

CONTACT INFORMATION

Department/Unit Receiving Funding: Coussoulis Arena (Special Events & Guest Services)

University Division: Advancement

Name and Title of Person Responsible for Overseeing Your Department's SSI Activities: Carol Dixon, Executive Director, Special Events & Guest Services

Email Address and Extension: cdixon@csusb.edu (X77326)

Name and Title of Person Preparing Report: Carol Dixon, Executive Director, Special Events & Guest Services

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SSI PROGRAM/PROJECT OVERVIEW: (Describe the original overarching purpose, goals and outcomes of your SSI-funded project(s), program(s), etc. Bulleted lists and/or tables are encouraged.)

Goals & Objectives:

1. To assist with increasing student retention by offering programs that
 - a. enhance classroom learning by providing real world experience that translates to career knowledge and employable skills.
 - b. Increase student engagement and university pride.
2. To enrich a student's experience by providing large-scale events
 - a. by partnering with an on-campus department to augment a program or event that will appeal to a diverse student demographic.

Outcomes:

1. See attached charts from IR.

1a. The students who worked or participated in arena events, indicated that they have a greater understanding of the following areas:

Teamwork skills (91%)

Social skills / interactions (88%)

General knowledge (82%)

Leadership skills development (71%)

Leadership skills development (71%)

Career experience (68%)

Resume building (67%)

Diversity awareness (62%)

Career exploration (49%)

Marketing knowledge (41%)

Other (6%)

1b. The Coussoulis Arena has utilized its SSI funding to provide valuable training for marketing students, music majors, and those with a strong desire to learn about concert promotion or professional performance. It has hosted a diverse cross-section of major talent and continues to engage students by combining academic training with real-world experience that leads to career opportunities.

2. Large scale events included: Anjelah Johnson, Kevin Hart, Manhattan Transfer, Best Coast, Aziz Ansari, Gabriel Iglesias, Poncho Sanchez (Arts & Music Festival), Lupe Fiasco, Mongorama (Arts & Music Festival)

2a. Event partners have included:

On Campus:

Art Department

Associated Students, Inc.

College Concert Committee

College of Arts & Letters

Coyote Athletics Department

Coyote Radio

Cross Cultural & Osher Adult Re-Entry Center

EOP

Marketing #555 Advanced Marketing for Entertainment & Sports Management class

Music #391 Jazz Ensemble class

Parking Services

Pfau Library

President's Office

RAFFMA

SAIL

Santos Manuel Student Union

Student Leadership & Development

Student Union Program Board

Theater Department

Underground Music Society (student club)

University Ambassadors

Off Campus:

AAF Inland Empire

Arts Connection

Assistance League of San Bernardino

Guitar Center

Innovacyn

Mexican Consulate

SSI-FUNDED ACTIVITIES: (Please list and describe the activities undertaken for each year of the initial SSI allocation. If no activities were undertaken or funded for a particular year, please explain why.)

Year 1 - Anjelah Johnson, Kevin Hart, Manhattan Transfer, student payroll

Year 2 - Best Coast, Aziz Ansari, Gabriel Iglesias, Poncho Sanchez (Arts & Music Festival), student payroll

Year 3 - Lupe Fiasco, Mongorama (Arts & Music Festival), student payroll

ACCOMPLISHMENTS/PROGRESS TOWARDS OUTCOMES: (Describe the progress you have made each year toward your original SSI goals and outcomes. Indicate clearly how student success was enhanced by your program or service/s. Be sure to include the measures you employed and evidence/data you collected for each outcome where appropriate.)

Year 1

Anjelah Johnson

The Coussoulis Arena partnered with 2 on-campus areas including the Homecoming Committee who sponsored Yotie Gras and Dr. Eric Hutchins' Marketing #555 class (Advanced Marketing for Entertainment and Sports Management) to present the Anjelah Johnson show that was held on February 9th.

