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PAULIEN & ASSOCIATES, INC.
PLANNING CONSULTANTS



CSU San Bernardino | Palm Desert Campus

Assessment of Enrollment Demand, Utilization and Space Needs

Compiled October, 2016

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Assembledge+

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HIGHER EDUCATIONAL NEEDS FOR THE GREATER COACHELLA VALLEY

In May of 2016 the academic planning consultancy Paulien & Associates prepared an analysis of the student demographics and PDC enrollment characteristics for the Greater Coachella Valley. In addition the firm also reviewed trends in regional employment trends to help identify the academic areas that would be needed to support those industry sectors. Highlights from the Paulien & Associates study, “Student Demand Overview for the Campus Master Plan, Palm Desert Campus, California State University, San Bernardino” are included here.

STUDENT DEMOGRAPHICS

Paulien & Associates analyzed the population, student characteristics and Fall 2015 PDC enrollment for the primary 14 postal zip codes that comprise the Greater Coachella Valley area to arrive at an estimate of the average rate that the student age population (defined as population age range of 15-55 years) attends the Palm Desert Campus. This average rate was found to be 0.63 percent—significantly below the statewide average rate of 3.3 percent for the total population attending public 4-year and above institutions. The PDC participation rate is also below the statewide average rate for the population attending public 2-year institutions, which stood at 6.8 percent. Similarly, the Fall 2014 participation rate for College of the Desert, which draws students from the same areas as the Palm Desert Campus, stood at 3.6 percent. Thus the underlying potential for increasing student participation/for additional student growth at the PDC appears to be substantial. Paulien & Associates also analyzed other factors that suggest the potentials for increasing student enrollments at the PDC. Specifically, the Paulien study found that the percentage of high school graduates meeting the UC/CSU application requirement has grown steadily in both Riverside and San Bernardino Counties over the last four years. Added to this, the percentage of Latino high school graduates meeting UC/CSU application requirement rate has also increased—Latino students currently make up nearly 60 percent of students attending the PDC.

Further, all of these factors that could logically work to increase Greater Coachella Valley student participation at PDC would also occur over a future period of time in which the regional population is projected to increase.

Finally, the Paulien study, citing the Institute of International Education’s (IIE) annual survey “2013 Open Doors Report on International Education Exchange,” noted that the international student enrollments have been increasing across the United States with undergraduate students now outpacing graduate students. This growing source of new students entering the CSU system thus represents additional potential for PDC student growth.

Given the student demographic and population growth identified above, the question then becomes: How can the Palm Desert Campus better attract students? The Paulien & Associates study pointed to three important steps:

1. Identification and offering of courses and curricula that meet the demands of Greater Coachella Valley students;
2. Providing a complement of appropriate academic and student life amenities for the larger population;
3. Providing an appropriate level and mix of residential facilities to serve regional and international populations.

ACADEMIC PROGRAMS FOR THE PDC

The Paulien & Associates study reviewed a report prepared by the College of the Desert on Coachella Valley and regional employment trends and projections—“College of the Desert Labor Market Information Report, October 2015”—as a way of providing a framework for identifying academic programs appropriate for the Palm Desert Campus. These data are summarized below for both the Coachella Valley and the region defined as including the counties of Riverside, San Bernardino, Los Angeles, Orange, and San Diego.

In general, the Palm Desert Campus leaders and administrators have anticipated the types of programs currently and projected to be needed at the PDC. The Health Sciences facility constructed in 2008 is a direct result of supporting such in-demand nursing and health science-related programs. The recent approval of a Hospitality program for the Palm Desert Campus is another emerging program aimed at fulfilling the strong regional demand for workers in the locally significant and growing hospitality industry. Similarly, recent interest coming from the entertainment field has suggested the place for an operational entertainment production facility (Sound Stage and Film Projection Building) that could be placed on the campus and simultaneously used for commercial and educational purposes. As a general perspective, it is also instructive to compare the PDC with other local institutions offering similar courses. The local business college Santa Barbara Business College (SBBC) located in Rancho Mirage offers bachelor’s degree programs in Business Administration, Criminal Justice and Healthcare Administration indicating the local strength of these programs. The Paulien report pointed to the importance of the community college, College of the Desert, which offers a number of Associate of Arts and certificate programs that possibly indicate a latent demand for related four-year programs that the PDC could offer locally to transfer students. Similarly, there are some PDC students who also currently attend the CSUSB main campus to complete the courses needed for their majors-- some courses of which in the long term could be offered at PDC to better serve those students. The nature of the appropriate course offerings, section counts and class times should be studied to develop an optimum set of curricula for the Palm Desert Campus.

Academic Area	2015-2025 Growth	Job Openings
Nursing	35%	4,344
Culinary Arts and Management	21%	2,847
Business Administration	13%	2,790
Horticulture	34%	1,761
Health Science	42%	1,606
Early Childhood Education	8%	954
Automotive	12%	924
Social Work	17%	706
Accounting	6%	655
Computer Science	25%	337

Source: College of the Desert Labor Market Information Report, October 2015

TABLE 2-5: COACHELLA VALLEY EMPLOYMENT PROJECTIONS

Academic Area	2015-2025 Growth	Job Openings
Nursing	26%	222,127
Business Administration	13%	181,679
Health Science	39%	113,276
Culinary Arts and Management	20%	106,385
Early Childhood Education	16%	69,042
Liberal Arts	36%	62,226
Social Work	20%	55,781
Computer Science	15%	55,532
Automotive	12%	42,944
Accounting	10%	42,537

Source: College of the Desert Labor Market Information Report, October 2015

TABLE 2-6: REGIONAL EMPLOYMENT PROJECTIONS

(Riverside, San Bernardino, Los Angeles, Orange, San Diego Counties)

EXISTING BUILDINGS

The Palm Desert Campus has four relatively recently constructed permanent buildings totaling over 100,000 gross square feet of floor area. As was noted elsewhere, construction of the Palm Desert Campus facilities somewhat unique in the California State University system, has been thus far been funded entirely by private and outside public donations. This funding mechanism has allowed the PDC to create a new state university campus

servicing the long-term needs of the greater Coachella Valley, to build quality facilities exceeding the basic standards of the CSU and to target various programs such as nursing and the health sciences to the demands of the existing and rapidly growing local higher education market. The general characteristics of the existing buildings at PDC are summarized in the accompanying table “PDC Existing Buildings Summary”.

