

CONTACT:

Nicholas Robles

760.848.8230; nrobles@collegeofthedesert.edu

College of the Desert Wins Three Gold Awards for Communications Excellence

PALM DESERT, CA (April 16, 2025) College of the Desert has earned national recognition for its outstanding communications and marketing efforts. The Community College Public Relations Organization (CCPRO) recognized College of the Desert with three gold awards and two bronze.

The College was honored for excellence in crisis communications, the creation of a student-focused microsite, www.codstory.com, and the design of a commemorative brochure for the Palm Springs Campus groundbreaking. These accolades affirm the College's commitment to strategic, student-centered messaging that strengthens trust and engagement with the broader community.

"These awards are a reflection of the strategic and thoughtful communications that help define College of the Desert," said Val Martinez Garcia, Acting Superintendent/President of College of the Desert. "We are proud of the culture of empathy, clarity, and professionalism we are reinforcing—ensuring our students, employees, and community stay connected and informed."

The College earned the microsite award for its dynamic digital campaign launched during a pivotal enrollment period. The effort contributed directly to a substantial increase in student enrollment, showcasing how targeted communications can drive real impact.

The Palm Springs campus brochure earned gold for its storytelling and design, which captured the historic significance of the campus expansion while honoring community input and student vision.

The gold in crisis communications recognized the College's transparent and timely response to high-profile public issues, prioritizing institutional integrity and community trust.

"It's an honor to be recognized among the best in the state," said Nicholas Robles, Interim Public Information Officer. "These awards reflect the strategy, teamwork, and heart we bring to every message. We don't just inform, we connect, and we lead with authenticity."

College of the Desert also earned two bronze awards in an additional category, underscoring the breadth and excellence of its communications work. CCPRO presented the awards at its annual conference, where community college communications professionals from across California gathered to share best practices.

###