

SSI Annual Report

Response ID:45 Data

1. Page One

Dept./Program/Project Name:

Office of Student Engagement

University Division:

Student Affairs

Person Responsible for Overseeing SSI Project/Activities:

Name : Fred McCall

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Person Preparing Report (if different than above):

Name : Dion Webb

Title : Student Engagement Coordinator

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2.

Total SSI amount allocated this year:

\$287,701.00

Total SSI amount expended thus far:

\$229,395.05

Number of unique students served (July 1 - Winter Quarter):

2518

3. (untitled)

SSI Program/Project Overview: In 750 words or less, describe the overarching purpose, goals and outcomes of your SSI-funded project(s), program(s), etc.

Fraternity and Sorority Life:

- Fraternity and Sorority leadership programs were designed to assist with the CSUSB strategic plan to increase the number and enhance the experience of student organization leaders, a high impact practice. Fraternity and Sorority leadership programs consisted of a summer retreat for all chapter and council presidents, council leadership trainings, attendance at the AFLV West Leadership Conference, and bi-weekly council and president meetings. Learning Outcomes include:
 - Develop a sense of community and comradery among the chapter and council leadership in order to establish better knowledge and working relationships. CSUSB Fraternity and Sorority Community leaders will develop an appreciation for the Fraternity and Sorority community's shared values, in order to foster and encourage collaboration.
 - Recognize and understand the CSUSB Fraternity and Sorority community's strength and weakness and set goals for the communities based on the priorities established by the student leaders in consultation with the Fraternity and Sorority advisor.
 - Understand and contribute to changes in policies and procedures for CSUSB fraternities and sororities.

- Officer training and review of best practices for Fraternity and Sorority umbrella/governing councils. An understanding of change processes, and be able to think critically.

Student Club & Organizations:

- Club & Organization Orientations: Each President, Vice President, & Treasurer attended an Orientation Session as part of their chartering process where we discussed OSE's role, organization management, transition procedures, club-banking, event planning, wellness, and much more.
- Workshops: Each quarter we hosted two workshops that contributed to the education of clubs and organizations and focused on topics such as event planning, member recruitment, transition, wellness, career readiness, etc.
- In the Winter & Spring Quarters, we hosted monthly round table discussions where information was shared and feedback was given to OSE.

Fraternity and Sorority Life:

Education programs included workshops, presentations, and intentional conversations on sexual assault and hazing prevention, bystander intervention, recruitment training, academic success, and risk reduction for leaders and new members of the fraternity and sorority community. Learning Outcomes for these programs include:

- Knowledge of the CSUSB Fraternity and Sorority community's shared values.
- Gain resources and strategies to assist in the pursuit of academic excellence, retention and four-year graduation.
- Develop a clear understanding of consent, CSUSB policies and resources on sexual assault.
- Understand the importance of good risk management practices with regard to alcohol, tobacco and other drugs.
- Have a clear definition of hazing, how hazing can affect the health of an individual, the organization and the potential penalties for hazing.

In alignment with the CSUSB strategic plan to increase student engagement in student organizations OSE sponsored programs to assist in the growth of fraternity and sorority community. Events such as, NPHC Meet The Greeks, open recruitment sessions for the Interfraternity Council (IFC), Panhellenic Council (PHC), National Pan Hellenic Council (NPHC) and United Sorority and Fraternity Council (USFC), and Commuter Greek Panel. Also, PHC holds a parent information session for those students interested in membership. In an effort to bring more attention to the student clubs and organizations, OSE hosts quarterly club fairs where clubs can showcase their organizations and recruit by tabling. OSE also sponsored programs that contributed to a student's sense of belonging.

Retention Programs:

Student African American Brotherhood (SAAB) is an organization established to assist our participants in all aspects of their lives: academically, socially, culturally, professionally, and in the community. SAAB is primarily comprised of male students who strive for academic excellence and make a commitment to plan and implement programs that benefit their community at large.