All of the PDC buildings are in good condition and as a group reflect a consistent architectural style that lends a visual cohesiveness to the campus. The basic pattern thus far established is for classroom/lab buildings to be 3 floors in height, thus contributing to a compact campus and thereby reducing walking distances and compact buildings to be cooled—an appropriate response to a hot climate.

Since the PDC was built in anticipation of an expanding future campus, the current lecture and laboratory capacity of the campus exceeds the current enrollment. In general classroom buildings which make up over 90 percent of the existing Full-Time Enrollment (FTE) capacity of all PDC facilities are underutilized for lecture activities based upon CSU standards. This condition has several implications for the construction of the first new additional buildings for the campus: 1) additional lecture based courses can generally be accommodated in existing buildings; 2) new student support facilities such as a dedicated student center and university library should be a priority as they can act to attract additional students; 3) additional academic space can be created in the Mary Stuart Rogers Gateway and Health Sciences buildings as student food service and other services and library functions are shifted into new dedicated facilities. An exception to the existing capacity of the PDC facilities lies in the area of Faculty Offices where there is a recognized need for an additional 11 offices (See: CSU. “Five-Year Capital Improvement Program 2015/2016 Summary of Campus Capacity Main Campus and Off-Campus Centers.”). To accommodate this need, CSUSB Palm Desert Campus leadership anticipates contracting to use some of the underutilized office space available in the adjacent UCR Palm Desert Graduate Center, which has currently underutilized spaces available.

Building	Year Built	Number of Floors	Floor Area	Floor Area GSF	Students	Total FTE Capacity
Mary Stuart Rogers Indian Wells Center for	2002	3	22,884	34,900	447	838
Indian Wells Center for Educational Excellence	2002	3	13,790	37,325	330	769
Health Sciences	2008	1-2	15,327	28,000	280	270
Indian Wells Theater	2005	1	9,809	NA	304	708
Utility Sub-Station	2005	1	NA	1,176	--	--
Totals			61,810	101,401	1,361	1,877 - 2,585

Source: Facility and Capacity Reports, CSU Space and Facilities Database Management System, January 2015

Notes: NA—Data Not Available

Palm Desert Campus Existing Buildings

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Waters, Michael R. "Late Holocene Lacustrine Chronology and Archaeology of Ancient Lake Cahuilla, California." Quaternary Research. Volume 19, 1983. 373-387.

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FUTURE CAMPUS SPACE NEEDS ASSESSMENT

Space needs for a campus student capacity size of 8,000 FTE were projected based upon a CSU ASF/FTE model for state-supported facilities and national averages guidance for non-state supported facilities such as student centers and recreational facilities.

CAMPUS SPACE NEEDS

A framework for anticipating the overall space needs for the PDC was developed assuming a future campus capacity of 8,000 Full-Time Equivalent Students (FTE). It should be noted that the consultant team performed various analyses based upon California State University averages to test the potential capacities of the 169.4 acre Palm Desert Campus site. These analyses suggested that depending on the density of buildings, allowances for various major land uses such as residential and Physical Educational fields that the campus area could potentially support a campus of upwards of 15,000 FTE in the long distance future. To estimate the PDC space needs by major categories of state-supported and non-state supported spaces the following guides were utilized:

1. For Instructional, General Administrative, Library, Media and Plant Operations spaces the average ASF/FTE values (Assignable Square Feet/Full Time Equivalent) were applied based upon the ASF/FTE Model used for the larger CSUSB main campus. Instructional space estimates were modestly increased to reflect potential higher needs in keeping with CSU system wide averages.
2. For Physical Education indoor space, CSU Standards for Campus Development Programs, Section 9074.01 were applied;
3. Campus Centers, Student Recreation, Assembly and Exhibit spaces were based upon national averages for similar institutions as provided by Paulien & Associates.

4. Assignable Square Feet (ASF) estimates were converted into rounded Gross Square Feet (GSF) estimates based upon a 65 percent building efficiency factor

Space Category	Estimated Net ASF Need	Projected GSF	Projected GSF Range	
Instructional Space	226,551	350,000	350,000	490,000
General Administration	67,616	105,000	98,000	105,000
Library and Media	100,091	155,000	155,000	200,000
Physical Education	72,000	111,000	111,000	115,000
Campus Centers and Student Recreation	84,000	130,000	130,000	150,000
Plant Operations	16,000	25,000	25,000	28,000
Other Spaces (Assembly, Exhibit)	6,191	10,000	10,000	15,000
TOTALS		886,000	879,000	1,103,000

CURRENT NATIONAL TRENDS IN CAMPUS PLANNING

Colleges and Universities across the US are experiencing a series of challenges to their ability to provide quality higher education for the 21st Century. Campuses today face significant reductions in their budgets, flattening enrollment growth and increasing competition for students and faculty. At the same, teaching pedagogies are changing in ways that require larger, more technologically “smart“ classrooms and global markets and businesses are emphasizing interdisciplinary, collaborative approaches to ever more complex problem solving. As campuses look at more efficient and effective ways to provide higher education without sacrificing quality and results, trends are emerging that encourage more interdisciplinary, multi-use facilities with an emphasis on team teaching, student-faculty interaction, student-student interaction and the ability to utilize technology as a seamless element in the teaching pedagogy.

STUDENT DEMAND OVERVIEW FOR THE CAMPUS MASTER PLAN

PALM DESERT CAMPUS

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

MAY 6, 2016

Paulien & Associates, Inc. submitted a Student Demand Overview for the San Bernardino campus on September 14, 2015. That analysis examined issues involving both Riverside County and San Bernardino County, which are the two counties providing most of the enrollment at that campus. The Palm Desert Campus secures almost all of its enrollment from the Coachella Valley, which is part of Riverside County.

