

## Community Meeting Notes

October 9, 2014: 7 am

Number of Attendees: 15 (11 in San Bernardino, 4 in Palm Desert via broadcast)

### **Question 1: Describe an ideal CSUSB in 5 years time. What characteristics would it have then that it doesn't have now?**

- Interdependencies among university and K-12: cradle to career.
- Assisting with attracting businesses to area for long term and being part of the value added to them. Work with San Bernardino to partner on educational components to the community and marketing those opportunities to other businesses looking to relocate, both off-shore and domestically, with the focus of having those businesses move to the Inland Empire. Example: Tesla recently located their plant in Nevada because San Bernardino couldn't provide for their needs and CSUSB could be a part of the solution for those businesses.
- CSUSB increase its level of activity as a partner and active member in the civic life of San Bernardino. CSUSB is a true gem and would like to have the university be more integrated into San Bernardino, be part of San Bernardino's economic redevelopment and develop a community that is a university town.
- Education is economic development and in the Coachella Valley region, they're behind in education. In order to attract the workforce needed in the region, we need to bring businesses to the region, but need education to accommodate the workforce.
- Coordinated effort and partnership between Palm Desert Campus, Coachella Valley Economic Partnership, and College of the Desert to create jobs and find a unique funding source to make that happen. College of the Desert builds buildings, but doesn't have the staff to utilize those, while Palm Desert Campus can provide the education to create those staff.
- Create a partnership with the University to attract and retain the top 1% of students in San Bernardino County. Currently these students tend to leave and we lose their talent.
- The precariousness of the economic vitality of the two counties needs immediate attention. CSUSB should situate ourselves for the future in three ways:
  1. We have a growing poverty level in the region and we can't ignore that. Jobs are part of it, but so is educational attainment. We should look at doubling the number of bachelor's degrees.
  2. University should pay attention to the growing dichotomy between the northern and coastal regions and the inland areas of California. The CSU as a system is something we can use to build on that.
  3. As a region, we have the 4th largest Latino population in the US (2.1 million) and CSUSB needs to pay attention to the advancement of that group; it touches all parts of education. CSUSB has a unique opportunity and a mandate to address this. Private foundations that do some of that work are not present in our area.
- There needs to be an intimacy between the K-12 system and the university. CSUSB needs to help prepare students for the real world: 94% of students when asked, think

they're prepared for the real world, versus 11% of employers who say students are prepared for the real world - this is a huge gap that needs to be addressed. We have a great economic potential here: trade among California, Texas, Arizona, and New Mexico is \$271B, while trade with China is only \$67B. One of our assets is our Latino community; students working on a multilingual master's degree can speak to 84% of the population. This gives us a competitive market analysis.

- Education is the largest employer in most cities and our producing of top teachers and top administrators will affect our economy. The School of Business should focus on entrepreneurship and leadership. This will help our economy significantly and help achieve a reputation in the community.
- The city of San Bernardino has good paying jobs, but the frustration currently lies in that those employees don't live in the city. We're educating students, but those graduates are leaving the area. CSUSB has an obligation to improve the quality of life so the university is needed as a civic partner. Working together, the hemorrhaging of good talent can be stopped and we can retain graduates in our area for long term, which is a component of this region's health.
- The best and brightest Coachella Valley students have left the Valley and they don't return. University can be a catalyst for changing the economic base in this area and be an exemplar for higher education.
- Strengthen the university connection with our alumni. They can bring resources, mentor students, and be a source of philanthropy.

**Question 2: From where you sit, does CSUSB offer academic programs that the region's economy, society, and culture demand? Is there a disconnect?**

- The Schools of Business and Education meet the greatest needs for the workforce in our area.
- CSUSB should match workforce needs with future job seekers and link them. We should zone in very specifically with the workforce development side and see if there is a partnership that could be established to funnel students into jobs that our area's companies offer.
- In addition to education, one of the largest problems in our area is low political participation, primarily voting. This is especially true of our large Latino communities and it hurts our region in many ways. Increasing political participation in our area is critical, but unsure as to how the university could help.
- Virtual universities are becoming more frequent, and the campus should consider virtual programs to spread education more equally and at a lesser cost.

**Question 3: In the current environment, describe the reputation of CSUSB, their brand, and their image.**

- CSUSB brand is strong and has a lot of value. The Schools of Education and Business stand out primarily. Interns are placed in school districts, and the programs offered are quality programs, including the fairly new national security degree.
- Hear wonderful things about CSUSB's brand. CSUSB and its resources are a significant selling point for the city of San Bernardino and helps attract companies to our area.
- CSUSB provides a quality education for a reasonable cost.
- Historically, the Palm Desert Campus was more of a clean-up campus since no 4-year degree was offered, but now it has expanded into a viable option for students. The brand has improved significantly in the Desert because of our 4-year degree offering there.
- CSUSB is referred to as a commuter university and as a place to go to get a degree, but unsure if that is a brand we want to continue. May want to evolve more into a true campus environment where people live, work, and play and make campus an integral part of the civic life in our area. Can understand the idea of a virtual education and generating more graduates, but we need to consider the civic side as well.

**Question 4: If there was one thing that you had the authority, responsibility, and ability to change, what would that be?**

- Create a 24/7 campus.
- Increase online education.
- Increase interdependencies in conversations among faculty and students with those in K-12 and priority business industries.
- Increase student presence in our downtown area to help promote San Bernardino as a college town.
- Expand Palm Desert Campus' freshman class 2-3 times since their students don't want to leave their families.

**Question 5: Is there anything else you think is critical as Dr. Koester provides advice to the Strategic Planning Advisory Committee as they chart and choose the many strategic challenges this institution has?**

- Education is very important. Hold another strategy meeting at which area education leaders are in attendance.
- The city of San Bernardino needs the University to help refurbish the city's image.