



## President Search Leadership Profile

The California State University (CSU) Board of Trustees invites nominations and applications for the position of President of California State University, San Bernardino (CSUSB). The University's next President will be a transformational leader who possesses exceptional communication and people skills coupled with the ability to foster a culture of innovation, trust, and collegiality while inspiring the campus community and creating strategic community partnerships that enhance the quality of life for the residents of the Inland Empire and Coachella Valley.

CSUSB's next President must be wholly prepared to address and respond directly to the shifting higher education environment, embrace the CSU mission, and demonstrate a record of success in driving a complex, dynamic organization that embraces excellence, community engagement, shared governance, collaboration, and creative problem-solving.

### California State University, San Bernardino

CSUSB is the preeminent center of intellectual and cultural activity in the inland region of Southern California known as the Inland Empire (IE), set at the foothills of the beautiful San Bernardino Mountains. The University is part of the California State University system, the largest system of higher education in the country, with two campuses in [San Bernardino](#) and [Palm Desert](#), located in two of the largest counties in the United States. CSUSB has grown from its founding in 1965 as a state college with an inaugural class of 293 students to a major metropolitan, R2 research university with approximately 19,000 active students and 2,400 employees.



CSUSB reflects the dynamic diversity of the region and has the most diverse student population of any university in the Inland Empire and the second highest African American and Hispanic enrollments of all public universities in California. A designated Minority and Hispanic-Serving Institution, CSUSB graduates approximately 4,500 students annually. The University has over 130,000 alumni of which 5,000 live outside the U.S. and just under 110,000 (81%) live in California. Interestingly, and as an example of CSUSB's significance in the region, over 90,000 alumni reside in the IE and more than 750 serve as CSUSB faculty and staff.

The University has five academic colleges including: the [College of Arts and Letters](#), [Jack H. Brown College of Business and Public Administration](#), [James R. Watson & Judy Rodriguez Watson College of Education](#), [College of Natural Sciences](#), and [College of Social and Behavioral Sciences](#). Collectively, these colleges offer more than 70 traditional baccalaureate and master's degree programs, education credential and certificate programs, and a doctorate program in educational leadership. CSUSB is accredited by the Western Association of State Schools and Colleges/Senior College and University Commission, and in 2022, the University earned reaffirmation of accreditation for 10 years. The teaching credential programs are approved by the California State Board of Education, California Commission on Teacher Credentialing and the National Council for Accreditation of Teacher Education.

The University is supported by a budget of \$293 million, consisting of \$185 million from the state's General Fund allocation and \$108 million from campus generated revenue. The University also has an endowment of approximately \$40 million and in 2024/25 faculty were awarded a total \$46 million in research contracts and grants, across all divisions.

### **Palm Desert Campus**

In the early 1980's, citizens of the Coachella Valley recognized the economic, cultural, and social benefits that a four-year university would bring to the region and organized to meet that need. Shortly thereafter, the state legislature approved funds to establish what was then called the Coachella Valley Center (CVC). The CVC opened in Fall 1986 with 80 students. Years later, under the leadership of then President Albert Karnig, a unique public-private partnership was established between the state and community members of the Coachella Valley to support the development of the campus. In November



1994, the CSU Board of Trustees accepted a donation from the city for land upon which to construct a permanent campus. With the move to the permanent campus, the campus officially changed its name to the Palm Desert Campus (PDC) of California State University, San Bernardino. In the fall of 2013, the Palm Desert Campus opened its doors to its first freshman class, becoming the Coachella Valley's only four-year public university. In 2015, the City of Palm Desert donated an additional 114 acres, making the total size of the current campus approximately 169 acres.

The Palm Desert Campus is currently home to 1,885 students and offers programs in a wide range of academic areas; however, enrollment growth at this campus has been driven by the addition of new programs in Hospitality Management, Entrepreneurship, Cybersecurity, Kinesiology, and undergraduate and graduate programs in Social Work. In 2021, the campus celebrated a collaboration between the Coachella Valley Economic Partnership, the City of Palm Desert, and the Palm Desert Campus in opening the iHUB, a business incubator designed to attract technology-based entrepreneurial start-up business to the region. Additionally, the PDC has been allocated \$79 million by the California legislature to build a Student Success Center, which is currently under construction.