This report studies the enrollment of the Palm Desert Campus geographically, discusses enrollment potential, provides a statewide participation rate as a reference point, includes analysis of College of the Desert enrollment (since it serves the same area), and reviews occupational needs and job growth for this geographic area. Finally, the report looks at enrollment the Palm Desert Campus by college and by ethnicity and provides some perspective on the opportunities resulting from that ethnic breakdown.

HIGHER EDUCATION PROVIDERS IN THE COACHELLA VALLEY

The two other public entities providing higher education are the College of the Desert (two-year community college also located in Palm Desert) and the University of California Riverside (outpost in Palm Desert). The CSU Palm Desert Campus should continue to benefit from transfers from College of the Desert students who have completed a degree or certificate and desire to complete a four-year degree. The University of California Riverside has not currently indicated plans for substantially increasing its level of activities in Palm Desert.

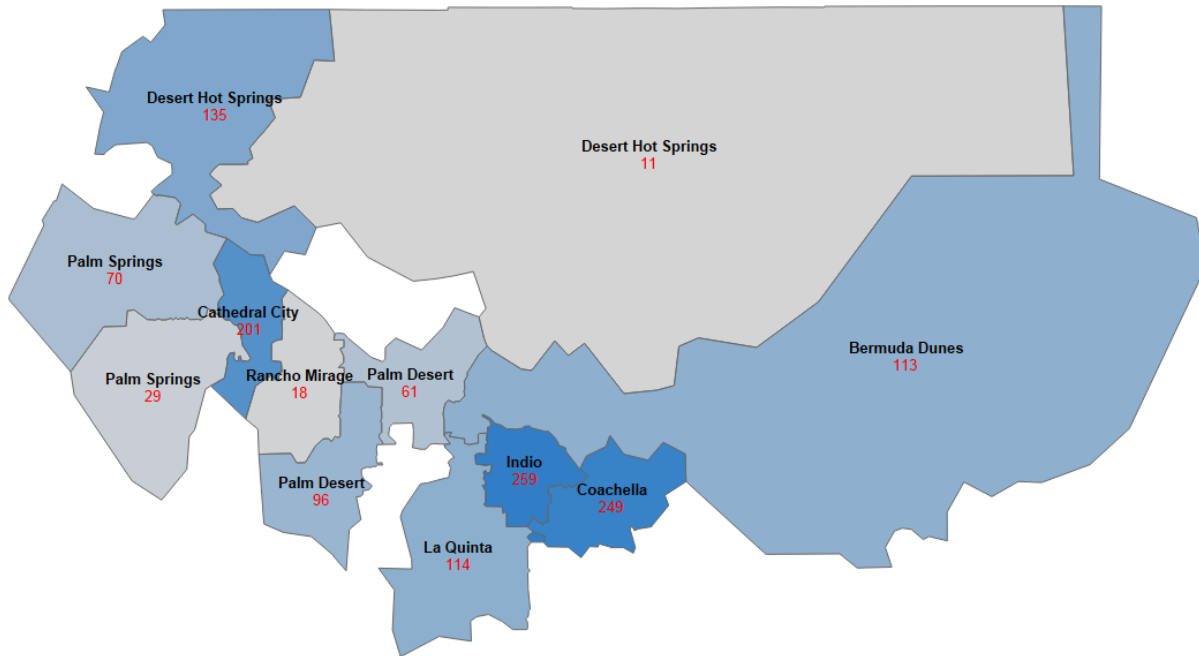
ENROLLMENT

The Coachella Valley currently has approximately 400,000 in population. Paulien & Associates took the enrollments shown for CSUSB for the zip codes that make up the greater Coachella Valley. We then reviewed the enrollments and populations for each of these zip codes, as well as a participation rate including only the population age range subset of 15-54. Using this subset excludes children not of age to attend college and very mature adults and senior citizens, who are less likely to attend for credit. Adults over 55 are more likely to take non-credit enrichment opportunities than for-credit courses.

Fall 2015 enrollment by ZIP code was provided for CSU San Bernardino and Palm Desert Campuses. Since the data did not differentiate between San Bernardino and Palm Desert enrollment, we have focused on enrollment in and near the Coachella Valley on the assumption that this geographic area is providing the bulk of the headcount for the Palm Desert Campus.

The highest enrollment came from Coachella and Indio, and the lowest from Thousand Palms and Indian Wells.

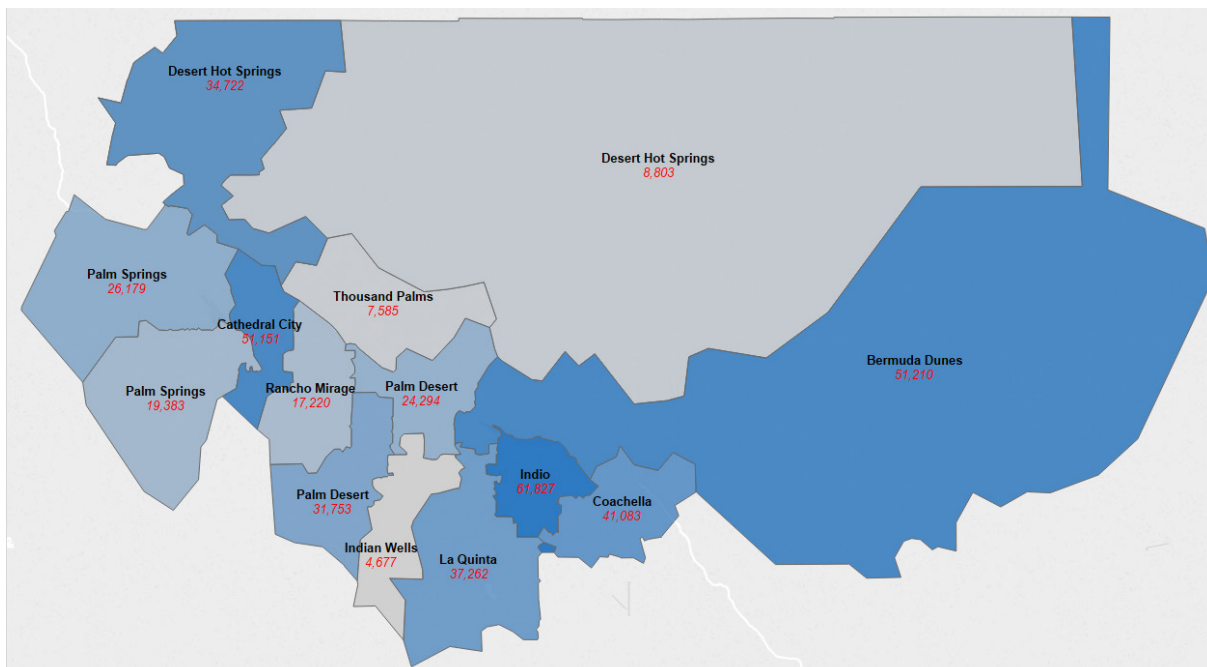
**Fall 2015 Enrollment for CSU San Bernardino - Palm Desert Campus
By Zip Codes in the Coachella Valley**