- This show sold 450 tickets to students and their guests accounting for 38.7% of the total audience of 1,162 guests.
- The students helped to select the performer and they indicated a high level of approval for the act and the use of their student success fee money.
- The Coussoulis Arena initiated satisfaction surveys and found that when students were asked if the Anjelah Johnson concert was a good use of their student success fees 96% responded "Strongly agree" (124) and "Agree" (55) of the 188 surveys received.
- Student quote - "It was great to take everything we have been theoretically learning and applying it to the real-world situation as an example of how we will be using our knowledge within our career field once graduated". – Anonymous Survey respondent.

Kevin Hart

The Kevin Hart show which was held on March 17th. This show broke all Coussoulis Arena attendance records for student participation with 1,948 seats being sold to students, 64.5% of the total audience of 3,153.

- The Kevin Hart show sold out in 5 days with the first 2 days being exclusively available to the students.
- Kevin Hart satisfaction surveys indicated that 95% of respondents "Strongly agree" (70) and "Agree" (50) that the show was a good use of their student success fees.
- Student quote - "Cal State had Kevin Hart and this gives us bragging rights over UCR". – Kameo Clyne, Marketing Major.

Manhattan Transfer

The Coussoulis Arena concluded the programming for the year by funding the Cal State Jazz Fest which featured student musicians from the Jazz Ensemble opening for a major jazz artist. The headline act was the Manhattan Transfer who spoke to the students about being a professional musician and encouraged them to follow their dreams.

- All student participants who helped to facilitate the concert and all jazz ensemble musicians who got to play during the show indicated that they "Strongly agreed" that the concert was a good use of their student success fees.
- Student quote - "Great learning experience". – Anonymous Survey respondent

Year 2 –

Best Coast – An American surf pop band touted as a modern day Beach Boys.

- The Underground Music Society Club partnered with the Coussoulis Arena to gain valuable professional experience in the entertainment field. For the Best Coast show, they selected the artist, assisted with the talent negotiations, met with the agents and talent management, created the marketing plan, implemented the strategies, evaluated the results, and worked on the show.
- There were 37 students who directly participated in the event and attendance was 370.
- Satisfaction surveys found that 92% of all students felt that the Best Coast Show was a good use of their student success fees.
- 96% agreed that attending events at the Coussoulis Arena enhanced their college experience.
- 81% felt a stronger connection to CSUSB because of the event.
- Student quote - "This is a great hands-on experience in event promotional planning". – Everett DeLong, Marketing Major.

Aziz Ansari – Comedian from “Parks & Recreation” presented “Buried Alive”.

- Aziz was selected from the top 10, when students were surveyed on who they wanted to see at the Coussoulis Arena.
- There were 39 students who directly participated in the event and attendance was 1,412.
- 621 tickets were purchased by students (44.38%).
- 5 students went on-air to publicize the show and 3 assisted with securing a sponsorship from Toyota of San Bernardino
- 96.8% agreed or strongly agreed that the show was a good use of their SSI fees.
- 83% of the participants indicated working on the show assisted them with developing better teamwork skills.
- 79% appreciated the career experience gained.
- Jeffrey Ly graduated in June, 2013 and was hired by KCAL/KOLA radio as an Account Executive. He sent an email stating, “Thank you for giving me and students from U.M.S. true work experience because it was a strong factor on my resume that helped me stand out.”

Gabriel Iglesias - Comedian

- There were 3,122 attendees (sold out) with 1,752 tickets purchased by students (56%) and 787 student IDs captured.
- 42 students worked on the show in addition to Evan Bates with Local Matters who was allowed to video tape an interview with Iglesias one-on-one. According to Evan, “Interviewing a celebrity like Gabriel Iglesias is a once in a lifetime experience.”
- Katherine Rousos, a graphic design student created the poster design for the show and received an autographed copy for her efforts. According to Katherine, “It’s an experience I’ll never forget and I have the artwork to prove it.”

Arts & Music Festival

In conjunction with the College of Arts & Letters and several other on-campus departments, the Coussoulis Arena utilized SSI funds to assist with the execution of the first annual arts & music festival.

