

Dear Colleagues,

As we celebrate the 35<sup>th</sup> Anniversary of our Palm Desert Campus, I want to express my appreciation to our faculty and staff who have had such a profound impact on the lives and success of our students.

I am proud to share with you the attached “Defining the Future in the Coachella Valley for 35 Years,” which reflects on the progress you have made in the Valley through the education and programming provided by the PDC. Please watch your email for announcements regarding our formal celebrations later in the semester.

We can take deep pride in all that we have accomplished through the commitment of our faculty, staff and students. Together, We Define the Future.

Sincerely,

**Tomás D. Morales**  
President



CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO  
PALM DESERT CAMPUS

WE DEFINE THE *Future*

**DEFINING THE FUTURE IN THE  
COACHELLA VALLEY FOR 35 YEARS**

SEPTEMBER 2021





The Coachella Valley was founded on the promise of opportunities and improving the quality of life for its diverse and vibrant communities. A natural extension of that promise was to fulfill the shared goal of its citizens for access to higher education. Hence, the establishment of a pioneering campus in Palm Desert, providing residents of the Valley access to a California State University (CSU) education and degree, was the realization of many years of hoping, dreaming and planning.

As we prepare to celebrate the 35th anniversary of the founding of the Palm Desert Campus (PDC), it is appropriate

to reflect on the vision and partnerships that made that dream a reality. If we look back at the early 1980s, we can see that the collective hopes of the citizens of the Valley had materialized by establishing, in partnership with California State University, San Bernardino (CSUSB), an educational center to enhance the cultural, economic and social benefits available in and for the Coachella Valley.

With the endorsement and support of the CSU Trustees, a unique public and private partnership with the Valley's cities changed the higher education landscape through the 1986 opening of the Coachella Valley Center in Palm Desert. Its inaugural cohort of 80 students took their instruction in portable classrooms leased from the College of the Desert. This distinctive and far-sighted partnership comprised of CSUSB, College of the Desert, and the cities and citizens of the Valley, established the foundation for a campus in the desert.

In 1994, the CSU Board of Trustees accepted a transformative gift of land from the City of Palm Desert to begin building the campus that exists today. With the support of Coachella Valley civic and political leaders, led by Richard "Dick" Oliphant and Mrs. Betty Barker, the PDC's first capital campaign raised over \$40 million for the development and construction of the campus in its new and permanent location along Cook Street.

The next milestone came when, after nearly 25 years of serving the needs of community college transfer students, the PDC opened its doors in 2013 to its first freshman class, becoming the only four-year public university in the Coachella Valley and realizing the long-held dream of Valley residents. Today, our students at the PDC, just like at other four-year university campuses, can receive bachelor's, master's and doctoral degrees. Valley students now have access to the resources of a large comprehensive university.

We are proud to highlight the major accomplishments of the Palm Desert Campus, with a focus over the last ten years. These are the achievements that have greatly enhanced the development of the campus and expanded access for all those who live in the Coachella Valley to a high-quality and affordable education.

## ENROLLMENT GROWTH

The Palm Desert Campus is focused on thoughtful, responsible growth strategies that follow a master plan so the campus can eventually serve 8,000 students as a destination university.

The number of students enrolled in one or more units at the PDC increased from 801 students in fall 2011 to 1,609 students in fall 2019, representing an increase of 101 percent. A sharp increase in enrollment was seen in fall 2020 and fall 2021, 3,618 and 2,413 (preliminary) respectively, due to an increase in virtual learning and the removal of enrollment restrictions for San Bernardino Campus (SBC) students during COVID-19.

When compared to that first cohort of 80 students and over 2,400 students enrolled in 2021, it is clear that the campus has come a long way in providing access to a four-year public higher education experience for the students of the Coachella Valley.

## STUDENT SUCCESS

The PDC's four-year graduation rate for first-time, first-year students have doubled, from 20 percent for the fall 2013 cohort to 41 percent for the fall 2017 cohort, according to preliminary results. These figures demonstrate the commitment and persistence of PDC students to achieving their degrees.



## ACADEMIC PROGRAM GROWTH

At the PDC, we are focused on creating and growing academic programs that address regional and national needs. To that end, we continue to expand the academic offerings available. In fact, since academic year 2014-15, over 50 programs have been added at the PDC. They include:

- 🌱 11 bachelor's degrees: administration, communication, criminal justice, cybersecurity, English, history, liberal studies, nursing, nutrition & food sciences, nutritional sciences and dietetics, and psychology.
- 🌱 15 transfer degree programs: administration, career & technical studies (BA and BS), child development, communication, criminal justice, graphic design, design studies, English, history, kinesiology, liberal studies, nursing, nutrition & food sciences, nutritional science and dietetics, and psychology.
- 🌱 8 credential programs: education administration, administration services, designated subjects, multiple subjects, pupil personnel services, special education, reading/language arts and single subject.
- 🌱 3 certificate programs: e-Learning, math subject matter and reading & literacy
- 🌱 12 master's programs: accountancy 3:2, business administration, career & technical education, counseling & guidance, education administration, instructional technology in education, math & science education, public administration, reading/language arts, special education, social work, and TESOL
- 🌱 1 doctoral program: educational leadership

This fall, we are adding a new program in early childhood development.