Source: CSUSB Institutional Research Fall 2015 Enrollments by ZIP Code.
ZIP Codes with enrollments of fewer than 10 students are not shown.

Paulien & Associates reviewed the population density for the same ZIP codes. As we would expect, the enrollment largely reflected the distribution of population across the Coachella Valley.

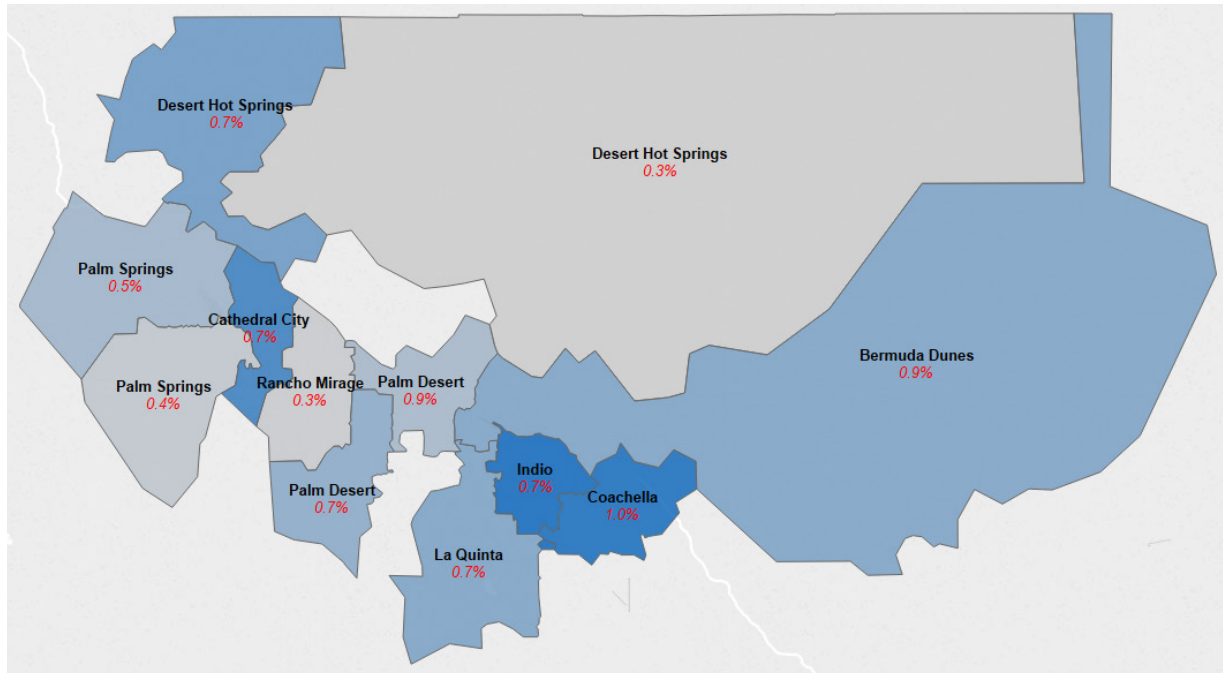
**Population Density
By ZIP Codes in the Coachella Valley**



Source: United States Census Bureau 2014 Population Estimates

We next examined participation rates. Participation rates measure the percentage of a population that is enrolled in an institution. In this case, we examined participation rates for the previously defined locations in the Coachella Valley. We only used the population of that ZIP code that was aged 15 to 54; this captures the majority of the population likely to be enrolled at the Palm Desert Campus.

**Fall 2015 Enrollment for CSU San Bernardino - Palm Desert Campus
By ZIP Codes in the Coachella Valley**



Source: CSUSB Institutional Research Fall 2015 Enrollments by ZIP Code, U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates. ZIP Codes with enrollments of fewer than 10 students are not shown.

The greatest participation rate was from Indio and Coachella, at 1%, and the lowest was Rancho Mirage, at 0.3%. The average participation rate for the Coachella Valley ZIP codes was 0.63%.

The California Department of Finance Demographic Research Unit provides population projections by county. The total projected population increase of Riverside County from 2015 to 2025 is estimated at 9%, with the largest growth in ages 25 to 29 (18%) and ages 30 to 34 (32%). On average, the population between 25 and 34 will increase by 20%.

The Fall 2015 enrollment for the Palm Desert Campus was 1,164. Using the overall Riverside County projected population increase, with no other factors, this enrollment would increase to 1,269 in 2025. If we apply the projection figures for the population between 25 and 34, the anticipated enrollment increases to 1,397.

Population Projections for Riverside County

Age Group	2015	2020	2025	Change 2015-2025
15-19	182,788	178,814	179,695	-2%
20-24	187,294	183,486	180,609	-4%
25-29	155,269	186,746	183,675	18%
30-34	147,157	160,453	194,082	32%
35-39	143,464	154,494	170,855	19%
40-44	147,400	150,569	164,650	12%
45-49	152,193	152,110	157,676	4%
50-54	153,438	155,056	157,064	2%
Total	1,269,003	1,321,728	1,388,306	9%

Source: California Department of Finance Report P-2 "State and County Population Projections by Race/Ethnicity and Age (5-Year groups)" 2010 through 2060 (report updated 2014)

It should be noted that this projected change in enrollment is based solely on the projected change in population, and considers no other factors such as new programs, expanded offerings, or distance education.