- This free event was attended by approximately 2,500 guests
- 56 artists exhibited and sold their work (half were students).
- 32 students worked on the event and another 32 students performed at the fest.
- Student groups managed the Indie band stage & Poncho Sanchez headlined the main stage.
- The CSUSB Jazz Ensemble performed as an opener that featured 17 student musicians.
- Mongorama, another professional band provided workshops for students to educate them on being a professional in the field and how to be a better jazz musician.
- Winner of the President’s Award for “Outstanding Achievement by a Team”.
- Student quote - "Being a student leader at CSUSB I realized the impact that our campus events could have on our community. The Arts & Music Festival started as an idea to bring together the creative departments on campus and the strong collaboration has led to an award winning showcase event for artists of every medium." Emmanuel Rodriguez, Underground Music Society Student.

Year 3

Lupe Fiasco – Event to take place on May 31, 2014

Arts & Music Festival – Event to take place on May 2, 2014

This will be the 2nd annual event.

Student Assistant Payroll – Continuing.

CUMULATIVE FINDINGS: (Please discuss the overall results of your SSI-funded program(s), project(s), etc. as they pertain to your original outcomes *over the course of the past three years*. What improvements should be made?)

The Coussoulis Arena has utilized its SSI funding to provide valuable training for marketing students, music majors, and those with a strong desire to learn about concert promotion or professional performance. It has hosted a diverse cross-section of major talent and continues to engage students by combining academic training with real-world experience that leads to career opportunities. Statistics have shown a consistent 4-5% increase in retention and satisfaction surveys continue to prove that students agree and strongly agree that Coussoulis Arena programs are a good use of their student success fees. There were 2,015 unique students who participated or attended an SSI event (approximately 12.46% of the campus population.)

CHALLENGES: (Please list any significant challenges encountered over the course of the past three years that have affected your ability to fully implement your intended activities or to reach your articulated outcomes. How did you address these challenges?)

There is no support for the Coussoulis Arena to continue to contribute to student success. Despite increasing retention statistics and the overall approval of the students themselves, it is unlikely that the program funding will continue for concerts. However, it is possible that the student assistant support may continue.

LESSONS LEARNED: (Please share any additional information you'd like regarding this area not covered above.)

SUSTAINABILITY: (Please explain how your department is planning for the continuation of your SSI-funded programs, projects, activities, etc.)

It is likely that Coussoulis Arena will no longer receive SSI funding for programs. However, it is possible that the student assistant budget will continue.

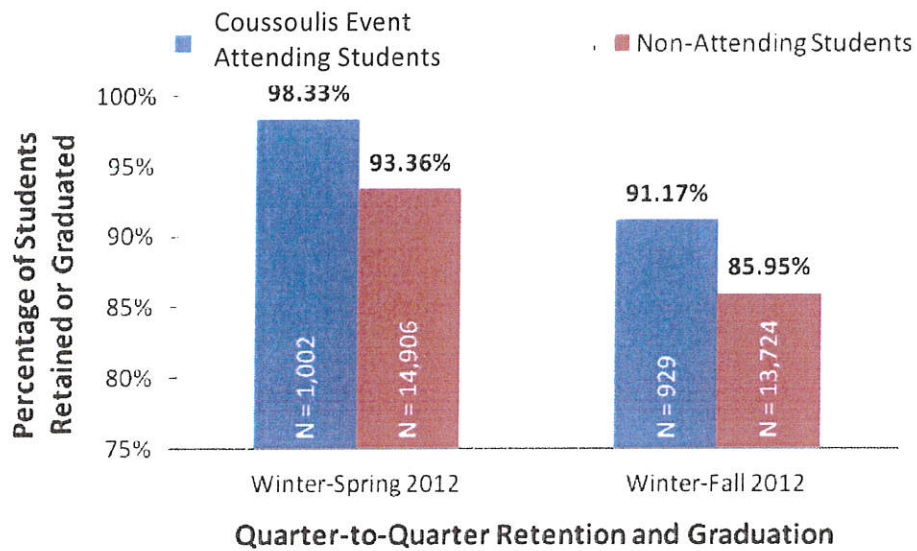
2013-2014 Budget Summary: (Please account for all expenditures and/or encumbrances of SSI funds to date this fiscal year. Be sure to include detailed information regarding the outcome and activity or line item to which each expenditure is connected.)