### **Points of Pride**

CSUSB's commitment to diversity, access, value, and excellence are reflected in numerous national and international recognitions, awards, and rankings at all levels of the university. The university is regularly listed among the best colleges and universities in the western United States, according to The Princeton Review, Forbes, and U.S. News & World Report in their respective annual rankings. The university is also the recipient of the 2024-27 Seal of *Excelencia*

from the *Excelencia* in Education organization, which focuses on ensuring America's future by increasing Latino college completion.

- CSUSB was ranked [No. 2 in the nation for social mobility](#) and No. 17 in the nation in the Best Value category – *The Wall Street Journal*, 2026 Best Colleges rankings
- Named one of the [best universities in the West](#) – The Princeton Review, 2026 Best Colleges: Region by Region
- Ranked [No. 4 in the nation in the Best Four-year Hispanic Serving Colleges](#) ranking – *Washington Monthly*, 2025 College Guide and Rankings
- Ranked [No. 20 in bachelor's degrees granted to Latinx students](#), and No. 8 in awarding English language and literature/letters degrees – *Hispanic Outlook in Higher Education*, 2023
- Listed among the top schools in the nation for affordability, quality of education and outcomes, earning a [5-star rating](#) – Money.com, 2025
- Ranked No. 1 in California and No. 12 in the nation in the annual [Best for Vets: Colleges rankings](#) – Military Times, 2024



## Students



As of Fall 2025, CSUSB has a student population of 19,049 with 88% from San Bernardino and Riverside counties, 9% from other California counties, and <1% from out-of-state. Of these students, 84% seek an undergraduate degree, 77% attend on a full-time basis, 78% are first-generation college students, and 62% percent of undergraduates are low-income students (Pell Grant recipients).

The CSUSB student body represents the vibrant diversity of the communities it serves, as such 68% are Hispanic, 10% are White, 6% are African American, 6% are Asian, 2% are non-resident foreign students, and <1% are Native American/Alaskan Native or Native Hawaiian/Pacific Islander. Most students live off-campus, with approximately 8% living on-campus in [three different villages](#).

## Athletics

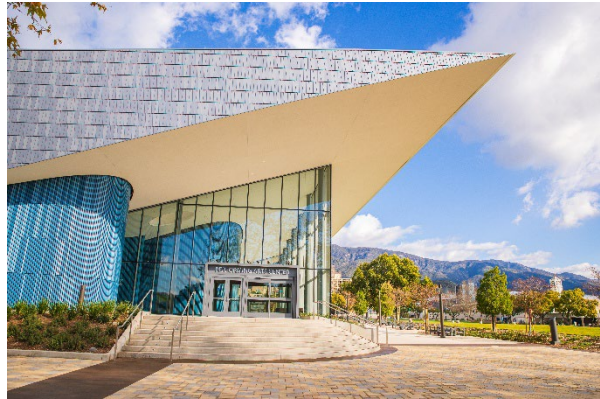
The school mascot is Cody the Coyote. [The Coyotes](#) (or Yotes) compete in the California Collegiate Athletic Association – the preeminent Division II athletic conference in the country. The University has 10 teams, four men's and six women's, and 230 student athletes.

## Facilities

Under the leadership of President Morales, the campus has been in a period of growth that began in 2016. At that time, CSUSB underwent a physical master planning effort that resulted in the CSU Trustees' Board-approved [San Bernardino Campus Master Plan](#) and a separate Board-

approved [Palm Desert Campus Master Plan](#). The 2016 Master Plans serve as the roadmap to guide the growth of the university to support 25,000 FTE students in San Bernardino and 8,000 FTE students in the Coachella Valley. Since that date, 552,612 gross square feet have been added to the two campuses. Those buildings include:

- The Center for Global Innovation
- The Performing Arts Center
- The Student Union Expansion also known as SMSU North
- Coyote Walk
- New dedicated spaces within the Pfau Library
- Coyote Commons
- Coyote Village's Cajon Hall and Running Springs (student housing)
- The Alumni Center as well as the renovation of the old Commons into a home for CSUSB's Alumni Office
- Palm Desert Campus' Student Success Center (currently under construction)



CSUSB was listed among the nation's top green colleges for its sustainability-related policies, practices, and programs in 2022, by the Princeton Review. Sustainability continues to be a core value of the institution and a focus of campus Strategic Planning efforts.