STATEWIDE PARTICIPATION RATE

The participation rate for the California population aged 15 to 54 years enrolled at California public four-year schools is 3.3% (IPEDS NCES Statistical Tables, U.S. Census Bureau). The equivalent participation rate for public two-year schools is 6.8%. The average statewide participation rate in public colleges and universities is 5%.

<u>Sector</u>	<u>Enrollment</u>	<u>State Population Ages 15-54</u>	<u>Participation Rate</u>
Public 4-year and above	709,300	21,533,747	3.3%
Public 2-year	1,462,918	21,533,747	6.8%

Sources: IPEDS NCES 2014 Statistical Tables, U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

COLLEGE OF THE DESERT

College of the Desert is a two-year community college that feeds the Palm Desert Campus. Their service area includes Coachella, Mecca, Thermal, Desert Shores, North Shore, Indio, Bermuda Dunes, La Quinta, Indian Wells, Palm Desert, Rancho Mirage, Cathedral City, Palm Springs, Thousand Palms, Desert Hot Springs, Sky Valley, Cabazon, Whitewater; and Anza, Aguanga, Mountain Center, Pinyon Pines, and Idyllwild.

The main service area for College of the Desert overlaps with the Coachella Valley ZIP codes serving the Palm Desert Campus. The Western Valley and the Eastern Valley service areas also overlap with the Coachella Valley ZIP codes. The Mecca/Thermal area also has a College of the Desert Center, which is included in the calculation below.

College of the Desert Participation Rate

Fall 2014 Enrollment	10,233
2014 Population (aged 15-54)	283,718
Participation Rate	3.6%

The participation rate is much higher for College of the Desert than for the Palm Desert Campus, which might suggest that a large number of their two-year or certificate programs are considered a complete educational goal in themselves (e.g. a nursing assistant certificate is a certification completion even though it is not a degree, or an AS degree might be sufficient education for an HVAC technician).

If this were the case, then it would behoove the Palm Desert Campus to examine how their transfer degree program is aligned with College of the Desert, and perhaps explore additional options for career-guided pathways and curricular collaboration between the institutions.

JOB GROWTH

College of the Desert has projected job growth from 2105 to 2025 in the Coachella Valley and regionally. The regional data includes Riverside, San Bernardino, Los Angeles, Orange, and San Diego counties. Although the College of the Desert report was focused on understanding how associate degrees related to the projected job market, it still provides an excellent view of potential employment sectors in the Coachella Valley, as well as the larger region.

Based on the occupation title and general academic program, we have aggregated the detailed projections into larger categories. For example, nursing includes RN, LPN, nursing assistant, and CNA programs.

For the most part, the ten occupational areas with the most projected job openings are the same for the Coachella Valley and the region, though with slightly different rankings of occupations. The exceptions are horticulture, with a greater number of openings in the Coachella Valley, and liberal arts, with a greater number of openings in the region. This likely reflects the wider range of industries in the region that might require a liberal arts degree, and the larger number of resorts in the Coachella Valley that require a greater number of employees trained in pest management, turfgrass management, and other horticultural areas. Coachella Valley also has a higher relative number of culinary job openings than the region, probably due to the greater proportion of resorts and spas that would require these skills.

For both Coachella Valley and the region, the occupational area with the greatest growth is nursing. Openings in health science are also high in the valley and the region. This potential growth is reflected in *Charting the Course II*, the Desert Healthcare District's 2015 report on Coachella Valley healthcare workforce needs. Currently, the healthcare sector makes up 12.5% of employment in the valley.

Factors that affect the increase in the healthcare workforce include the Affordable Care Act, and aging population, and a shift in the patient care model. At the same time, the report posits that educational opportunities for healthcare workers are limited in the Coachella Valley. This is compounded by the fact that it is becoming more common for hospitals to require RNs to have or obtain a BSN, and the reality that it can be difficult to attract qualified workers since it may be a challenge for a spouse or partner to find employment.

Industry trends for healthcare and social assistance occupations show that for Riverside County, total employment in this sector increased by nearly 50% from 2010 to 2014. Statewide employment increased by almost 33% during the same period. Riverside County shows a similar increase in health care and social assistance occupations as California does statewide.

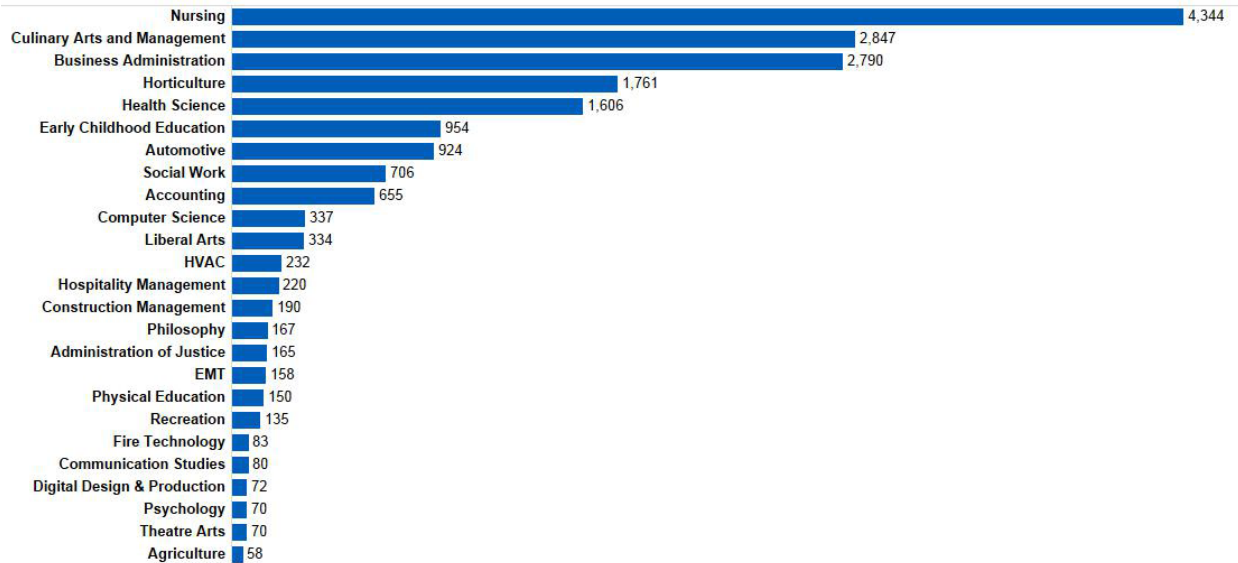
Healthcare occupations remain a source of many job openings, both regionally and in the Coachella Valley, and represent a strong potential employment sector.

