



Southern California  
Development Forum



## Satellite Campuses—Increasing the University's Footprint, Influence, and Diversity Across the Communities they Serve.

**Tuesday, February 13, 2024**  
**8:00am - 10:00am**

**Note Location:**  
**The California Club**  
**538 S Flower St,**  
**Los Angeles, CA 90071**

With colleges and universities often bound by site constraints while desiring to drive inclusion and pathways to new degree programs and expand their influence into the professional industry, they are establishing satellite campuses to meet these demands. UCLA acquired the former Marymount campus to establish UCLA South Bay and recently purchased Westside One in West LA to establish a research hub. Similarly, SDSU is developing its Mission Valley and Imperial Valley campuses. Join us for a captivating discussion exploring these recent acquisitions, development plans, and strategies to increase the footprint and connectivity into the communities the universities serve.

### **MODERATOR**

Deborah Wylie  
Program Director  
Cordoba Corporation

### **SPEAKERS**

Peter Hendrickson, AIA  
Associate Vice Chancellor  
Design and Construction  
UCLA

Robert Schulz  
Associate VP of Real Estate  
Planning & Development  
SDSU

### **PROGRAM DETAILS**

\$90.00 SCDF Members  
\$125.00 Non-Members  
\$50.00 Students  
\$650.00 Event Sponsor (2 comps)  
\$1,000.00 Table Sponsor (8 comps)  
\$10.00 Onsite Fee

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