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Cal State San Bernardino generates nearly \$1B for Inland Empire economy, new report says

PALM DESERT, Calif. – Cal State San Bernardino continues to be a major component that strengthens the Inland Empire’s economy, generating nearly \$1 billion in industry activity and supporting 9,100 jobs, according to the latest five-year analysis released by the California State University.

During the 2023-24 academic year, the university also contributed \$406.5 million in regional wages and \$76.7 million in state and local tax revenue, directly reinforcing the economic health of the communities it serves in San Bernardino and Riverside counties, according to the report, [“Moving California Forward: The Economic Power of the CSU.”](#) The report, released on Nov. 18, highlights the strong return on investment public higher education delivers for California, regionally and statewide.

“CSUSB is an anchor institution here in the Inland Empire,” said university President Tomás D. Morales. “This report is evidence of CSUSB’s impact on the lives of our students and the communities we serve. Our stellar faculty, supported by the staff, are behind these results. I could not be prouder.”

For every \$1 the state invests in CSUSB, \$10.06 in statewide industry activity is generated. Industry activity is the most common impact metric reported, measuring the total economy-wide industry spending generated.

When the earning of alumni — many of whom remain in the region — are included, that impact grows to \$50.81, a testament to the lifelong economic value of a CSUSB degree. In total, CSUSB alumni contribute \$3.7 billion in enhanced earnings each year, supporting 22,000 jobs and generating \$4.7 billion in industry activity across the state.

CSUSB's influence is further amplified by its leadership in emerging and high-demand fields. For example, as a national leader in cybersecurity, artificial intelligence and entrepreneurship, the university prepares students to excel in the fastest-growing industries of tomorrow. These programs help ensure that the Inland Empire remains competitive and that graduates enter the workforce career-ready and equipped for long-term success.

Together, the 22 California State University campuses that include CSUSB similarly help drive the state's economy. For every dollar the state invested in the CSU, \$7.69 was generated in statewide industrial activity, increasing to \$35.53 when including alumni earnings across California.

During the 2023-24 academic year alone, the CSU's overall statewide impact was \$31.6 billion with an additional \$2.3 billion in state and local tax revenue. The CSU supported a total of 210,800 jobs, contributing \$13.5 billion in labor income across California.

"This comprehensive report clearly demonstrates that resources entrusted to the CSU should not be considered an expenditure, but rather an investment — and an investment with a powerful and tangible return," said CSU Chancellor Mildred García. "Importantly, the report measures not only dollars, jobs and industry activity, but also the CSU's impact on our students' lives and families, our contributions as a research powerhouse, and the countless benefits our universities deliver to our workforce, to communities across California, and to our nation."

About the CSUSB Palm Desert Campus: The [CSUSB Palm Desert Campus](#) is dedicated to providing a transformative educational experience in the Coachella Valley. With a focus on academic excellence and community engagement, the campus offers undergraduate and graduate degree programs designed to meet the diverse needs of its students and the region.

For more information about the CSUSB Palm Desert Campus, contact Mike Singer in the Office of Marketing and Communications at msinger@csusb.edu or (760) 341-2883, ext. 78107, or visit the PDC website at www.csusb.edu/pdc.