Coachella Valley Employment Projections

<u>Academic Area</u>	<u>2015-2025 Growth</u>	<u>Job Openings</u>
Nursing	35%	4,344
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Social Work	17%	706
Accounting	6%	655
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Source: College of the Desert Labor Market Information Report, October 2015

Coachella Valley Projected Job Openings (Occupational areas with more than 50 job openings)

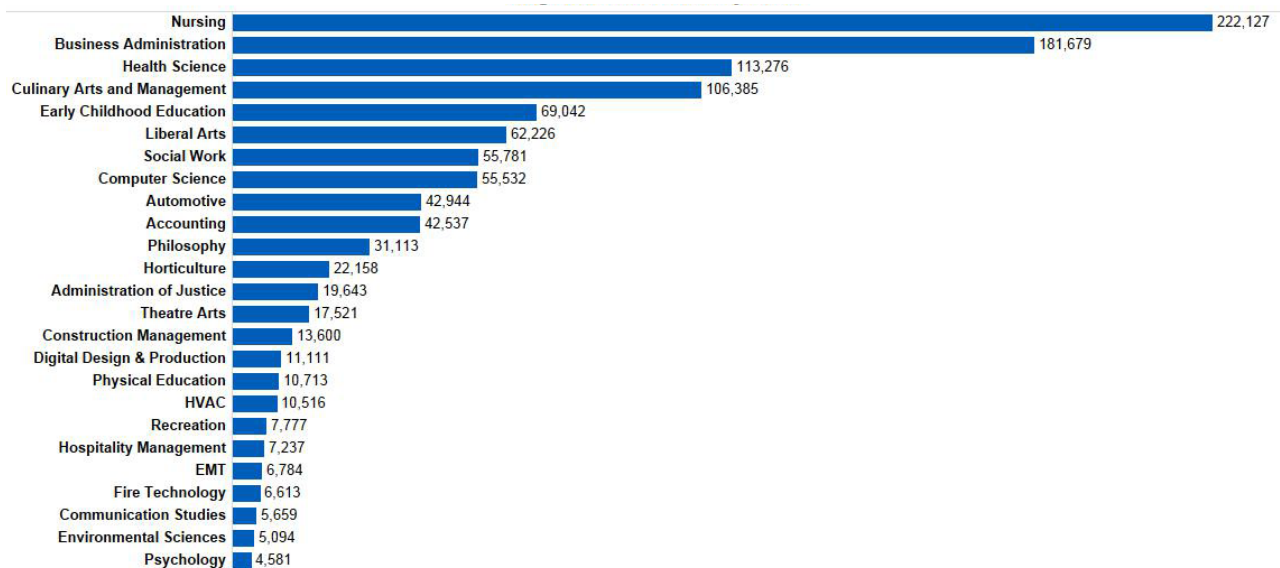


Regional Employment Projections

Academic Area	2015-2025 Growth	Job Openings
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Liberal Arts	36%	62,226
Social Work	20%	55,781
Computer Science	15%	55,532
Automotive	12%	42,944
Accounting	10%	42,537

Source: College of the Desert Labor Market Information Report, October 2015

Regional Multi-County Area Projected Job Openings (Occupational areas with more than 2,000 job openings)