Student African American Sisterhood (SAAS) is an organization dedicated to unifying African American women through the development of a sisterhood of distinction. SAAS seeks to positively impact the lives of its membership through creating supportive networks among African American females, encouraging and assisting with personal and professional development, and providing strategies for educational attainment and success throughout the collegiate experience and beyond.

The Leadership Symposium has the following identified outcomes:

- Understand and contribute to changes in CSUSB policies, as well as complete mandated training.
- Learn to navigate campus procedures for hosting events that will help their organization contribute to the educational mission and social engagement of CSUSB.
- Attendees will develop core competencies in leadership including effective delegation, organizational communication, working in a team environment, and fiscal management.
- Attendees will establish better knowledge and working relationships with other CSUSB student organization leaders in order to foster and encourage collaboration.

4. (untitled)

Alignment to ILOs: To which of the following Institutional Learning Outcomes (ILOs) do you feel as though your SSI-funded project aligns? (Check all that apply.) Details regarding the ILOs can be found on [Office of Academic Programs website](#).

- Breadth of Knowledge
- Depth of Knowledge
- Creativity and Innovation
- Integrative Learning
- Engagement in the Campus, Local, and Global Communities
- Diversity and Inclusion

5. (untitled)

SSI-Funded Activities: Please list and describe the activities undertaken through winter quarter with your SSI allocation. This section should address only those activities occurring this fiscal year.

Fraternity & Sorority Life:

Fraternity and sorority leadership programs consisted of:

- Presidents Retreat for all chapter and council leadership
- Individual Council Officer Retreats
- Bi-weekly council president meetings
- Bi-weekly chapter president meetings, which have included resources from Undergraduate Advising, OCE, EHC, and ASI.

Student Clubs & Organizations:

OSE hosted the Leadership Symposium for officers in recognized student organizations and students interested in becoming involved as well as the Social Justice Summit that educated attendees on Social Justice Issues. Student Clubs & Organizations were also required to fulfill mandated training such as CAB funding training, Club Banking Overview, and Sexual Assault Prevention training, and a Chartering Orientation that was implemented into the Chartering Process.

Topics for workshops included:

- CoyoteConnection
- Event Planning
- Officer Trainings/ Transitions
- Member Recruitment & Retention
- Vocalizing Transferable Skills

Fraternity & Sorority:

Fraternity and sorority education programs included workshop and presentations for leaders and new members of the fraternity and sorority community on:

- Sexual assault and hazing prevention
- Bystander intervention
- Recruitment training
- Academic success
- Risk reduction
- Anti-hazing workshops
- Council Leadership Training (post initial retreat)- continuing the conversation with peers.
- Standards of Excellence- Chapters must organize workshops around diversity and inclusion, academic success, and leadership.

Student Clubs & Organizations:

In an effort to bring more attention to the student clubs and organizations, quarterly the OSE hosts a club fair where over 30 clubs can showcase their organizations, and recruit by tabling. In addition, the OSE provides food as an incentive to have the general students participate. The Fall Club Fair brought out students by encouraging them to play BINGO with the present

Clubs & Organizations and being offered a Pretzel or Donut once they completed their BINGO Board. This allowed for students to engage with Student Clubs & Organizations. Additionally, Student Clubs & Organizations were encouraged to have a game or a display that would attract students to their table. A contest was held to ensure that Student Clubs & Organizations were participating. 1st, 2nd, & 3rd place winners were given a cash amount to put towards an on-campus event.

Additionally, we hosted our first inaugural Engagement Expo during the Winter Quarter that brought out over 40 Clubs/Organizations & Campus Departments to engage with students. Students were given a "Passport" of areas to visit that will contribute to different areas of their on-campus involvement and were given free Carl's Jr or Miguel's Jr as an incentive for them to participate. The event was a huge success with over 250 students attending. OSE also collaborates with campus partners to provide programs that contribute to students sense of belonging here at CSUSB. These programs include:

- Yotie Factor Talent Show
- Week of Welcome events
- Coyote First Step Summer Programming
- Late Night
- Snow Day
- Snow Day at PDC
- Homecoming
- Coyote Fest

National Student Exchange:

Social enrichment trips for National Student Exchange students here at CSUSB on exchange took place in Fall and Winter Quarter. These trips included:

- Six Flags Magic Mountain - as part of their immersive experience while here on exchange in California, the students were able to develop social relationships with each other while learning about a key highlight of California. The trip served as an excellent co-curricular experience for students. Aside from having fun, the students were able to see first-hand how such a large amusement park runs daily.