Our nursing program continues to grow. Eighteen nursing students were welcomed in January 2021, representing the first time the Nursing BSN and RN-to-BSN programs admitted a spring cohort at the PDC. The program's expansion will allow CSUSB to double the number of students admitted each year at the Palm Desert Campus.



In the fall of 2021, in collaboration with the Coachella Valley Economic Partnership, (CVEP), the City of Palm Desert and CSUSB, opened an Innovation Hub (iHUB) with an additional 3,368 square feet separately to house faculty from the Jack H. Brown College of Business and Public Administration supporting Cybersecurity, Entrepreneurship and Hospitality for our students from the Valley. This Center will serve as a catalyst for innovation and entrepreneurship to infuse regional economic growth and enhance student learning and workforce development for emerging industries.

### **FACULTY AND STAFF GROWTH**

As our program offerings have grown, we have also grown the number of faculty to teach those courses and the staff to support both them and the offerings of a fully functional four-year higher education institution.

The number of faculty teaching one or more courses at the PDC increased from 86 in fall 2013 to 121 in fall 2021, representing an increase of 41 percent. Currently, seven faculty are now full-time at the PDC. An array of programs and services are offered through the Faculty Center for Excellence, ranging from workshops and certificate programs to cafes and consultations. In addition, PDC established three new faculty-led, faculty committees in academic year 2020-21 to help support the work of faculty members and their collaboration with students in three areas: (1) Student Engagement, (2) Scholarship and (3) Teaching.



The number of PDC staff has increased 24 percent since Fall 2011. Pre-pandemic, a dedicated Human Resources manager would work from the Palm Desert Campus for a full day, meeting with staff,

providing career counseling and training. Post-pandemic, Human Resources is reevaluating a similar schedule to implement. There are also five full time advancement professionals based at the PDC who provide leadership in advancing fundraising, marketing and communications, special events and community relations, including staffing the PDC Advancement Board and Legacy Scholars. Staff at the PDC also have virtual access to the university's Staff Development Center with its resources and programs.

## STUDENT SERVICES

We have been diligently working towards the goal of offering similar student services at the PDC to those offered at the SBC. Examples of some of the robust student support that we now offer here in Palm Desert are below.

We are building up our **admissions and financial aid staffing**. The admissions team now has two full time admissions counselors and a processing team member. Counseling positions were formalized in 2018 and the processing position was added in 2021. A full time permanent financial aid advisor joined the PDC team in 2019. Between 2017 and 2019, this had been a temporary part-time position.

Academic advising offers increased advising appointments and expanded hours of operation so students can now access advising from their homes on weekends and evenings.

**The Student Success Studio**, commonly referred to as S3, recently expanded tutoring subjects and increased student hiring. This constituted a 50 percent growth in the tutoring and writing support services offered to PDC students. S3 is now offering academic support services to PDC students on weekends and evenings.

**The PDC Library** was initially no more than a reading room with some computers. The Helene A. Hixon Information Resource Center was inaugurated with the opening of the Health Sciences Building in fall 2008 and has been developed into a full-service library. A full-time Palm Desert Campus librarian was hired in early 2011. **The Salton Sea Archive** was established at the PDC in 2013 with funding from the Salton Sea Authority and Agua Caliente



Band of Cahuilla Indians. In 2019, it was moved into the PDC Library and a staff person was hired.

We recognize that **addressing the digital divide** is key to supporting our students in reaching their academic goals. Laptops and hotspots were made available to students who did not have access to technology resources at home during the pandemic. Parking areas on campus were also set up with WiFi coverage. In addition, a number of campus computer labs were made accessible from a web browser. Finally, several pieces of media production equipment, such as photo cameras and video cameras, were acquired and made available to students at the PDC Library.



In the fall of 2019, the **Basic Needs Program** opened the **Den Food Pantry** to address food insecurity faced by PDC students. In addition to employing PDC students, the Den serves as a critical resource, providing a range of programs and services throughout the year for students, including Cal Fresh and Emergency Grants to students when facing financial insecurity.

