



CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
Office of the President

*PRESIDENT'S REPORT
ADMINISTRATIVE COUNCIL
THURSDAY – MARCH 20, 2025*

My welcome to everyone for the March meeting. I hope you all have come safely through the ongoing atmospheric rivers which have followed the January fires. I know that many of us here in the IE continue to anxiously watch the burn areas from last fall's fires as well.

- **Presidential Updates:**

- New Social Mobility Ranking: The College Futures Foundation has ranked CSUSB as sixth in the state of California for social mobility. This is out of a survey of 82 four-year California institutions. The ranking is the result of evaluations based on the proportion of low- and moderate-income students enrolled and the return on investment these students provide within the state of California.
- 2025 HACU Showcase: On February 5, 2025, CSUSB held a showcase to present the outcomes and impacts of student participation in the Hispanic Association of Colleges and Universities conference in Aurora, Colorado. The event also served as the kick-off for recruiting the student cohort for the next HACU annual gathering. My thanks to Academic Affairs and the Career Center for organizing this opportunity for our students.
- CSUSB Vision 2030: CSUSB held two 2030 Vision events, one on each campus, on February 6 and 7, 2025. The purpose of these convenings was to further develop university partnerships with various sectors and public-private entities in our region. My thanks to the division of University Advancement for coordinating these gatherings.
- AI Symposium: CSUSB held an AI Symposium on February 21, 2025. I was pleased to be able to welcome our visitors and participants, as well as join in a panel discussion. My thanks to ITS and the division of Finance, Technology and Operations for their work on this event.
- 2025 Super Sunday: While I was unable to participate personally this year on February 23, 2025, CSUSB did make presentations at Black churches in the IE to talk about the importance of higher education, access to CSUSB, and the inclusive and supportive higher educational environment we provide. My thanks to the division of Strategic Enrollment Management and Marketing for coordinating this year's participation by CSUSB.

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- 2025 American Indian & Indigenous Education Summit: CSUSB hosted this summit from March 7-8, 2025, as we continued our work with our First Peoples' communities in California and here in our home in the Inland Empire.
 - CSUSB Leadership Retreat: This spring's CSUSB Leadership Retreat took place on Wednesday, March 12, 2025. My thanks to everyone who helped to organize this incredibly timely and impactful convening.
 - Student Recruitment and Enrollment: Growing our enrollment remains a top priority for our campus, not only for the benefits of increasing college-going rates in the Inland Empire but also to address the drop in income, related to our enrollment decreases, in recent years. We will be holding "Choose CSUSB" events on each campus in March—on the San Bernardino Campus on the 22nd and on the Palm Desert Campus on the 29th.
 - Former Chief of Staff Publishes Novel: Former presidential chief of staff and retiree Tracy Wise has published her first novel (literary fiction) with Type Eighteen Books. *Madame Sorel's Lodger* was released on February 4, 2025. She additionally worked with students in the Department of Music to test out the possibility of recording audiobooks on campus for those studying sound engineering and adding this experience and skillset to their resumes. The Career Center was also part of this initiative as was Lacey Kendall, lecturer in Communication and Media. Congratulations to Tracy, and we wish her much success with this and future writing projects.
- **Capital Campaign Update**: I am pleased to report that, as of March 12, 2025, we currently stand at **\$223 Million, total**. This includes: \$3M for Capital, \$53M for Academic Support, \$74M for Faculty Support and \$93M for Student Support. The philanthropic goal of \$70M is now 78% complete with a current total of \$55M.
 - **CSU AI Initiative and February PROPEL AI CSUSB Symposium**: CSUSB held the PROPEL AI Symposium on the San Bernardino Campus on Friday, February 21, 2025. Along with Growing Inland Achievement and special guest speakers Dr. Ajey Jacob of the Information Sciences Institute and Dr. Karen Vignare of the Personalized Learning Consortium Association of Public and Land-grant Universities, CSUSB explored the transformative potential of artificial intelligence in education and workforce development—a topic that holds immense promise for the future of our region and beyond.

Forty of our students, along with their faculty members from the College of Natural Sciences and the Jack H. Brown College of Business and Public Administration, attended the symposium that drew 170 K-12, community college and four-year institution attendees from across the region. This symposium was timely and tied with the CSU's announcement of its systemwide AI initiative.

The CSU's groundbreaking AI initiative aims to integrate artificial intelligence tools, including ChatGPT EDU, across all 23 CSU campuses. The CSU is leading the nation as the first and largest AI-powered public university system, and CSUSB is proud to be part

of this transformative effort. CSUSB's Information Technology Services team is working closely with the CSU Chancellor's Office to ensure a seamless and timely rollout of these AI tools to our campus. When the rollout is complete, ChatGPT EDU will be available to all students, faculty and staff through the campus Single Sign On (MyCoyote).