Retention Programs:

SAAB and SAAS programs included:

- SAAB/ SAAS Executive members Academic Plan
- SAAB/ SAAS National Conferences
- Weekly Meeting
- The Movement Leadership Series- monthly workshops on topics ranging from Academic Balance to Career Readiness and Emotional Intelligence

OSE sponsors the national dues for both SAAB and SAAS.

Engagement: OSE sponsored programs to assist in the growth of fraternity and sorority community. Events included:

- Open house sessions for all councils: Interfraternity Council (IFC), Panhellenic Council (PHC), United Sorority and Fraternity Council (USFC), and National Pan-Hellenic Council (NPHC)
- Parent Information Session
- NPHC Meet the Greeks

NPHC Meet The Greeks is a recruitment program where students can come learn more about the nine NPHC organizations. Student gain a better understanding of the CSUSB NPHC, including what organizations we have on campus, their individual values, and the NPHC Councils values.

The National Pan-Hellenic Council (NPHC) Meet and Greet Program has the following outcomes:

- Inform students of the requirements for membership of the nine organizations
- Understand the importance of academic excellence as it relates to their fraternal experience
- Understand the importance of the NPHC and its rich long history on campus and in the neighboring communities

The National Pan-Hellenic Council (NPHC) Meet and Greet Program continues to provide the much-needed exposure of historically Black Greek lettered organizations. This recruitment program highlights the NPHC council as a collective functional unit with an emphasis on scholarship and service. Thus, the expansion of the NPHC is a result of this event.

Commuter Engagement:

In our continued effort to increase commuter student engagement, this year we created the commuter engagement committee to enhance the overall experience of commuter and transfer students by determining their needs, becoming advocates for intentional messages and assisting those students with navigating their engagement pathways. This committee assisted in the planning and execution of focus groups, town halls, socials, student panels and the cinema drive in movie.

6. (untitled)

Progress Towards Outcomes/Cumulative Findings: Describe the progress you have made toward your original SSI goals and outcomes through winter quarter. 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.

Fraternity & Sorority Life:

All of the fraternity and sorority leadership programs were set around the established outcomes of the programs. Participants engaged in critical discussions about problems facing their organization and the fraternity/sorority community.

The Fraternity and Sorority leadership retreat yielded community goals that center around community unity, expansion and public relations efforts. Students also applied what they learned by developing an action plan to take back to campus and present to their chapters. Participant survey and conversational feedback from the umbrella council presidents and chapter presidents indicated these events as helpful in their leadership development. Training and transition retreats have also been instrumental in the retention of council and chapter officers during this academic year. In previous years, each umbrella council experienced significant quarterly turn over which has been reduced this year to less than 15%. The officers were better prepared for their roles, performed duties more efficiently and were retained in their positions at higher rates. OSE continues to work toward growing the NPHC community as we fight the national trend of decreasing membership numbers.

OSE Programs:

The Leadership Symposium is held annually to provide pertinent and necessary information to leaders of clubs and organizations to help them develop their leadership identities. OSE has been making an effort to provide leadership programming to the student organizations at PDC. This program falls in line with those efforts. Students have expressed that this program has helped to get them involved, and develop leadership skills.

The leadership symposium continues to provide the much-needed education to new community members and serves a great opportunity to communicate shared values and expectations to the students participating in Fraternity and Sorority Life. Based on participant evaluations, 84% of attendees agreed or strongly agreed after attending they had a better definition of hazing and how hazing can impact an individual and organization. In addition, 91% of attendees indicated they understand the importance of good risk management practices and community and university expectations. This year we offered a variety of programs with the recommendation for the Title IX and Gender Equity office based on the types of reports they have been receiving.