### **Strategic Planning**

During the 2022-23 academic year, CSUSB launched its second strategic planning process built upon broad-based campus consultation that included students, staff, faculty, and administrators across ranks, colleges, and divisions to define the University's priorities for the following five years. The resulting plan, [We Define the Future: Transforming Lives and Communities](#), strives for innovation in all aspects of campus life and seeks to improve systematic processes that will optimize efficiency and enhance inclusion for CSUSB, the Palm Desert campus, and the Inland Empire region.

### **Capital Campaign**

To further build on the University's vital role in enhancing the educational, cultural, and economic development of the region, in 2022, CSUSB launched a \$200 million fundraising initiative, the most ambitious fundraising campaign in the University's history. [Our Defining Moment: The Campaign for CSUSB](#) has sought support from a variety of investors: alumni, friends, corporate and foundation partners, as well as government agencies and tribal nations. As of early 2026, the campaign has exceeded its goal by \$40 million.

### **Local Region and Community Profile**

The Inland Empire is a vast and culturally rich region spanning 27,000 square miles with a rapidly expanding population of 4.5 million residents. Composed of San Bernardino and Riverside Counties, it is geographically larger than 10 U.S. states. Located equidistant between Los Angeles (60 miles east of LA) and the Palm Springs area, CSUSB is situated in the fastest growing region in California. In addition to the region's famed freeways, San Bernardino also boasts modern and efficient train lines connecting it to various other Southern California cities as well as to downtown Los Angeles.

San Bernardino has a wide variety of recreational attractions. From playing golf at one of the city's many public and private golf courses, to a 30- to 60-minute drive to the mountains, skiing, deserts, beaches, resorts, and world-class cultural and sporting events are within easy reach. The City of San Bernardino is home to the Inland Empire 66ers, a minor-league baseball team that in 2006 became part of the Los Angeles Angels organization. It is also home to the California Theater, which opened in 1928, and which serves as a home for the well-regarded San Bernardino Symphony Orchestra.



CSUSB is a clear economic and educational engine in the Inland Empire; the heart of innovation and opportunity. Every year, CSUSB students, faculty, and alumni help power regional growth, create jobs, and strengthen California's economy. With nearly \$1 billion in regional industry activity across San Bernardino and Riverside counties and a statewide impact of more than \$4.7 billion, CSUSB continues to define what's possible for its neighboring communities and the state.

### **Push to Grow Enrollment**

In academic year 2023-24, a new division of [Strategic Enrollment Management and Marketing](#) was created to focus on student recruitment and enrollment management to enable the University's efforts in this area to be even more targeted and effective. As a result of their efforts, Fall 2025 was 97.5% of target (final), Spring 2026 was 94.8% of target (final), and 2025/26 annualized was 97.6% of target (final). Annualized FTES now stands at 16,086 – an increase of 748 FTES over 2024-25 (15,338), representing 4.88% year-over-year growth.

### **Position Summary**

Appointed by the CSU Board of Trustees and reporting directly to the CSU Chancellor, the President will serve as the University's chief executive officer responsible for helping shape the vision, strategy, and related institutional goals and objectives. The President will oversee the University's administration and operations and implement the priorities, policies and procedures adopted by the CSU system. The President will focus on achieving the University's core mission, which is to educate a diverse student population, promote research, scholarship, and creativity, serve as an anchor institution for the IE, and advance social mobility and economic development. Additionally, the University strives to nurture and support students' unique talents, diverse life experiences, and intellect through engaged teaching, learning, scholarship, applied research, and public service, thereby supporting their overall success, well-being, and the greater good. The President will serve as an executive leader of the CSU system, working collaboratively with the Chancellor and her Executive Leadership Team to advance the mission of the CSU system.

