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**PRESS RELEASE**

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Contact: Mike Singer

(760) 341-2883, ext. 78107

[msinger@csusb.edu](mailto:msinger@csusb.edu)



Adolfo Velazquez

**CSUSB Palm Desert Campus welcomes new director of community relations and philanthropy**

PALM DESERT, Calif. – Coachella Valley native Adolfo Velazquez has been selected as the new director of community relations and philanthropy at the Cal State San Bernardino, Palm Desert Campus.

Velazquez will collaborate with key stakeholders across the university on the implementation of strategies, identification and cultivation of relationships that increase opportunities for strategic partnerships with alumni, corporations, community members and government officials. In addition, his efforts will focus on discovering new philanthropic avenues in support of Palm Desert Campus fundraising initiatives.

Within his career, Velazquez has overseen the grant fund development duties at Pueblo Unido Community Development Corp., and has led the fundraising efforts of the California Indian Nations College (CINC). In these capacities, he developed community connections and network systems to support community driven initiatives, developed marketing efforts to expand community investment opportunities, organized programs to secure sustainable funding

sources and lobbied elected officials at the state and local levels to secure support for venture opportunities.

“We are delighted that Adolfo has joined the University Advancement team and will lead our community relations and fundraising efforts in the valley,” said Robert J. Nava, vice president for University Advancement. “Adolfo’s experience and leadership will help enhance our Town and Gown relationships with the cities in the desert and community organizations.”

Velazquez holds two bachelor’s degrees from UCLA and a master’s of public administration degree from CSUSB.

“I am excited to begin this new venture in community development and philanthropy with the CSUSB Palm Desert Campus,” said Velazquez. “As an alumnus of the university, I understand the significance the Palm Desert Campus and the university as a whole play in the success and empowerment of the entire Coachella Valley. I look forward to creating new community partnerships, strengthening campus relationships and increasing fundraising efforts.”

**About PDC:** The CSUSB Palm Desert Campus offers bachelor’s and master’s degrees, a doctorate in educational leadership, teaching credentials and certificates. Serving more than 2,200 students, it is the Coachella Valley’s four-year public university and plays a vital role in educating and training the region’s growing population.

For more information about the CSUSB Palm Desert Campus, contact Mike Singer in the Office of Strategic Communication at [msinger@csusb.edu](mailto:msinger@csusb.edu) or (760) 341-2883, ext. 78107, or visit the PDC website at [www.csusb.edu/pdc](http://www.csusb.edu/pdc).