

Student Leadership & Development's 2014

Student Success Initiative Year Three/Summative Report

As part of CSUSB's commitment to our students and our accountability regarding the use of their student success fees, it is important to periodically provide detailed, succinct information regarding how SSI funds were utilized to support specific outcomes-based programs, the intended goals and outcomes of those projects or programs, the measures used to assess said outcomes, the results of those measures.

Please use the following template when preparing your unit's Year Three/Summative Report for the SSI Executive Committee. Keep in mind this report should serve as both a summary of your Year Three activities, as well as a cumulative report of your project's/program's experience and results over the course of the entire three-year period since SSI funds were first allocated.

Reports will be due to **your respective vice president or dean by April 15**. Should you have any questions or concerns regarding the completion of this report, please contact *Joanna Oxendine* via email at joxendin@csusb.edu.



CONTACT INFORMATION

Department/Unit Receiving Funding: **Student Leadership & Development Department**

University Division: **Student Affairs**

Name and Title of Person Responsible for Overseeing Your Department's SSI Activities: **Mark Hartley, Director**

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Name and Title of Person Preparing Report: **Mark Hartley, Director**

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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.)

The Student Leadership & Development department is **EXTREMELY GRATEFUL** to be included in the Student Success Initiative Program. Our office is committed to the success of all CSUSB students and strives to assist them from orientation through commencement. Without the SSI funding over the past three years, the Student Leadership & Development department would have been in dire straits, due to statewide budget cuts. These cuts had completely eroded all of SLD's programming and operational budgets. In 2010-11, the office did not have funding to pay the copy machine annual maintenance fee. With the aid of the SSI funds, we have been able to provide quality leadership programs and co-curricular activities, which support the university's mission and helps students develop a stronger affinity to CSUSB.

Overarching Purpose:

Student Leadership and Development programs vary in size, scope, and audience. However, all SSI funded programs, as well as baseline funded programs, have a common overarching purpose and mission. **SLD provides an inclusive, intellectual, and social environment by offering co-curricular opportunities that foster student success. We engage students in the development of leadership skills, personal growth, and citizenship to encourage affinity to the university and future success.**

Goals:

1. As a result of interacting with the Student Leadership & Development department, students will develop **Effective Leadership** skills and behaviors.
2. Students will develop **Realistic Self-Appraisal, Self-Understanding, and Self-Respect** through their involvement in SLD related activities.
3. The Student Leadership & Development department will educate students in recognizing and understanding his or her **Social Responsibility** on a local and/or global level.

Outcomes of SLD's Projects, Programs, and Activities:

- 1.1 Students develop and demonstrate skills in guiding and assisting a group, organization, or community in meeting its goals.
- 1.2 Students identify and understand the dynamics of a group. Such skills might be Collaboration, Team Building and/or Transferrable Skills.

- 2.1 Students use self-reflection to critique, and subsequently learn from, past experiences.
- 2.2 Students balance the needs of self with the needs of others.

- 3.1 Students participate in service/volunteer activities that are characterized by reciprocity.
- 3.2 Students articulate the values and principles involved in personal decision-making.
- 3.3 Students affirm and value the worth of individuals and communities.



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.)

SLD Major Activities Year 1

- Investment of \$100,000.00 towards the building of a **state-of-the-art Leadership Challenge Course** featuring high and low ropes elements. This was a tremendous collaboration with Student Recreation & Fitness Center and the Associated Student, Inc. and has positively changed the landscape of the campus.
- **Hired an ASA I** to assist with clerical support for new SSI projects and initiatives.
- Establishment of the **Alternative Spring and Summer Break Programs**. A comprehensive service learning program designed to educate students on the importance of service to our community, as well as an opportunity for students to learn more about the needs of our community and nation. Students served in San Francisco during year one. In year three, students will be travelling to Alaska for the summer. This program is co-sponsored by Community Engagement, Associated Students, Inc. and the Student Recreation & Fitness Center.

SLD Major Activities Year 2

- Development of a **Fraternity and Sorority Educational Series**, centered on Hazing Prevention, Alcohol & Drug Awareness, Bystander Prevention and Leadership Development.
- **Implementation of Financial Fridays Program**, which provided a lunch for students who desired to learn the foundations of balancing a budget, understanding credit reports, and protecting ones' self against identify theft.
- Establishment of an **annual luncheon to recognize and educate club advisors** on their roles and responsibilities as it relates to student development.

SLD Major Activities Year 3

- **Hired a Program Coordinator for Clubs and Organization** to focus on leadership development of club members and incoming students.
- **Chartered the National Society of Leadership & Success** at CSUSB. The Society is an organization that helps people discover and achieve their goals and offers life-changing lectures from the nation's leading presenters. It is also a community where like-minded, success-oriented individuals come together and help one another succeed. There are over 350 CSUSB members already in this organization. It has become the largest student organization on campus in its inaugural year.
- **Spearheaded a new program called T.R.A.I.N.**, which stands for Training Remarkable and Involved New Students. This program was designed to engage first-year students in discovering their leadership traits and help them overcome the common pit falls of college by providing them with peer mentors.