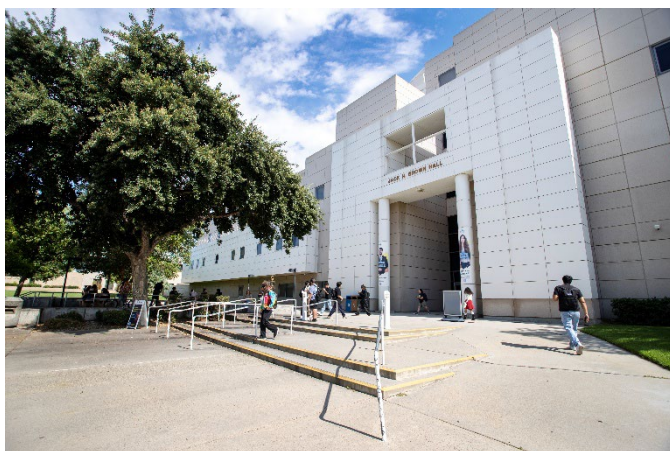
CSUSB's next president will be a community-oriented leader who will foster collaborative and effective relationships with students, faculty, staff, alumni, donors, business and community partners, legislative leaders, and other campus stakeholders. In doing so, the President will actively engage with campus colleagues and the community to spearhead the University's efforts in setting an ambitious trajectory for CSUSB's future.

In serving as one of the leading spokespersons and advocates for higher education in the region and the state, the President will be an influential leader who must possess excellent interpersonal skills, judgment, diplomacy, personal and professional integrity, and an earned reputation for working collegially and collaboratively with internal and external constituencies. The President will

act as a catalyst for creativity and innovation, and will work with the Chancellor, the CSU Board of Trustees, the state of California legislature, and other CSU system leaders to further enhance higher education in California.

### Key Institutional Priorities

CSUSB's next President will have the extraordinary opportunity to lead an ambitious institution dedicated to academic excellence, student success, and community engagement that is prepared to embrace intelligent risk-taking, innovation, and entrepreneurial thinking with an openness to strategic change. CSUSB seeks a leader with the energy and ability to craft a bold vision for the University's future in partnership with campus constituents while enhancing its commitment to serving its community stakeholders. With this in mind, the President will provide leadership in several critical areas, including, but not limited to:



- **Creating a Compelling Vision** – CSUSB's next President will be a collaborative leader who will guide the University's continued pursuit of academic excellence while maintaining its commitment to a student-centered learning experience and its dedication to student success. To do so, the President must partner with the University's various constituencies and stakeholders to develop a shared and inspirational vision for the future that enhances existing programs, creates new opportunities for academic distinction, prepares students for professional careers, creates opportunities for CSUSB graduates, and ensures the future success of all CSUSB students.
- **Communication and Transparency** – The President will foster and strengthen a culture of clear, effective, and proactive communication with the diverse internal and external communities CSUSB serves. This includes establishing communication processes that support open, direct dialogue between the University and its constituents. The President must possess strong listening skills that inform thoughtful action, the ability to engage stakeholders in meaningful discussions, and a commitment to transparency in sharing information about the decision-making process and how decisions will affect University stakeholders as it strives to fulfill its mission and achieve its goals.
- **Supporting Student Success and First-Generation College Students** – CSUSB's new President will inherit a university whose employees are committed to student success and make every effort to support and nurture its diverse student community. As an advocate for all CSUSB students, the President must possess a deep, personal commitment to ensuring student success and implementing plans for an environment that is positive, welcoming, supportive, and provides the transformative educational experience expected of an authentically student-serving institution. Moreover, the next President must be prepared to lead energetic and inspirational efforts to promote the University, make its offerings and achievements well known to the external community, and demystify the value and opportunity provided by a college education – from transition to graduation – for students, parents, their families, and prospective employers of CSUSB graduates.