In the fall of 2019, the **Career Center at the Palm Desert Campus** hired their first full-time Career Counselor to serve PDC students and help them identify skills, interests, values and explore career opportunities.

Beginning in the fall of 2016, the **PDC Student Fitness Center** operated in partnership with the SBC's Santos Manuel Student Union. Over the last five years, the Fitness Center has provided personal training, classes and nutrition assessment services along with seasonal special events. Now students are able to utilize Anytime Fitness, providing increased options for equipment, classes and additional hours of operation.

Since 2004, the **Offices of Services to Students with Disabilities** and **WorkAbility IV (WA-IV)** have provided exceptional service to students with disabilities enrolled at the PDC. Annually, WA-IV facilitates the Workforce Recruitment Program for College Students with Disabilities, coordinated by the Office of Disability Employment Policy and the U.S. Department of Defense.

Opened in 2009, the **R.D. and Joan Dale Hubbard Health and Psychological Counseling Center** is a state-of-the-art facility, with up-to-date technology and equipment. It was named after R.D and Joan Dale Hubbard who donated \$100,000. CAPS began providing services on the Palm Desert Campus in the fall of 2012.

**The Undocumented Student Success Center (USSC)** expanded its reach in spring 2016 with efforts to identify and include PDC students in programming and service delivery. In 2017, the USSC was awarded a grant from the California Campus Catalyst Fund to support its continued efforts. As a result, the USSC increased its capacity to serve students and the community with more comprehensive services at both campuses.

Opened in 2014, the **Veterans Success Center at PDC** has had over 300 visits this past academic year alone, and over 1,500 visits since opening. It supports both our servicemember students and their families.

Parking Services is in the process of scheduling the installation of 6 electric vehicle charging stations. If students, faculty or staff need to access the physical San Bernardino Campus, we now offer the free **SunLine Transit 10 Commuter Link** to easily transport CSUSB-ers between both sites.

## **STUDENT LIFE**

Serving as CSUSB's elected student government body, the **Associated Student, Inc.'s (ASI)** work at the Palm Desert Campus began in earnest when a formal budget was established specifically to serve PDC students and provide opportunities for leadership and campus engagement for the 1992-93 school year. The budget has increased from \$6,000 in 1992 up to \$76,000 in recent years, depending on enrollment. As a result, clubs and organizations at PDC have access to funds and have the opportunity to participate in an average of 18-20 programs per academic year. While ASI's impact at PDC has continued to grow over the last 30 years, the establishment of the PDC representative to the ASI Board of Directors has ensured that the PDC student voice is present in all decision-making.

The **Office of Student Engagement** was established to enhance student engagement experiences at PDC. As part of this focus, the campus formed Undocupower, a committee that focuses on PDC's undocumented students' needs in collaboration with the San Bernardino campus Undocumented Student Success Center. Efforts to enhance student engagement at PDC were strengthened by the hiring of a full-time Student Engagement Coordinator in 2020, who works directly with staff and leadership at the Palm Desert and San Bernardino campuses to ensure that students receive a broad range of programs and services throughout the year.

There is a wide array of student organizations or programs now available to all students at the PDC. A partial list includes the following: Coyote Nursing Students of the Desert, the PDC Business Club, the PDC Catholic Newman Club, the PDC Dance Team,







PDC Pride, PDC History Club, a PDC branch of the Undocumented Advocates Club and the PDC Psychology Club. What a review of present and past years of student club activities at the PDC demonstrates is an engaged student body participating in clubs and organizations that represent their diverse identities, academic and career interests, and that provide them with opportunities to engage with peers, staff and faculty.

Additional detailed examples of the vibrant student life experience offered by the PDC include the following.

The inaugural issue of **The Concrete Desert Review**, a literary journal run by PDC students and sponsored by the department of English, was released in winter 2021. Production of the publication allows students to learn firsthand how the publishing industry works and to develop valuable collaborative and editorial skills.

The **Palm Desert Campus Business Club**, a student organization open to all majors, concentrations and minors, recently launched. The club aims to host social and professional activities, provide faculty and peer-to-peer mentoring, serve as a co-curricular platform to learn about business practices and facilitate networking with industry leaders. It also shares internship opportunities and career pathways.

The campus partnered with the Boys & Girls Club of Palm Springs to form the **Coachella Valley Youth Public Relations Collaborative**, a program where PDC public relations majors serve as a marketing and public relations firm for the club chapter.

**The University Alumni of the Coachella Valley** was created to develop professional networks and mentorship programs for PDC students. They provide support to PDC students through the Coyote Network, the global CSUSB alumni mentor program.

CSUSB nursing students continued to make a powerful impact in the community through the university's **Street Medicine Program**, a collaborative partnership. The program provides free healthcare services for homeless and unsheltered people in the Coachella Valley.

