

The Public Record

TUESDAY, JUNE 6, 2023

VOLUME 52 - EDITION #45
PALM SPRINGS, CALIFORNIA
\$1.50 - PER SINGLE ISSUE

SERVING ALL OF THE DESERT CITIES AND UNINCORPORATED AREAS OF RIVERSIDE COUNTY IN THE COACHELLA VALLEY

CSUSB Palm Desert Campus dean Jake Zhu to Retire

BY STAFF REPORTS

Jake Zhu, who has served as the dean of Cal State San Bernardino's Palm Desert Campus since July 2019, announced that he is retiring June 30.

Zhu, the fifth dean of the CSUSB Palm Desert Campus, was instrumental in moving the Palm Desert Campus (PDC) forward by focusing his efforts on growing the campus to meet the needs of students and the Coachella Valley community, as well as enhancing academic programs, elevating the student experience and building the campus's capacity to serve.

Zhu worked with his Palm Desert and San Bernardino campus colleagues to bring new programs to PDC, increase student research activities mentored by faculty, and help secure state funding for the campus's new Student Center Building. He also served on the board of the World Affairs Council of the Desert and was an honorary board member for the Coachella Valley Economic Partnership.

CSUSB President Tomás D. Morales praised Zhu for his dedication to the Palm Desert Campus.

Continued on page 2...

College Administrators Offering More Flexible Learning Formats to Reach New Students

BY STAFF REPORTS

As college increasingly becomes financially out of reach for many students and enrollments wane, concerned administrators are implementing new programs, flexible learning formats and marketing to new demographics to help ease the decline, according to new research from education technology provider Cengage, Bay View Analytics and industry partners. The Fall 2022 installment of the Digital Learning Pulse Survey found that more than 80% of administrators, faculty and students think inflation will pose a problem for students and 88% of administrators are concerned about future enrollments.

"Higher education institutions have had to be agile and willing to experiment throughout the pandemic, and that need will continue as student demand for more affordable and flexible education options only grows," said Edwin Robles, SVP, General Manager, U.S. Higher Education and Canada at Cengage. "Students want choices on when and how they learn and institutions that are ready to meet demand for new learning formats and quality digital programs that are aligned to students' academic and career goals will see success."

The Digital Learning Pulse Survey is an ongoing research program to un-

derstand how higher education is evolving since the pandemic. The Fall 2022 survey was conducted by Bay View Analytics on behalf of Cengage, the Association of Community College Trustees (ACCT), Phi Theta Kappa (PTK) and the Higher Education Research & Development Institute (HERDI). More than 3,600 responded to the survey across two-year and four-year institutions, including 1,252 faculty and administrators and 2,358 students.

Key survey findings include:

College is unaffordable and inflation is making it worse. More than 80% of administrators, faculty and students across two- and four-year institutions agree that the cost of education is becoming financially out of reach for students. An even greater percentage of faculty (93%), admins (94%) and students (84%) saying rising inflation poses a problem.

Administrators at two-year institutions were the most concerned about inflation with 98% agreeing inflation is a problem.

College administrators are concerned about future enrollments; community college leaders are the most deeply concerned. Nearly 9 in 10 (88%) of administrators are concerned about future enrollments, while nearly half (47%) of two-year college administrators are "very

concerned."

Colleges are offering more flexible online and hybrid courses, microcredentials and marketing to new demographics to increase enrollments. Nearly all (92%) of colleges are redesigning programs for student retention and revising existing programs to attract more students (90%). Greater numbers of two-year colleges than four-year colleges have already put in place or are planning to put in place measures to address enrollments:

Ninety-three percent of two-year vs. 86 percent of four-year colleges marketing to new demographics

Ninety-two percent of two-year vs. 74 percent of four-year colleges offering more blended (hybrid) courses

Ninety percent of two-year vs 78 percent of four-year colleges offering online courses

Seventy-six percent of two-year vs 54 percent of four-year colleges are adding microcredential offerings

Despite cost, the majority of students feel their education is worth what they're paying and meeting their needs. Three quarters of two-year students and two-thirds of four-year students give a grade of "A" or "B" on how well their education is worth what they are paying. Meanwhile 86% of all students give an "A" or "B"

Continued on page 2...

IN THIS ISSUE

DEPARTMENTS

Business News 2
Public Sector News..... 4

FEATURES/NEWS

PUBLIC NOTICES 6

College Administrators Offering More Flexible Learning Formats to Reach New Students

...continued from page 1

grade for their education meeting their needs.

“While enrollments are certainly a substantial concern for administrators, there is a strong underlining of good news as students continue to see the value of higher education even if they want it delivered in new formats and on their terms,” said Dr. Jeff Seaman, lead researcher and Director of Bay View Analytics.

“It is not a surprise that students are worried about rising costs of college and with the inflation that is driving all costs up,” said ACCT President and CEO Jee Hang Lee. “The survey demonstrates that a strong majority of community college students feel their educations are worth their investments and that their colleges value them. Community colleges are tailor made for helping students with limited resources thrive during challenging economic times. These survey findings help college leaders to make the best decisions for their institutions’ students. We look forward to sharing these survey results with our members, and to continuing to gain insights through future surveys.”