- **Fostering a Dynamic and Collaborative Environment –**

The President will be charged with assessing CSUSB’s goals for the future and leading the University to meet these needs while strengthening an institutional culture built on trust, collaboration, and accountability. To be successful, the next President must be an individual who values collegiality and diversity of thought, is adept at empowering



others, and collaborates with a wide range of constituents and stakeholders. The President also effectively delegates responsibility to senior leadership team members, sets goals that foster positive relationships with CSUSB students, faculty, and staff, and maintains accountability for achieving clearly set targets. The President must be a visible, highly interactive figure in setting a new standard for leadership and collegiality that leads to CSUSB’s future success by supporting an environment that promotes communication and collaboration to address the University’s needs, pursue its goals, and advocate for the value that the University brings to the social and economic environments across the Inland Empire.

- **Enhancing CSUSB’s Stature in the Community –** In serving as CSUSB’s most enthusiastic champion, the President will play a significant role within the University and larger Inland Empire Community. The President must understand, value, and seek to strengthen CSUSB’s role as a strategic partner with public and private institutions, significant employer, educator, and economic engine for the Inland Empire’s communities, including San Bernardino, the Coachella Valley, and beyond. CSUSB’s next President will join an institution that benefits from a strong, foundational relationship with the Inland Empire’s communities to identify new areas for increasing community engagement and developing partnerships that will leverage the University’s collective impact and resources for the benefit of all. By building upon this foundation to strengthen existing partnerships and catalyze new opportunities, CSUSB’s next President will lead the University’s efforts to cement further its position as an anchor institution in the region while expanding development initiatives that benefit the University.

- **Leveraging the Unique Attributes of CSUSB’s Campuses –** CSUSB’s next President will lead a university comprised of two campuses located in San Bernardino and the Coachella Valley (Palm Desert Campus), each with its own distinct identity and a shared commitment and passion for achieving the University’s mission. The President will work with each campus community to explore strategies to develop and implement a cohesive, well-integrated multi-campus environment that showcases the unique culture, attributes, and strengths of each campus. In doing so, CSUSB will be in a position to capitalize on the collective intellectual capital and resources of each campus in a manner that best serves the Inland Empire’s populations.

- Serving as Spokesperson for Higher Education in the Region** – CSUSB’s President will not only serve as the leader of the University but also as a visible and significant spokesperson and change agent for higher education across the Inland Empire’s communities. The President will be an influential leader among the state’s various education stakeholders and will act as a catalyst for creativity and innovation – working with the CSU Board of Trustees, local and state legislators, and the region’s PK-12 schools and community colleges to further enhance educational pathways and higher education in the region.



- Recruiting, Retaining, and Developing Faculty and Staff** – CSUSB’s next President will lead a dynamic academic enterprise composed of diverse and interconnected academic and administrative units. The strengths and success of these units are grounded in the deep dedication, expertise, and collective voice of the University’s faculty and staff. Therefore, the President must cultivate an institutional culture that actively prioritizes the well-being and professional growth of all and is committed to the active recruitment, retention, and development of CSUSB’s faculty and staff during a period of significant societal change. In addition, the new President will foster collaborative relationships with all bargaining unions representing faculty and staff (CFA, CSUEU, APC, and Teamsters) that promote communication, common goals, and transparency. As competition for talent intensifies and faculty and staff re-evaluate their priorities, the President must champion an environment that positions CSUSB as a supportive, inclusive, and empowering academic community and employer.

- Adapting to a Shifting Higher Education Landscape** – Historically, CSUSB has prided itself on the strength of its academic and research enterprises. However, as national trends continue to shift, so too have students’ expectations of college as well as societal and professional expectations for college graduates. Higher education trends across the country have made it clear that institutions like CSUSB must be agile and responsive to student and market needs, and approach partnerships with regional collaborators differently. Bearing this in mind, the President must lead CSUSB’s efforts to develop an appropriate mix of academic programs and offerings that remain true to the University’s commitment to student access and success, which prepares graduates for successful careers in their chosen fields.



**Essential Qualities and Characteristics**

CSUSB seeks a President who is an experienced leader, excited by the challenge of helping to move the University forward as it continues its journey toward increased impact in the success of faculty, staff, and students, research, scholarship and creative activity, and community engagement.

CSUSB's next President will be charged with guiding the campus community in the development of a shared vision for the future that maximizes the University's social and intellectual strength on behalf of the Inland Empire and its various communities.