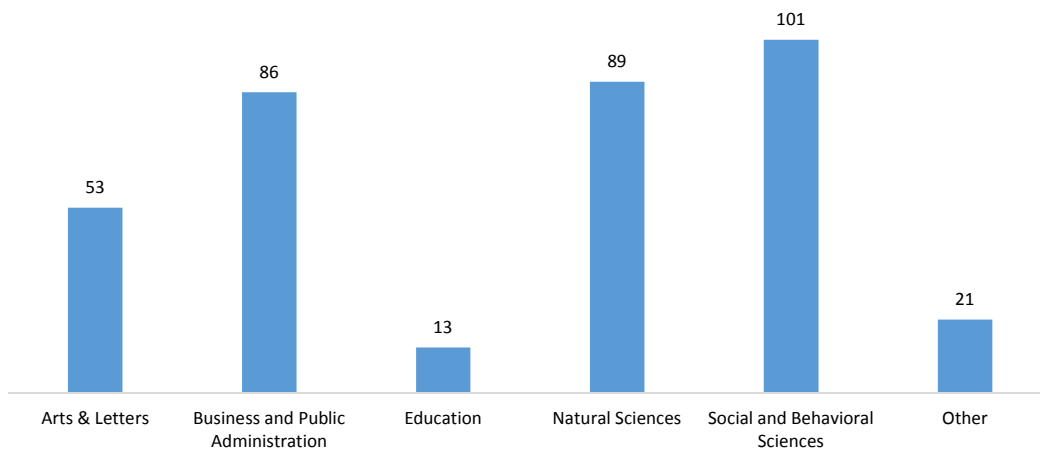


PALM DESERT CAMPUS ENROLLMENT GROWTH

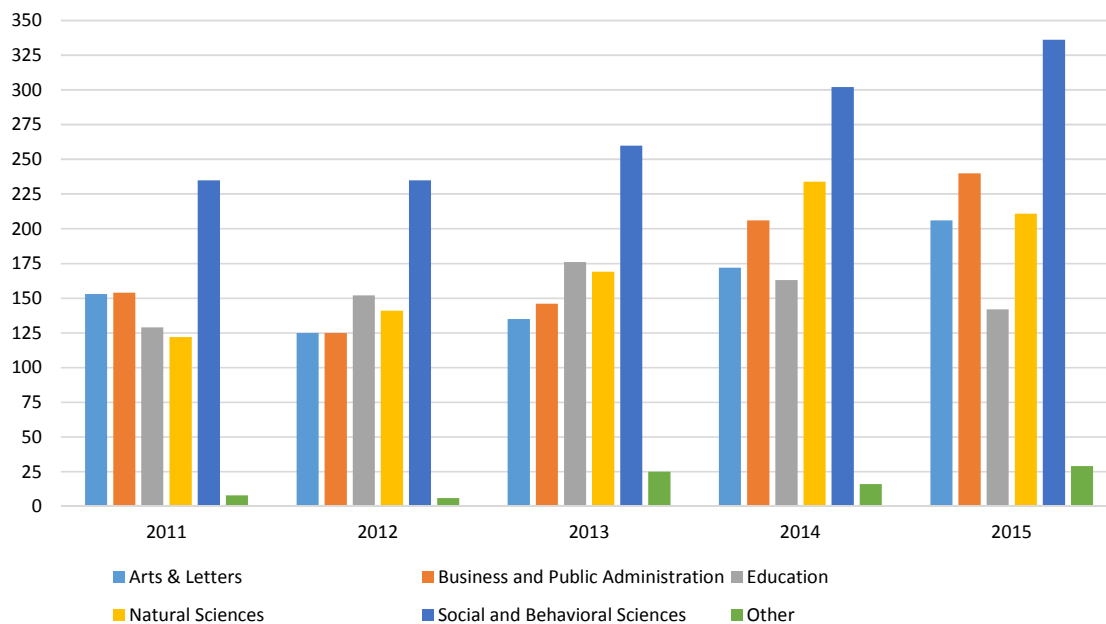
Riverside County is expected to have its population increase by 30% between 2016 and 2035. The increase is expected to be approximately 15% for each ten-year period. Looking at enrollment data for the Palm Desert Campus, they have increased 45% over the last four years. This indicates a much stronger upward trend. Paulien & Associates notes the four year public higher education participation rate statewide in California is 3.3%, higher than the rates in Riverside County, San Bernardino County, and much higher than the specific zip codes identified for the Coachella Valley towns. This suggests that with strategic investments to provide academic programs that are shown to be of specific need in the Coachella Valley, the opportunity exists to substantially increase the enrollments at the Palm Desert Campus.

Palm Desert Campus growth over the last four years is shown below. The most growth was found in three fields: Social and Behavioral Sciences, Natural Sciences, and Business and Public Administration.

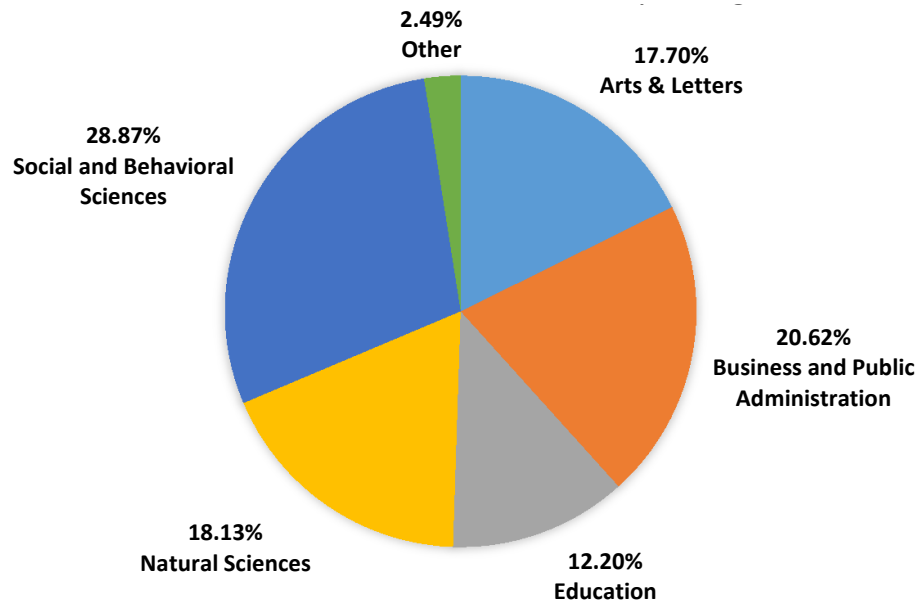
Palm Desert Campus Fall 2011-2015 2016 Enrollment Growth by College



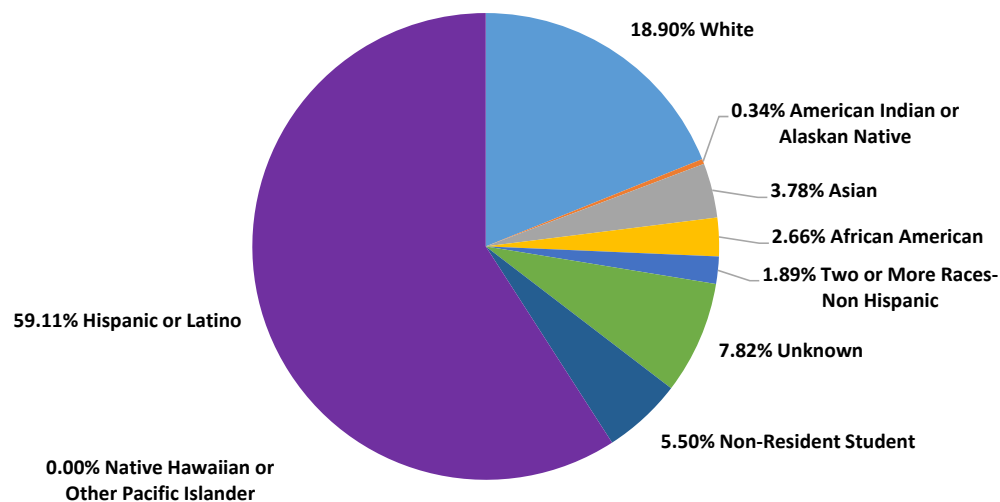
Palm Desert Campus - Enrollments by College by Year



The current enrollment at the Palm Desert Campus shows the heaviest enrollment in Social and Behavioral Sciences, with other strong enrollments in Business and Public Administration, Natural Sciences, and Arts and Letters. Education has the smallest enrollment of the colleges.