CSUSB is committed to supporting our campus community every step of the way and ITS Training Services is partnering with the Faculty Center for Excellence and the Staff Development Center to provide comprehensive training and resources to faculty, staff and students. These include such courses as the FCE's "GenAI for Teaching and Learning" course for faculty and the Office of the Chancellor's ["Academic Applications of AI for Students"](#) and the forthcoming ["AI Tools for Higher Ed Staff and Professionals"](#) as well as frequent workshops and extensive web resources including the FCE's [Teaching with Generative AI website](#) and the [Office of the Chancellor's AI Commons website](#).

The dedicated ChatGPT EDU platform will be provided at no cost, along with enhanced AI learning tools, resources and professional development opportunities.

We are in the early stages of a technology which is developing incredibly rapidly. It behooves us, as higher education leaders, to understand the landscape, the context, and the pluses and minuses of AI so that it does not end up dictating to us but rather it remains a tool, even a partner, to assist us with what **we** are seeking to do as educators.

- **Palm Desert Campus Updates:**

- [Special Kinesiology Class Article in Desert Health News](#): Kinesiology professor Sarah L. Dunn and Kinesiology chair Nicole Dabbs co-authored an article in the [Desert Health News](#) on two special classes: Physical Activity and Aging, and Exercise Testing and Prescription. These courses allowed students to interact and connect with adult community members in the Coachella Valley over a three-week experience titled, "Well-Seasoned: Understanding and Managing Your Maturing Health."
- [PDC MLK Day Service Project](#): PDC students and staff volunteered at the Coachella Valley Rescue Mission on January 22, 2025. Their project was to revitalize the mission's grounds. Lead California and AmeriCorps provided the funding, and NBC Palm Springs highlighted it.
- [Outreach and Student Recruitment Interview](#): Melissa Guerra, CSUSB director of Outreach and Student Recruitment, was interviewed by Telemundo 15 Palm Springs on January 23, 2025. She discussed the direct admit program for eligible students at every public high school in Riverside County, along with the overall CSUSB admissions process.
- [Parent Leadership Conference](#): Co-hosted by the Riverside County of Education Migrant Education Program (Region 7) and the CSUSB College Assistance Migrant Program, the January 25, 2025 conference was held at the PDC. This year's theme was, "Knowledge Is Power: Don't Let Obstacles Limit Your Success."
- [Coachella Valley Firebirds](#): PDC students held a tailgate part on January 29, 2025, and then attended the Coachella Valley Firebirds game across the street at the Acrisure Arena.

- PDC Alumna Honored: PDC alumna Brianna Uhlhorn was honored at the Women of Wonder luncheon on January 31, 2025, for her contributions to children and the advancement of child development.
 - Presidential Distinguished Lecture at the PDC: President/CEO Nachhattar Singh Chandi of the Chandi Group USA and Chair of the Palm Springs International Film Festival delivered this year's Presidential Distinguished Lecture on the Palm Desert Campus—"Fueling the Coachella Valley"—on February 6, 2025.
 - Palm Desert Entrepreneurial Resource Center Celebration: The Palm Desert iHub is expanding and officially re-branding as the [third Entrepreneurial Resource Center](#). The unveiling was held on Wednesday, March 5, 2025. This initiative is testament to the ongoing partnership among CSUSB, the City of Palm Desert and now the County of Riverside.
- **On-Campus Events:**
 - 2025 Black History Month: A variety of events were held on both the San Bernardino and Palm Desert campuses as part of this year's Black History Month opportunities. The month was capped by the annual [Pioneer Breakfast](#) on Friday, February 28, 2025.
 - 2025 Coyote Cares Day: Celebrated on [Saturday, February 22, 2025](#), this year's partners included: the ASI Coyote Garden, Project Rebound, Community Action Partnership of San Bernardino County, Helping Hands, the City of Fontana's Mary Vagle Nature Center, the San Bernardino City Mission, the Junior League of Riverside Diaper Bank, Inland Empire Waterkeeper and the City of Palm Springs.
 - Womxn's History Month: Cal State San Bernardino celebrates [Women's History Month](#) with a series of events and activities throughout March, including discussions on Indigenous and Black women's history, social justice activism, storytelling and leadership. These programs, open to the public, aim to educate, empower and inspire the campus community.
 - 2025 Cesar Chavez Breakfast: This year's Cesar Chavez Breakfast is scheduled for Saturday, March 29, 2025.