Expenditure Description	Outcome(s) Supported	Supported Activities	FTE	Amount
<i>Peer advisor salaries</i>	<i>Students will demonstrate the ability to read and interpret their PAWS. Students will be able to create an individualized academic plan.</i>	<i>One-on-one peer counseling sessions; PAWS demonstrations; degree roadmap explanation; degree requirements explanation</i>	2.0	\$12,000
Funding for programs (2011-2012)	1, 1a, 1b, 2, 2a	Anjelah Johnson, Kevin Hart, Manahattan Transfer	0	\$106,250
Funding for programs (2012-2013)	1, 1a, 1b, 2, 2a	Best Coast, Aziz Ansari, Gabriel Iglesias, Arts & Music Fest, student assistants	0	\$106,550
Funding for programs (2013-2014)	1, 1a, 1b, 2, 2a	Lupe Fiasco, Arts & Music Fest, student assistants	0	\$80,000
Budget was: \$106,400				

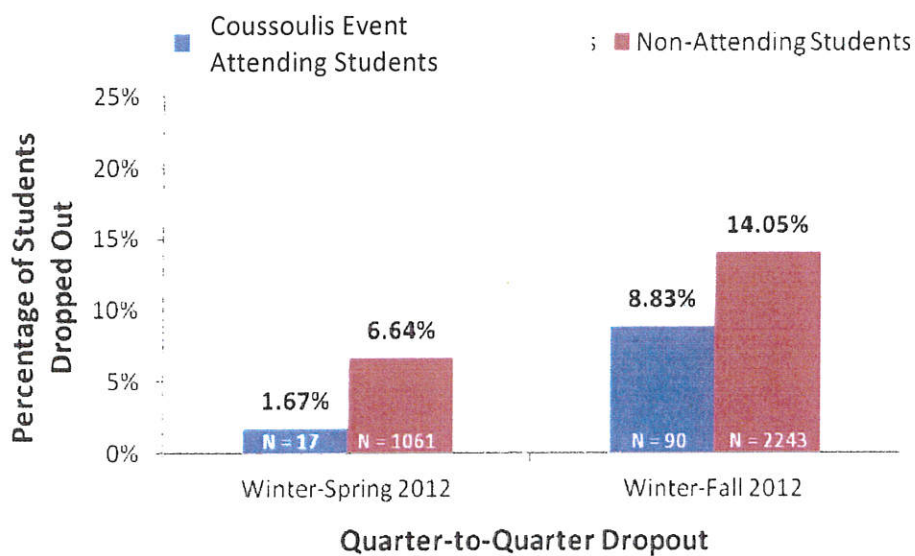
TOTAL: 292,800

Relationship Between Attendance at Coussoulis Arena Events and Retention & Graduation

Winter 2012 to Fall 2012

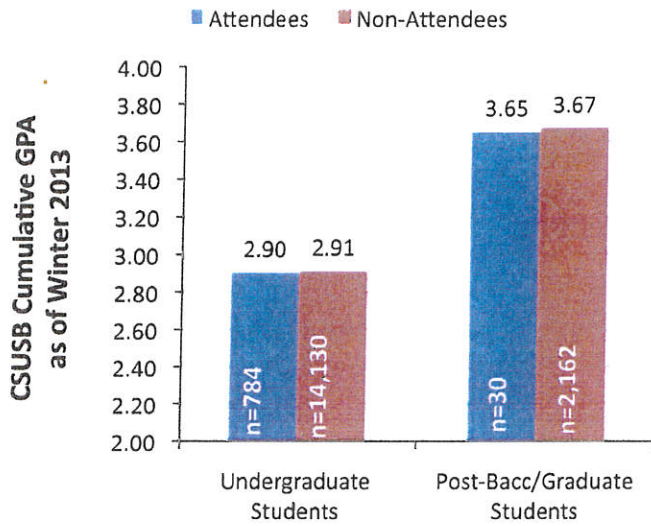


Retention & Graduation. In the winter quarter of 2012, a total of 1,019 students (approximately 1 out of every 14 students on campus) attended one or more arena events sponsored by the Student Success Initiative. Among the students that attended a winter 2012 event, **98.33%** (1,002 students) returned the following spring quarter or graduated at the end of that winter quarter, compared to only **93.36%** (14,906 students) of those students that did not attend an event. This advantage in retention and graduation rate for students attending events continues, with **91.17%** (929 students) of the original event attendees returning the current fall 2012 quarter or graduating before the quarter began, compared to only **85.95%** (13,724 students) of those students that did not attend an event.