National Student Exchange:

Both the Fall and Winter Quarters social enrichment trips for the National Student Exchange students fulfilled the learning outcomes of cultural and environmental awareness. Students completed an evaluation and self-reflection at the end of each trip. Students also participated in group dialogue regarding their experience and what they will take away from this learning opportunity.

Retention Programs:

SAAB continues to focus on retention and graduation of African American males at CSUSB. SAAB provides a community for young men to feel at home while they are at CSUSB. SAAB continues to actively participate in on-campus activities and events through weekly general and weekly executive board meetings; the upkeep of the Pan-African Center; Admissions and Recruitment events that target the African American population of potential students; campus open forums; and networking and professional development through conference participation.

SAAS continues to focus on retention and graduation of African American women at CSUSB. SAAS provides a community for these young women to feel at home while they are at CSUSB. SAAS continues to actively participate in on-campus activities and events through weekly general and weekly executive board meetings; the development of the Pan-African Center; Admissions and Recruitment events that target the African American population of potential students; campus open forums; and networking and professional development through conference participation.

Engagement: CSUSB also brought one new organization to campus during this academic year, Pi Kappa Alpha to increase membership options for CSUSB students.

Commuter Engagement:

We have worked to contribute to student learning and development by offering support, resources and programs for commuter and transfer students. The purpose of these events and programs is to create a holistic collegiate experience for this student population. The Commuter Engagement Committee has been heavily utilized to gain feedback from students and assess their needs. Some commuter focused programming held this year were:

- Commuter Cinema
- Commuter Greek Panel
- Commuter Café
- Focus Group

7. (untitled)

Recommendations for Continual Improvement/Action Plan: Based on the analysis of your assessment results, what actionable steps can be taken to make improvements? How can you improve students' achievement of the SLO or your office's performance in terms of operations? What is your expected timeline?

Fraternity & Sorority Life:

As we have seen good results and positive feedback from community leaders I would recommend a continuation of these fraternity and sorority leadership programs. The leadership retreat should be expanded to include additional students if funding is available to assist with the loss of information through officer transition. I would also like to see a follow up program to establish, revise and review progress on goal setting and strategic plans at midyear. This program will be developed for implementation in 2019. As part of the continuous education model we will be establishing a curriculum to do bi-monthly leadership development session with the Greek Councils at their meeting for implementation in 2019/2020. Also, we have seen an increase in co-sponsorship within the community as a result of better collaboration and communication amongst community leaders. The OSE should continue in investing resources to send students to Leadership Conferences each year to educate members on how an effective chapter operates and includes academic success and campus involvement. Specifically, we are looking for new ways to support USFC and NPHC Subsequently, by allowing these students to attend such a conference, it empowers and exposes them to fresh new ideas and that can be implemented on campus. Additionally, it offers a safe environment that student of the NPHC organizations can have discussions with members of their council and connect with presenters who are a part of the NPHC council who are more versed in some of the challenges facing historically black organizations. Further recommendations would be to invest monetary resources to help the chapters establish marketing materials so that they can competitively compete with other councils on the CSUSB campus. Lastly, during the spring quarter, we intend to work with the current council leaders to transition them, set dates and go over expectations with the incoming leadership.

Fraternity & Sorority Life:

For Fraternity and Sorority education, the new member conference is a great way for introduction education however continuous targeted education would also be beneficial as it is a challenge to capture new members throughout the year as each chapter recruits on a different cycle. We intend to focus on better engaging our chapter advisors in supporting our chapters. We have also planned for leadership and educational workshops next year. These will include risk management training and transforming our New Member Academy.

Student Clubs & Organizations:

It is recommended that we continue to have programs, trainings, workshops, and conversations with student organizations on how to improve their organization. Whether this is through providing more variety of workshops focused on retention, recruitment, club banking, transitioning, etc. or find more creative means to get students to understand the information.

