025 groundbreaking.

### Updates Since 2017

- PDC – Support:
  - Over the past several years, CSUSB has increased support specifically for the PDC quite significantly. PDC services—including Student Health Services, Advising, Financial Aid and Student Financial Services—continue to grow in breadth and robustness. Furthermore, each vice president spends two days every month at the PDC to assess and provide more support for students, faculty and staff. In addition, departments and managers make regular visits to the PDC and interact with the PDC community.
  - In FY 2017-18, the State of California approved \$3 million in support of the PDC. These funds have been utilized fully.
  - In FY 2022-23, a \$79 million budget allocation was approved by the California legislature to build Phase I of a new Student Center Building at the Palm Desert Campus. Groundbreaking is scheduled for spring 2025.
- PDC – Fundraising:
  - Since 2018, more than \$6.5 million has been raised for the PDC.
  - More than \$1 million has been raised for student scholarships, including enhancement of partnerships and matching scholarship opportunities.
- PDC - Enrollment:
  - Since Fall 2017, enrollment is up 64% with more than 2,100 total students.
  - More than 82% of current students are first-generation and 76% self-identify as Hispanic.
  - The four-year graduation rate for the 2017 freshman class was 41% and the 2019 class was 33% (Fall 2018 four-year graduation rate was 28%).
  - In Fall 2024, PDC welcomed more than 400 new freshmen and transfer students.
  - PDC is expanding dual enrollment options with our local school districts.

- PDC - Academic Programs:
  - The campus offers 15 undergraduate majors as well as various graduate programs and teaching credentials.
  - New programs recently added include: hospitality management, entrepreneurship, cybersecurity, social work, kinesiology and supply chain management.
  - New concentrations are being added. An example of growth within a current program is a new concentration in health promotion for kinesiology, starting in 2025. Also, kinesiology had been a transfer program only; it will now be a 4-year program at PDC starting in 2025 as well.
  - Additional programs under consideration include environmental studies.
  - With campus growth comes the need for additional faculty. New tenure-track faculty have been hired in hospitality management, cybersecurity, social work, nursing and kinesiology.
  - With a focus on mental health, PDC hired a full-time counselor and health educator to support students.
  - Programs in the Palm Desert iHub are also doing well. Two new programs there include the Mini MBA and the Veterans Entrepreneurship Program for members of the community.
  - In Fall 2024, PDC enrolled its first master of social work cohort of 20 students.
  - A new division has been created at CSUSB called strategic enrollment management and marketing, which will have a greater focus on the schools in the Coachella Valley. Events have already taken place this semester to connect with our local students and counselors, including Instant Admit Days at College of the Desert and Counselor's and Educator's Day at PDC.
  - New Pre-College Programs at PDC, funded by Federal grants, have been created, including: College Assistance Migrant Program (CAMP), High School Equivalency Program (HEP), TRIO Educational Opportunity Center and College Corps. These programs are designed to help provide participants and their families with educational and personal support services that will increase high school graduation, college enrollment, persistence and college completion.
  - We have added more study abroad opportunities for students (both international and domestic) including trips to Italy, Puerto Rico, New York and Chicago to experience learning outside of a classroom.
  - The PDC has just enrolled its largest cohort of university honors students (107) and has appointed a new assistant director for the program at the PDC. The honors program supports highly motivated students as they transition from high school into collegiate studies and provides a community of support throughout their time at the PDC. Peers, faculty and staff work alongside each other in classes, workshops and experiential learning activities that include retreats, service-learning and excursions.
  - Established an MOU with My Best Friends Closet, where they will supply our students with appropriate pieces of clothing for interviews along with interview preparation workshops. The Career Center at PDC also hosts an annual Career Showcase on campus for students looking for internship and employment opportunities as well as various workshops to help students succeed.

- Nursing department faculty and students are participating in the CSUSB Nursing Street Medicine Program, which provides free healthcare services to homeless, unsheltered and vulnerable people in the Coachella Valley. Director Diane Vines was honored by the City of Palm Desert in 2023 when the City declared August 24 as “Dr. Diane Vines Day” to honor her leadership and service to the community. Dr. Vines also serves as chair of the City of Palm Desert Homelessness Taskforce.
- PDC – Student Life:
  - The campus established Coyote Hour (or University Hour) on Tuesdays and Thursdays between noon and 1 p.m. to give time for students to learn about and get involved in campus activities, explore opportunities and get engaged, and thereby boost their college experience.
  - The Sunline I-10 Commuter Link runs multiple times per day between the PDC and the San Bernardino campuses, allowing students, staff and faculty to take advantage of classes and events at both campuses without the burden and expense of driving a car.
  - CSUSB brought its men’s and women’s soccer teams to play two exhibition games at Hovley Park and College of the Desert.
  - A group of students attended a Coachella Valley Firebirds game at the Acrisure Arena.
  - There are now 3 PDC students on the Associated Students, Inc. Executive Board for the first time, showing students’ interest in student government and an increase in student engagement on campus.
  - The campus continues to engage with the community. PDC was recently a site for National Voter Registration Day and served as a cooling center during the hot summer months.
  - Two staff members and a PDC student participated in the Palm Desert Leadership Academy. The campus advertised the Academy via email and social media to students and the community, per their request.
  - Students volunteer at many community organizations in the Coachella Valley, including the annual Martha’s Village & Kitchen Annual Thanksgiving 5K Turkey Trott on El Paseo. They also participate in the annual Palm Desert Golf Cart Parade.
  - More alumni mixers are taking place in the Coachella Valley, maintaining and strengthening the connection between alumni and their local university.