Non-returning Students. Of the original 1,217 students that attended one or more arena events sponsored by the Student Success Initiative in winter 2012, only **1.67%** (17 students) failed to return or to graduate by the following spring quarter, compared to **6.64%** (1,061 students) of non-attendees. This advantage in drop-out rate for students attending events continues, with only **8.83%** (90 students) of the original event attendees having dropped out by the current fall 2012 quarter, compared to **14.05%** (2,243 students) of those students that did not attend an event.

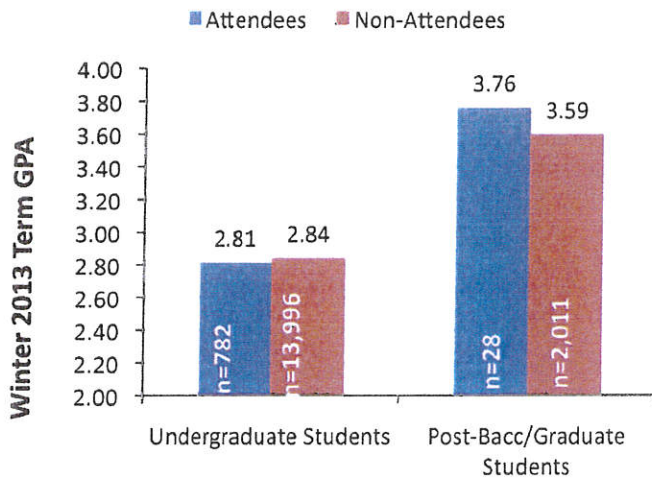
Relationship between Attendance at Coussoulis Arena Event and GPA



Pre-existing Differences in GPA

To identify pre-existing difference in GPA, between attendees and non-attendees of the Gabriel Iglesias event, CSUSB cumulative GPA at the start of the winter 2013 term was evaluated.

No differences were found in cumulative CSUSB GPA between undergraduate attendees and non-attendees (2.90 vs. 2.91). Similarly, no differences were found in cumulative CSUSB GPA between Post-baccalaureate/Graduate student attendees and non-attendees (3.65 vs. 3.67).

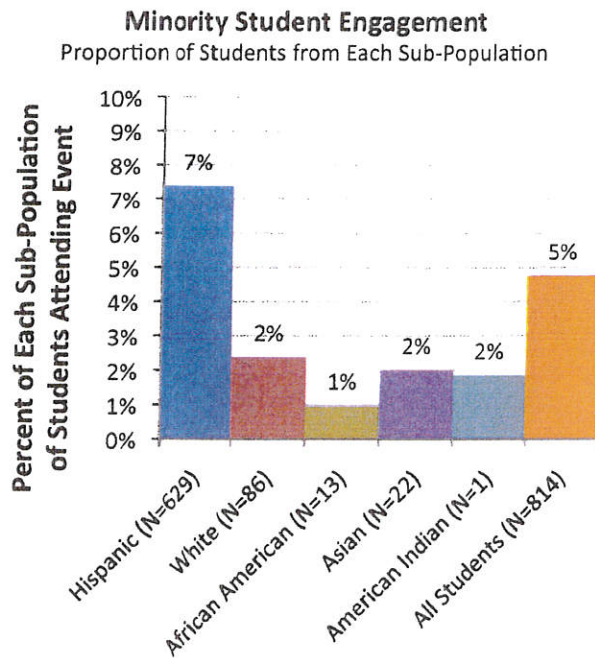


Winter 2013 Term GPA

To identify difference in GPA, between attendees and non-attendees of the Gabriel Iglesias event, the winter 2013 term GPA was evaluated.