“HERDI’s network of community college leaders is well-represented in the survey results. It is no surprise to me that more than 70% of two-year administrators have plans already underway to meet student demand for more online and hybrid classes,” said Toni Cleveland, President and CEO of HERDI. **TPR**

CSUSB Palm Desert Campus dean Jake Zhu to Retire

...continued from page 1

“Over the past four years, Jake has worked hard to grow the Palm Desert Campus by expanding in-demand programs that are needed by the community,” said Morales.

“During his tenure, the Palm Desert Campus added many new programs, including hospitality management, cybersecurity, entrepreneurship, kinesiology, social work and child development, along with a new cohort of designated PDC faculty for each program. And we saw the opening of the Palm Desert iHub across the street from campus – a collaboration of the City of Palm Desert, the Coachella Valley Economic Partnership and CSUSB – that houses many of these new programs. The iHub greatly enhances our Palm Desert Campus and gives our students much needed experiences and opportunities that will help them after graduation as they start their careers,” he said.

CSUSB Provost Rafik Mohamed echoed the president’s praise.

“Through Jake’s efforts, the Palm Desert Campus has expanded student research activities and there has been an increase in faculty involvement at PDC,” he said. “Jake has worked hard to strengthen partnerships with university leadership and community organizations.”

“It has been an honor and pleasure to serve as dean of the CSUSB Palm Desert Campus and I very much enjoyed working with our exceptional faculty, staff and students,” said Zhu.

“PDC has significantly increased student enrollment, thereby, providing better access opportunities for local students and higher education, and we achieved this during the most challenging time - during the COVID-19 pandemic - when colleges and universities were experiencing an enrollment downturn across the country. The success of the Palm Desert Campus during the past four years is a community success and I thank everyone who made contributions to that achievement. I truly believe the best days of PDC are still ahead of us,” he said.

The search for an associate vice president to lead the campus is currently underway.

TPR

BUSINESS NEWS

CVEP CEO NAMED ONE OF TOP 50 ECONOMIC DEVELOPERS IN NORTH AMERICA

The Coachella Valley Economic Partnership (CVEP) announced that Chief Executive Officer, Joe Wallace, has been named one of the top 50 Economic Developers in North America in 2023 – the only one in California and one of three in the western states. Recipients will be presented with their award at Consultant Connect’s ECONOMIC event in Atlanta, GA on Thursday, November 30th.

“I’m honored to have been nominated and named one of the top 50 economic developers in North America. Receiving this award in 2023 validates the hard work and creativity that the CVEP team invests every day to establish innovative regional programs to foster entrepreneurship and diversify industry,” said Joe Wallace, CEO of the Coachella Valley Economic Partnership (CVEP) and award recipient.

Consultant Connect, a consulting agency designed to bridge the gap between economic developers and site consultants, recently announced its 2023 list of North America’s Top 50 Economic Developers. The economic development professionals selected for this list were nominated by their colleagues in both the economic development and site location consulting industries for excellent practices, innovation and success in building the communities they serve.

Each Top 50 Economic Developer will have the opportunity to share industry knowledge, leadership insights and career wisdoms with fellow industry professionals. Consultant Connect strives to lift up the economic development industry by recognizing remarkable economic developers.

“The Consultant Connect team looks forward to releasing the Top 50 list every year because we believe that the work of economic developers is not only transformative to communities, but it is deeper than that. Each year jobs are created that impact individuals and their families. We are truly honored to provide a platform for North America’s top economic developers to be recognized for the passionate commitment they have made to the communities they serve,” said Carla Sones, Managing Director, Consultant Connect.

PALM SPRINGS PLAZA THEATRE FOUNDATION REVEALS IDENTITY OF PREVIOUSLY ANONYMOUS DONOR

The Palm Springs Plaza Theatre Foundation recently held a donor appreciation event at which they announced that the Foundation had been given permission to reveal the identity of a significant donor. In April of 2022, the Foundation board informed the Palm Springs City Council that it had received an incredibly generous donation of \$2 million as a matching grant. At the time, the board was asked by those donors to withhold their identity until later in the fundraising campaign. At the donor appreciation event, also attended by California Lt. Governor Eleni Kounalakis, Foundation President J.R. Roberts publicly revealed for the first time the identity of Donna and Jon Croel, the couple previously known as “Donor Number Two.” The Croels are new residents of Palm Springs and were so captivated by the Plaza Theatre restoration project that they

Continued on page 3...

The Public Record

THE PUBLIC RECORD (ISSN 0744-205X), is published twice weekly for \$59.95 per year by The Public Record, 78-370 Hwy 111, Suite 250, La Quinta, CA 92253, (760) 771-1155, Fax (760) 771-1188. Periodical postage paid at Palm Springs, CA 92262. Postmaster: Send address changes to The Public Record, 78-370 Hwy 111, Suite 250, La Quinta, CA 92253.

The Public Record assumes no responsibility for errors or omissions. The original public records are open to public inspection and should be consulted before any action is taken on information contained herein. The material published in **The Public Record** is compiled at a substantial expense for the exclusive use of subscribers. **The Public Record** is available through UMI in one or more of the following formats: microform, electronic or paper. The material cannot be republished, resold, recorded, or used in any manner, in whole or part, without the consent of the publisher. Any infringement will be subject to legal redress. Opinions expressed in guest editorials are those of the author and do not represent those of The Public Record, its owners, or its employees.

Copyright © 2023 by **The Public Record**.