The successful candidate must be able to recognize and act upon the unique characteristics of CSUSB, including its campuses in San Bernardino and the Coachella Valley, the region, environment, and passionate stakeholder groups. In addition, the President will possess the ability to articulate the University's vision to its broad constituency and provide leadership in pursuing this vision in close partnership with faculty, staff, and students. Furthermore, it is desired that the President possess a number of the following experiences, abilities, and skills, as well as a willingness to discuss and develop strategies to address any areas in which the candidate needs to develop:

- A sincere appreciation for CSUSB's unique history, campus composition, traditions, and role within San Bernardino, the Coachella Valley, and the Inland Empire at large.
- The ability to promote and strengthen CSUSB's identity by fostering a shared sense of mission and culture among all university constituents.
- The ability to earn the respect and trust of all campus constituents and deeply value the contribution of all faculty, staff, and students and their feedback.
- A deep and genuine passion for and depth of experience in serving first-generation college students and a diverse undergraduate and graduate student body.
- An authentic, collaborative, and inspirational leadership style that values shared governance and transparency that empowers faculty, staff, and students.
- An active management style coupled with the desire and administrative fortitude to engage key stakeholders in honest and potentially difficult discussions to develop positive solutions to critical issues.
- A dedication to creating an inclusive environment that embraces and promotes belonging and enhances CSUSB's relationship with the diverse populations of the Inland Empire and the communities it serves.
- A leadership style that is open and accessible to faculty, staff, students, and all members of the CSUSB community.
- Superior diplomatic and interpersonal skills, including an ability to listen, troubleshoot, solve problems, handle conflict and ambiguity, and make and explain difficult decisions in an appropriate manner.
- An understanding and appreciation of the variety of backgrounds and experiences represented by CSUSB's student body.
- A demonstrated passion for enhancing CSUSB's student-centric learning environment.
- Experience working with a broad range of external constituents in developing meaningful and forward-thinking partnerships and collaborations.
- The ability to inspire and empower the campus community.



- The ability to envision, articulate, and implement strategic goals; establish assessment mechanisms, and re-align resources as necessary.
- The ability to foster a campus environment that advances academic excellence, student success, and community partnership.
- A deep appreciation for the role that scholarship, research, and creative activity play in enhancing the quality of a university – reflected in a distinguished record within their academic discipline – creating meaningful educational opportunities for students, and as an economic driver in the region.
- Demonstrated experience building and mentoring strong leadership teams.
- Successful experience establishing clear strategic and tactical goals and meaningful metrics of progress.
- A proven track record of effectively delegating to others and holding them accountable.
- The ability to be a collegial, effective, and supportive developer of talent that promotes and supports innovation across the University.
- A commitment to making a difference in providing quality education for students, particularly first-generation college students, and aggressively addressing issues related to student success and student access.
- A commitment to supporting and advancing innovative uses of instructional technology to improve student access and learning outcomes.
- Demonstrated experience making difficult but appropriate decisions when and where necessary.



- Possess a high level of energy and enthusiasm for representing the University throughout the Inland Empire and serving as an active, visible, and engaged leader in the region.
- Experience cultivating donor relationships and developing a culture of philanthropy within and outside of the traditional alumni base.
- The ability to integrate various university strengths and resources to determine creative strategies for increasing CSUSB's impact, profile, and academic standing within the CSU, the region, statewide, and nationally.

### Application / Nomination Process

The Search Committee will begin reviewing applications immediately. Applicants must submit a current curriculum vitae and a letter of interest that describes their relevant experience. Submission of materials via email is strongly encouraged. Nomination letters should include the name and contact information of the nominee. All nominations, applications and related materials will be handled with strict confidence.

Applications and letters of nomination should be submitted by email to:



**Alberto Pimentel, Managing Partner**

**Sal Venegas Jr., Partner**

Email: [apsearch@spaexec.com](mailto:apsearch@spaexec.com)

Refer to code "CSUSB-President" in the subject line

SP&A Executive Search

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*CSUSB considers qualified applicants for employment without regard to race, religion, color, national origin, ancestry, age, sex, gender, gender identity, gender expression, sexual orientation, genetic information, medical condition, disability, marital status, or protected veteran status.*