No differences were found in winter GPA between undergraduate attendees and non-attendees (2.81 vs. 2.84). However, Post-baccalaureate/Graduate student attendees had a higher winter 2013 term GPA than non-attendees (3.76 vs. 3.59).

Minority Student Engagement and Positive Impact on Retention/Graduation

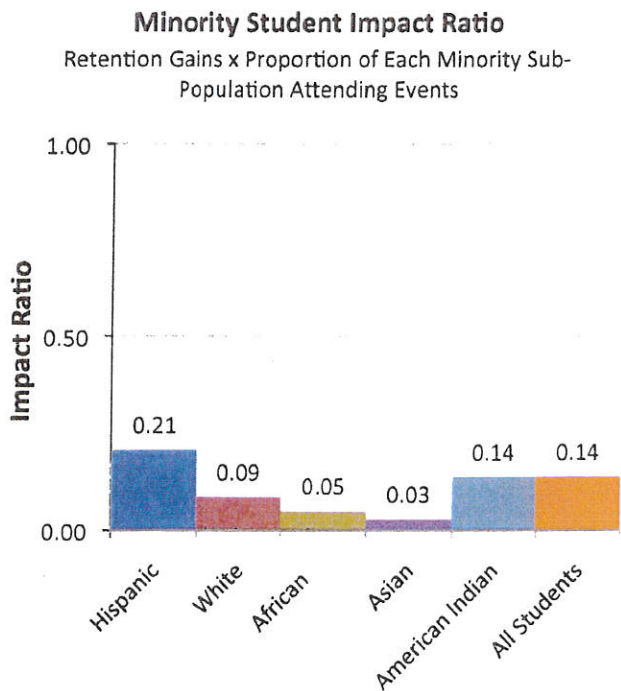


Minority Student Engagement

The relative proportions or percentage of students from each of the major ethnic groups on campus that attended the Gabriel Iglesias event in winter 2013 are shown here. The absolute numbers of student attendees within each ethnic group are also provided for reference.

Compared to other groups, Hispanic students attended the event in the greatest numbers relative to the total population of Hispanic students on campus (7%).

A comparatively smaller proportion of white students (2%), African American students (1%), Asian students (2%), and American Indian students (2%) attended the winter 2013 event.

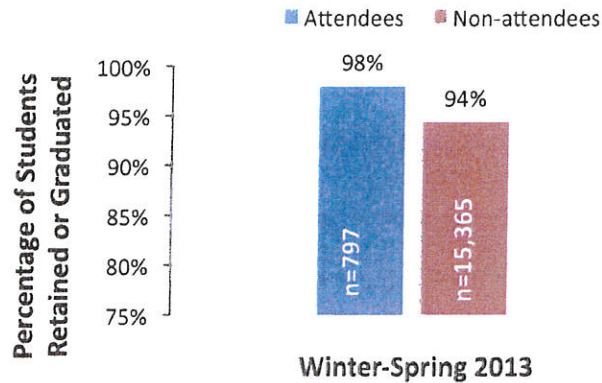


Minority Student Impact

An "Impact Ratio" was developed to gauge an overall positive relationship between event attendance and retention/graduation. These *Impact Ratios* were designed to take into account both the relative gains in retention and graduation (i.e., the percent difference in retention/graduation between attendees and non-attendees of common ethnic background) and the proportion of attendees within each racial group. Larger *Impact Ratio* values reflect a greater overall impact of event attendance for a given ethnic group.