We recommend that the implementation of the Club Orientation remains as a mandatory component of the Chartering Process because it ensures that all Presidents, Vice Presidents, & Treasurers know what resources are available to them and gives them an overall understanding of Event Planning Procedures, Organization Management, On-Campus Banking, Health & Wellness Initiatives, and much more.

National Student Exchange:

Social enrichment trips across Southern California provide National Student Exchange students the opportunity to experience a new mindset and new way of life. Continuing these trips and asking for student input to locations they would like to visit is key to ensuring transformative learning is occurring.

Retention Programs:

It is recommended that SAAB continue to work with the Black Scholars Residential living learning in Housing and Residential Life, because many of the same students participate in both programs. An Academic Plan has been implemented as a proactive tool to promote academic excellence by peer to peer accountability.

It is recommended that SAAS continue to work with the Black Scholars Residential living learning in Housing and Residential Life, because many of the same students participate in both programs. An Academic Plan has been implemented as a proactive tool to promote academic excellence by peer-to-peer accountability.

Fraternity & Sorority Life:

A rebranding and marketing initiative for the fraternity and sorority community is one of our focuses. We intend to market Greek Life by hosting informational at orientation, and talking to Freshman and Transfer students during their specific orientations. USFC is specifically rebranding themselves and changing their council name to MGC- Multicultural Greek Council. We hope that this continues to draw in diverse populations into the Greek Community.

Student Clubs & Organizations:

In the Spring, the theme of our Club Fair will be Scrabble. Students will have to go throughout the 40 Clubs/Organizations and Departments (ASI, SMSU Program Board, Counseling & Psychological Services, Alumni Office, Career Center, etc.) collecting different letter tiles that will help them spell out the word "ENGAGE" or "LEADER". Once they spell out one of the words, they will be able to get free food. Student Clubs & Organizations are encouraged to have decorative/appealing displays that will get students to visit their own table. We are hoping to do something similar the PDC Campus with help from PDC Staff. Additionally, we hope to continue to create events that increase the engagement of our student clubs and organizations. As we have seen and received positive feedback from open programming, we recommend to continue to host sense of belong events. We will need to increase marketing to reach an even larger number of attendees. We need to strategize a way to engage a wide variety of students: residents/ commuters, student leaders/ unengaged students. These new marketing strategies can be implemented for Spring Quarter.

Resources for Continual Improvement/Action Plan: What additional resources, if any, are needed to bring the above continual improvements to fruition?

8. (untitled)

Challenges: If applicable, please list any significant challenges encountered that have affected your ability to fully implement your intended activities or to reach your articulated outcomes. Please also indicate if you need assistance in addressing these challenges.

Fraternity & Sorority Life:

Officer Transition and organizations sending representatives that are unprepared to discuss community issues have been a challenge to the success of these initiatives. Also, when sending students to a conference it is often difficult to share the knowledge and resources gained in an efficient manner that will inspire those who did not attend and encourage change. An action plan and follow up of new initiatives needs to be implemented upon return to campus. In addition, organizations sending delegates that are ill prepared to report back to the chapter of council business has been a challenge.

Due to the small chapter sizes, recruitment efforts also have been area of improvement or the NPHC organizations due to time commitments and sparse hours of availability. Therefore, action plans have been put in place for organizations to improve their visibility along with a marketing and recruitment plan. Additionally, the academic for NPHC organizations have been another challenge as members and interested students have not meet the universities standards to become eligible for membership. Thus, for NPHC members and academic plan is in effect and will need some additional changes to hold member accountable. Each quarter, club leadership may change based on grades, matriculation, interest. Leaders that were trained on a subject, may no longer be involved with an organization, leaving the new leaders without the knowledge needed to be successful.

Student Clubs & Organizations:

It has been proven to be quite difficult to get student leaders to respond to important e-mails or follow set procedures as part of their organization. We are hoping that through continued outreach we will be able to help students see the importance of knowing the information and receiving information.

A challenge is to engage all of the advisors. There are over 120 organizations, with approximately 100 advisors, and we get the same 20 advisors to participate. Reaching additional advisors has been challenging. Continued marketing efforts and programming need to be done to engage with Club & Organization Advisors.

