PRESS RELEASE

10-29-26
Contact: Mike Singer
(760) 341-2883, ext. 78107
msinger@csusb.edu



CSUSB Palm Desert Campus students participate in a Work Local Industry Immersion Day at Altus Schools Coachella Valley on Oct. 13, 2026.

Work Local Industry Immersion Days connect CSUSB Palm Desert Campus students with regional employers

PALM DESERT, Calif. – Through its Work Local initiative, the Career Center at Cal State San Bernardino is helping students at both the Palm Desert and San Bernardino campuses build direct connections with employers and explore career opportunities across the region.

Work Local Industry Immersion Days invite students to spend time on site with key employers to learn about career pathways, organizational culture, hiring processes and industry trends. By stepping beyond the classroom and into professional environments, students gain firsthand insight into the expectations, skills and experiences needed to succeed in the workforce.

During the fall 2026 semester, engagements are taking place at Altus Schools Coachella Valley, Coachella Valley Unified School District and Palm Springs Unified School District, with additional dates set for the spring 2027 semester.

Direct engagement with employers also helps students strengthen their career readiness and connect their academic experiences with potential career opportunities.

“Work Local is about creating direct pathways between our students and the communities in which they live and aspire to work,” said Oscar Fonsesa, career readiness program coordinator at the CSUSB Palm Desert Campus. “Industry Immersion Days give students the opportunity to see what careers look like in practice, ask questions of professionals and make informed decisions about their next steps.”

With support from Palm Desert Campus faculty champions Michael Karp, Dany Doueiri and Amanda Reigle, the initiative reflects CSUSB’s ongoing commitment to strengthening partnerships with local employers and supporting the economic vitality of the communities it serves. By connecting students with organizations in the region, Work Local promotes CSUSB talent to thrive.

“When students have opportunities to engage directly with local educators and employers, they begin to see themselves not just as college students preparing for the future, but as emerging professionals who have something meaningful to contribute to their own communities,” said Reigle.

Students are benefitting greatly from Work Local Industry Immersion Days.

“I am motivated to apply for the part-time position I learned about during the event,” said Yareli Mendoza.

“I'm already updating my resume after this event, as well as drafting up emails to people for letters of recommendation,” said Kemp Reid.

“Hearing from employers about their real-life application processes made me feel more comfortable seeking employment during or after college,” said America Reyes.

Visit the Work Local website for more information about Work Local and Industry Immersion Days.

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.

-30-