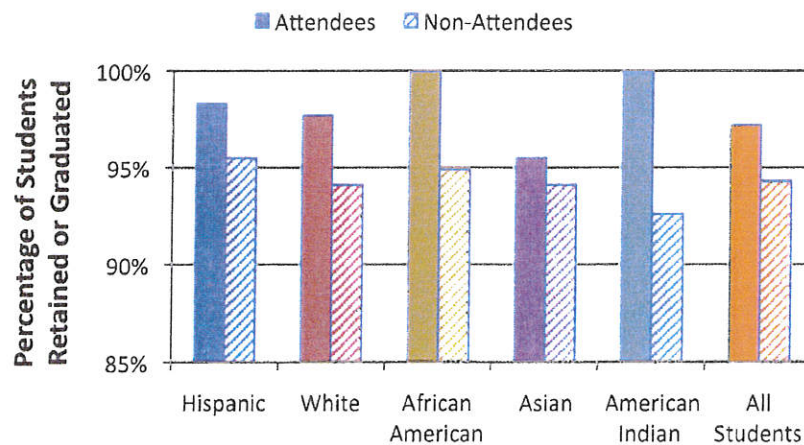
Although the magnitude of the gain in retention/graduation associated with event attendance was not as high among Hispanic students (2.80%) as was observed in other groups (e.g., African American 5.10% and white 3.60%), these gains were nevertheless distributed over a larger proportion (7.37%) of the Hispanic student population than was observed for any other ethnic group. Consequently, the highest *Impact Ratio* value occurred in the Hispanic student group. These data suggest that, as a whole, Hispanic students might have experienced the greatest benefit from attending the winter 2013 SSI-supported event in the Coussoulis Arena.

Relationship between Attendance at Coussoulis Arena Event and Student Retention/Graduation



Quarter-to-Quarter Retention and Graduation

Retention & Graduation. In the winter quarter of 2013, a total of 814 students (approximately 5% of students on campus) attended the Gabriel Iglesias show sponsored by the Student Success Initiative. Among these attendees, **98%** (797 students) returned the following spring quarter or graduated at the end of the winter quarter, compared to **94%** (15,365 students) that did not attend the event.



Winter-to-Spring Retention/Graduation by Ethnicity

Gains in Retention & Graduation. Further analysis of the data suggests that as a proportion of the total for each major ethnic sub-population, students attending the Coussoulis arena winter event showed higher levels of retention and graduation in the subsequent spring quarter to non-attendees. Other than the American Indian group (which included 1 attendee), the greatest relative gains (i.e., the difference in retention/graduation between attendees and non-attendees of a given ethnic group) occurred in African American students (5%), followed by white (4%), Hispanic (3%), and Asian students (1%).

**Student Success Fee Supported Events
Student Survey Results**

Total # of surveys collected: 617 (40% of student attendees surveyed)

Total student tickets sold: 1,548 (32% student attendance)

Total student tickets plus their guests sold: 1,865 (38% student & their guests attendance)