**PDC Student Ambassadors** recently completed nearly 400 hours of service to the campus and in the community, including the FIND Food Bank in Oasis Preparatory School and the Boys & Girls Club of Palm Springs. This represents a 42 percent increase of volunteer hours from fall 2020 to spring 2021.



## LIFELONG LEARNING

The Osher Lifelong Learning Institute (OLLI) at Cal State San Bernardino was created at the Palm Desert Campus in 2003. The institute provides an array of intellectually stimulating programming for the large and growing 50-plus population in the Coachella Valley.

OLLI membership more than doubled, increasing from 408 members in 2015 to 996 members at the end of June 2020. Without the coronavirus pandemic, the program would surely have topped 1,000 members for the first time in its history.

The institute launched a series of podcasts, "In Conversation: The Voices of OLLI," in Academic Year 2019-20 to further engage members and the community at large during the COVID 19 pandemic.

## ENDOWING THE FUTURE

CSUSB's mission of access and excellence is augmented by generating philanthropic and endowment support for students and faculty. Over the past decade, CSUSB has had to supplement fluctuating and uncertain State funding with more reliable sources of income. Many of our students, often among the top high school graduates in the region, have substantial financial need. To help them derive the maximum benefit from their education and to complete their degrees efficiently, we must be able to offer them greater financial and scholarship support. Expanding our range of scholarships is essential to attracting and graduating the most talented and highly motivated students from the Valley.

With the generous support of 1,300 friends and alumni, over \$15 million in private funds has been raised for general purposes since 2012 to fund more than 665 scholarships for PDC students. Prime examples of these scholarships include: The University Legacy Scholarship, Bridging the Gap scholarships from the Auen Foundation and the Berger Foundation, the Cal State University Associates Scholarship and the Mary Stuart Rogers Scholarship. The support of our partners will help to bring access to Valley students for years to come, with \$1.3 million invested in endowments to support deserving students at the Palm Desert Campus with scholarships in perpetuity. In addition, over \$4 million has been received to directly support and enhance PDC support programs. This support has increased the CSUSB Philanthropic Foundation endowments supporting PDC programs in perpetuity to 16 funds with a value of over \$6.5 million.





As we prepare to enhance philanthropic support, in January 2022, the University will launch a six-year comprehensive campaign, with a target of raising a minimum of \$85 million for the PDC to support student, faculty, programs and to fund Phase I of the new Student Services Center.

### **THE CAMPUS MASTER PLAN**

In 2015, the City of Palm Desert donated an additional 114 acres of contiguous land, to enable us to physically grow into the future. The PDC is now an impressive 169 acres. The PDC Master Plan was approved by the CSU Board of Trustees in 2017, which provides us with the overarching blueprint for our growth and expansion into the future.

Our next major physical project is the PDC Student Services Building: This project includes spaces for student services and academic support including group study, advising and tutoring, an expanded library and student health center, food services, a fitness center, a multi-purpose classroom and event space.

In addition, the campus' electronic infrastructure has been expanded and strengthened to be able to provide a robust Internet-connected learning environment. For example, the PDC had a 1Gig connection to the Internet in 2013, but we have increased PDC connectivity to 2 x 10 Gig Circuits serving our students, faculty, and staff. Over the past eight years, we have upgraded wired and wireless connectivity three times as part of the CNI program. We have upgraded the security camera system and tied the security camera system to the PDC's University Police Department. Thirty of the university's 280 Next Generation Smart Classrooms are located at the PDC. And, finally, we have standardized computer hardware and software systems across the two campuses and have tightened collaboration between the PDC ITS Team and the SBC Team.

## **BUILDING FOR THE FUTURE**

From the modest beginning of the educational center in 1986, with portable classrooms on leased land, the vision of providing higher education opportunities to the residents in the Valley has been realized. The unwavering support from the region's leadership, CSUSB and the CSU Trustees, in building and supporting the PDC has been transformative. The steady enrollment growth that has occurred over the last ten years is an indicator of the intellectual and professional growth of our students that takes place within the classrooms of the campus.

The University's promise to the residents of the Valley is to provide access to a high quality and affordable education and world-class teaching by our faculty from CSUSB's five academic colleges to enable our students to achieve their full potential in an outstanding academic and public service environment.

Today, CSUSB and its Palm Desert Campus is preparing for its largest fundraising campaign in its history to ensure that we have the financial resources to continue to expand campus services and facilities, including a new Student Services Center with programs to serve the region's needs and opportunities for higher education.

With the on-going support and in partnership of the civic and community leaders from the Valley, our students and alumni will define the future for the Coachella Valley.

We know that there will be even more to celebrate in the decades to come.