Retention Programs:

Academics continue to be a challenge for both SAAB and SAAS. The Academic Plan that was implemented this academic year has been beneficial, and academics have been at the forefront of programming this academic year.

Fraternity & Sorority Life:

Although interest has increased, participation has remained stagnant.

OSE is committing to be more intentional about supporting recruitment efforts and marketing initiatives.

Student Clubs & Organizations:

The Club Fairs/Engagement Expo have proved to be a success with our Student Clubs, Organizations, & Departments, but more resources will allow us to grow both events as well as taking similar events to the PDC campus, which has not been able to occur. With more resources, we will be able to provide more incentives, activities, and support for both students who are attending the event and student clubs/organizations who are participating in the event.

9. Budget Summary with Alignment to Outcomes and Activities

Budget Summary: Please account for all expenditures of SSI funds for this project using the SSI Annual Report Budget Summary Template. (The template can be found at <http://ssi.csusb.edu/assessment/>.) Upload your completed summary here.

[SSI_Budget_18-19.xlsx](#)

10. (untitled)

Check-in/Usage Report: Please upload any check-in or usage data you have for students who have engaged with your project/program since July 1 through the end of winter quarter. Uploads should be in Excel and include, at minimum, students' CoyoteIDs; password-protected SPSS files may be submitted via email to Institutional_Research@csusb.edu. Additional information such as date(s) of visit(s)/interaction(s) and students' names would also be helpful. (The Office of Institutional Research is working to establish an overall assessment of SSI; to do this, we need your help in collecting and sharing students' engagement with and usage of SSI-funded projects and programs.)

[SSI_Attendance_18-19.xlsx](#)

11. Thank You!

New Send Email

Apr 15, 2019 16:28:14 Success: Email Sent to: fred.mccall@csusb.edu,dion.webb@csusb.edu



Student Success Initiative Annual Report

Budget Summary with Alignment to Outcomes and Activities

Please save your completed summary using the following format: SSI_Budget_Year_Unit/Dept Name. You will be asked to upload this completed form as part of the online submission process.

Project Name: Year: 2018-2019

University Division: "Other" Project Name:

Name and Title of Person Responsible for SSI/VTI Project:

Expenditure Description	Outcome(s) Supported	Supported Activities	EO 1060 Category (All VTI projects should be coded Expanded Technologies.)	Amount
Leadership Programs	Students develop and demonstrate skills in guiding and assisting a group, organization, or community in meeting its goals	Leadership Symposium, Greek retreats, Council trainings	Student Development	\$ 26,072.16
Educational Programs	Development of cultural awareness, risk management, and social responsibility	NSE Educational trips, Advisor trainings, Social Justice Summit	Student Development	\$ 19,746.78
Retention Initiatives	Programs to improve retention and 4 year graduation rates of African American students	Council meetings, National Conferences, Retreats, and Information sessions	Student Development	\$ 5,549.14
Engagement Programs	Foster students sense of belonging to the CSUSB community	Laughing Coyote, Commuter Cinema, Yotie Factor, Engagement Expo, Focus groups, Recruitment activities, and club fairs	Student Development	\$ 11,920.10
Partial Salaries for OSE Professional Staff	Salaries to support and implement new student programs, initiatives, and campus wide events	Programmatic activities which aide in retention and developing an affinity to the campus	Student Development	\$ 83,310.65
Partial Benefits for OSE Professional Staff	Mandated benefits for staff so they can support and implement new student programs, initiatives, and campus wide events	Programmatic activities which aide in retention and developing an affinity to the campus	Student Development	\$ 52,777.72
Student Assistant Staff Wages	Employ and train student assistants in the proper ways to manage leadership and development programs	Student programs, activities and events	Student Development	\$ 17,435.80
Staff Professional Development	Conference attendance for staff to learn best practices and new skills for student growth and development	NASPA, NSE, AFA, NACA	Student Development	\$ 12,582.70
			GRAND TOTAL	\$ 229,395.05