Total tickets overall: 4,893

	Strongly Agree	Agree	Neither Agree	Disagree	Strongly	Don't
1 This event is a good use of my student success fees.						
Best Coast, 10/5/2012	62	11	4	0	0	3
Aziz Ansari, 11/3/2012	81	43	2	1	0	1
Gabriel Iglesias, 01/26/2013	299	92	9	2	0	7
CUMMULATIVE	442	72%	146	24%	15	2%
				3	0%	0
					0	0%
						11
						2%
2 Attending events at the Coussoulis Arena enhances my college experience.			Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know/NA
Best Coast, 10/5/2012	58	18	3	0	0	1
Aziz Ansari, 11/3/2012	89	32	6	1	0	0
Gabriel Iglesias, 01/26/2013	280	104	18	1	0	6
CUMMULATIVE	427	69%	154	25%	27	4%
				2	0%	0
					0	0%
						7
						1%
3 The student discount price was a good value.			Neither Agree	Disagree	Strongly	Don't
Best Coast, 10/5/2012	63	13	0	1	0	3
Aziz Ansari, 11/3/2012	80	38	3	2	0	5
Gabriel Iglesias, 01/26/2013	247	119	23	12	1	7
CUMMULATIVE	390	63%	170	28%	26	4%
				15	2%	1
					0	0%
						15
						2%
4 I feel a stronger connection to CSUSB because of this event.			Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know/NA
Best Coast, 10/5/2012	50	14	12	2	0	2
Aziz Ansari, 11/3/2012	68	42	14	2	1	1
Gabriel Iglesias, 01/26/2013	233	129	40	1	0	6
CUMMULATIVE	351	57%	185	30%	66	11%
				5	1%	1
					0	0%
						9
						1%
5 Quality of the venue Coussoulis Arena	Very Satisfied	Satisfied	Neither	Unsatisfied	Very Unsatisfied	Don't
Best Coast, 10/5/2012	48	25	4	0	0	3
Aziz Ansari, 11/3/2012	69	49	7	0	0	3
Gabriel Iglesias, 01/26/2013	237	149	10	0	2	11
CUMMULATIVE	354	57%	223	36%	21	3%
				0	0%	2
					0	0%
						17
						3%
6 Choice of the performer:	Very Satisfied	Satisfied	Neither	Unsatisfied	Very Unsatisfied	Don't
Best Coast, 10/5/2012	56	16	6	0	0	2
Aziz Ansari, 11/3/2012	107	15	5	0	0	1
Gabriel Iglesias, 01/26/2013	374	26	3	0	0	6
CUMMULATIVE	537	87%	57	9%	14	2%
				0	0%	0
					0	0%
						9
						1%
7 Box Office services	Very Satisfied	Satisfied	Neither	Unsatisfied	Very Unsatisfied	Don't
Best Coast, 10/5/2012	52	20	6	0	0	2
Aziz Ansari, 11/3/2012	77	36	6	1	0	8
Gabriel Iglesias, 01/26/2013	252	134	11	1	1	10
CUMMULATIVE	381	62%	190	31%	23	4%
				2	0%	1
					0	0%
						20
						3%
8 Concessions Services	Very Satisfied	Satisfied	Neither	Unsatisfied	Very Unsatisfied	Don't
Best Coast, 10/5/2012	34	22	14	4	0	6
Aziz Ansari, 11/3/2012	56	38	14	2	1	17
Gabriel Iglesias, 01/26/2013	204	130	44	3	4	24
CUMMULATIVE	294	48%	190	31%	72	12%
				9	1%	5
					1%	47
						8%
9 Quality of the production	Very Satisfied	Satisfied	Neither	Unsatisfied	Very Unsatisfied	Don't
Best Coast, 10/5/2012	51	21	4	1	0	3
Aziz Ansari, 11/3/2012	80	35	3	0	0	10
Gabriel Iglesias, 01/26/2013	263	122	13	0	0	11
CUMMULATIVE	394	64%	178	29%	20	3%
				1	0%	0
					0	0%
						24
						4%
10 Overall experience	Very Satisfied	Satisfied	Neither	Unsatisfied	Very Unsatisfied	Don't
Best Coast, 10/5/2012	52	20	5	0	0	3
Aziz Ansari, 11/3/2012	90	28	4	0	0	6
Gabriel Iglesias, 01/26/2013	311	80	7	0	0	11
CUMMULATIVE	453	73%	128	21%	16	3%
				0	0%	0
					0	0%
						20
						3%

**Student Success Fee Supported Events
Student WORKER Survey Results**

Total # of surveys collected: 82 (71% of student attendees surveyed)
Total student workers: 115

		Strongly Agree	Agree	Neither Agree	Disagree	Strongly	Don't
1	The Coussoulis Arena events are a good use of my student success fees						
	Best Coast, 10/5/2012	24	4				
	Aziz Ansari, 11/3/2012	23	5				
	Gabriel Iglesias, 1/26/2013	22	4				
CUMMULATIVE		69	84%	13	16%	0	0%

		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know/NA
2	Working on this event has contributed to my educational experience at CSUSB.						
	Best Coast, 10/5/2012	23	4	1			
	Aziz Ansari, 11/3/2012	23	5				
	Gabriel Iglesias, 1/26/2013	19	7				
CUMMULATIVE		65	79%	16	20%	1	1%

		Career Exploration	Career Experience	Resume Building	Marketing Knowledge	Teamwork Skills Development	Diversity Awareness	Social Skills Development	Leadership Skills	General Knowledge	Other
3	Because of this experience I have a greater understanding of the following (check all that apply):										
	Best Coast, 10/5/2012	12	18	18	16	24	13	23	18	23	2
	Aziz Ansari, 11/3/2012	14	18	20	6	28	19	25	24	22	1
	Gabriel Iglesias, 1/26/2013	14	20	17	12	23	19	24	16	22	2
CUMMULATIVE		40	56	55	34	75	51	72	58	67	5
		49%	68%	67%	41%	91%	62%	88%	71%	82%	6%