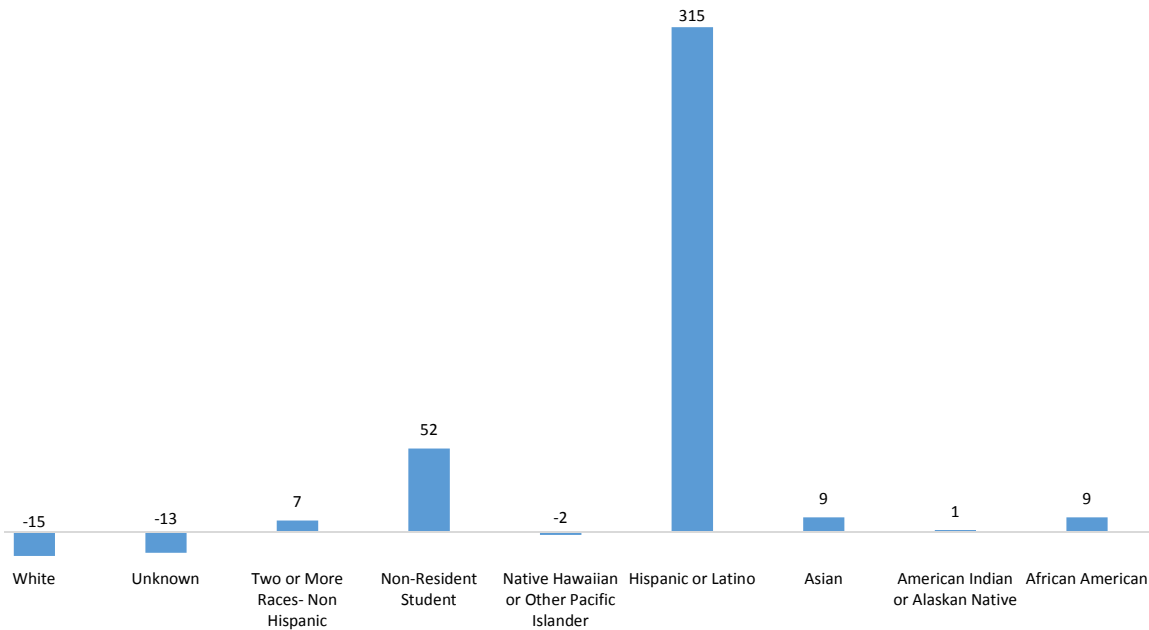
Palm Desert Campus 2015 Percent of Enrollment by College

The student population at the Palm Desert Campus is primarily Hispanic/Latino. Just under 60% of current student enrollment have identified themselves with that ethnic group. Students identifying as White are 19%, with the rest of the categories showing small percentages.

Palm Desert Campus 2015 Percent of Enrollment by Ethnicity

The growth over the past four years has been very heavy in the Hispanic/Latino category, with the vast majority of the student population identifying as this ethnicity.

Palm Desert Campus 2011-2015 Enrollment Growth by Ethnicity



In California, projections estimate that the economy will require up to 2.3 million additional college-educated workers by 2025. As the expectation of college attainment increases, it has varying impacts on students with different ethnicities. California has more than 15 million Hispanic or Latino residents, the largest number in the United States. Latinos make up 39% of the Californian population. Over 60 percent of that Latino population lives in five major counties, including Riverside and San Bernardino, as noted by The Campaign for College Opportunity (2015) in *The State of Higher Education in California—Latino Report*, Los Angeles, CA.

Three out of four (76%) Latinos graduated from high school within four years, but only three out of ten (30%) of those graduates had completed the A-G sequence needed to apply to the CSU and UC systems. Still, this is an improvement from ten years ago, when only 22% of those graduates had completed the A-G sequence.

According to Excelencia in Education (2015), *The Condition of Latinos in Education: 2015 Factbook*, Washington, D.C.: Excelencia in Education:

"Latinos had a higher college-going rate than other groups. In 2012, 70% of recent Hispanic high school graduates had enrolled in college, compared to their White (66%) and African American peers (56%)... Over the last ten years, Latinos' college-going rate increased considerably. Between 2002 and 2012, Hispanics increased their college-going rate from 54% to 70%."

Based on this information, population projections based on changes in ethnicity could increase participation rates over the next ten years.

Overall, the percentage of high school graduates meeting UC/CSU application requirements has increased steadily over the last four years, as noted in the table below, indicating that a larger share of high school graduates has the ability to attend CSUSB.

Percentage of High School Graduates Meeting UC/CSU Application Requirement By County

	2010	2011	2012	2013
Riverside	31%	33%	35%	38%
San Bernardino	30%	31%	28%	35%

Source: California Department of Education, *Graduates by Race & Gender, 2010-2013*

According to the Institute of International Education's (IIE) annual survey "2013 Open Doors Report on International Education Exchange," the U.S. enrolled the highest number of international students in its history during the 2012-2013 academic year, with China as the top source. For the first time, the number of international undergraduates exceeds the number of international graduate students on U.S. campuses. A total of 819,644 undergraduate and graduate students from other countries were enrolled in 2012-2013, 40% more than 10 years ago.

The College of the Desert has a major section of its website dedicated to attracting and retaining international students.

SUMMARY

The master plan level analysis included in this overview document shows that the Palm Desert Campus has a relatively low participation rate and, with indicators of above statewide average growth in the Coachella Valley and long-term projections showing that the Valley could reach a million residents within 50 years, these findings suggest that the proposals to grow the Palm Desert Campus have a good likelihood of success. This assumes the University conducts further analysis to determine the most effective programs to serve the needs of the area, determine whether to implement residential facilities to serve regional and international populations, and provides appropriate academic and student life amenities for the larger population.