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.)

SLD Major Accomplishment: Year 1 (2011-12)

With the building of the Leadership Challenge Course, CSUSB students have been able to experience additional **hands-on, experiential leadership**. Clubs and Organizations, ASI elected officers, Resident Advisors, Peer Educators, and Athletes have all had the **opportunity to challenge their beliefs and boundaries**, while developing **team building skills that will aid them in life after CSUSB**. On-going assessment is taking place through pre- and post-surveys.



Student organizations take advantage of the newly constructed Leadership Challenge Course.

SLD Major Accomplishment: Year 2 (2012-13)

Financial Fridays has been a huge success since its inception in winter quarter of 2013. It has the potential to be a **signature program here at CSUSB**. The combination of using education and real life financial scenarios is the backbone of the program. Student Leadership & Development partnered with Arrowhead Credit Union to **develop a four week series that helped students develop life skills in the areas of budgeting and money management**. Students self-selected into this program by registering through OrgSync. The class was open to all students; however, **seniors and juniors were highly encouraged to attend**. Post-survey questionnaires were distributed. Below is a sample of one of the 'fill in the blank' statements along with student responses:

This program increased my knowledge and awareness of my personal finance by...

- Helping me realize where I am weak in my finances
- **Giving tips about how to manage the money I have**
- Gave me information about savings
- Telling me about different savings accounts I can get to afford my trip to Peru
- Showing me things that I can do to save more money

Theresa Palmer, Manager of Busines Development at Arrowhead Credit Union educates CSUSB students on how to read a credit report.



- Paying attention to my budget
- Keeping track of my spending and saving
- Knowing how to save money
- **Making sure I keep to my budget**
- Making me keep track of my spending through the notepad activity
- Offers advice regarding saving money

SLD Major Accomplishment: Year 3 (2013-14)

The inaugural 3-day **T.R.A.I.N.** (Training Remarkable and Involved New Students) Retreat was adopted from a program developed at the University of Redlands to help new students develop the necessary skills to become student leaders. The program was revamped to meet the unique needs of CSUSB students to **help increase retention amongst our first generation college students**. This is done by providing workshops that deal with interpersonal development, diversity training, leadership skill building, team building, and reflections. **More than 50 students participated** during the Sept. 27-29, 2013 retreat held at Pilgrim Pines Conference Center in Yucaipa, CA.

The goal of the program was to **bond students through their retreat experience, and form connections between emerging student leaders**. Participants also learned about different leadership styles, group dynamics, how to create a workshop, and much more.

Students were given **pre and post retreat evaluations to establish where the student was in their leadership journey**, and to determine if the activities, speakers, and group projects were beneficial. In addition, 6 week post reunion surveys were given to each student on November 15, 2013 and Spring quarter post reunion surveys will be given on April 18, 2014. Student success was achieved through personal growth and understanding. **95% of the retreat attendees came back for 6 week retreat reunion**. If the student did not attend the reunion, it was due to their class schedule.



2013 TRAIN students doing a “web” icebreaker to show how they are all “connected.”

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?)

SLD Findings:

- SSI funding allowed SLD to implement new and fresh programs, as well as re-evaluate existing programs, in an effort to bring **quality leadership development initiatives to our students**.
- Students have commented that **SLD programs “should be ‘required’** because they have such a positive impact on their growth as students and leaders.
- **SLD’s best programs were co-sponsored events**, such as the Alternative Spring/Summer Break Trips, Coyote Fest, Homecoming, Welcome Week, and Financial Fridays, to name a few. This has helped break down silos on campus.
- One of the most important findings that SLD discovered was that **students appreciate knowing where there money is going**. Through our advertising, we consistently let students know they have “Pre-Paid” for our programs through their SSI student fees. **More than 90% of students conveyed they were happy with how their funds are being used.**

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?)

SLD Challenges:

- The first year was extremely difficult. The message we received from the President’s Office was “hurry up and wait.” We had to rush to put plans together in less than a month; then, the **money was not moved into our account until the end of October 2011**. Many of the programs we had planned needed to be postponed because they were scheduled for the summer or the beginning of the academic year.
- We had some **philosophical differences in how the funds should be spent**. For instance, one of the Leadership Development goals set forth by Dr. Karnig was to **create an affinity to CSUSB through “enhanced social, cultural and intellectual programs.”** SLD believed that getting students to sporting events was one way to make that happen. However, when we attempted to get buses, food and tickets for a CSUSB vs. UCLA basketball game in 2011, we were told that was not an acceptable use of the funds. I believe all parties are all on the same page now about expenditures, and if we have doubts, we know who to go to get clarification.
- With CSUSB being one of the first in the CSU system to obtain a Student Success Initiative Fee, we **have been held under the microscope**. That is not necessarily a bad thing. Colleagues from around the system have been calling to inquire about how we have used our funds. This has been a great opportunity to share about our programs and the success we are seeing with our students.

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

SLD Lessons Learned

- Student Leadership & Development has learned quite a bit through this process, including the importance of having an assessment plan in place for all of our programs. Due to the strict accountability process set up for the SSI funds, **SLD adopted a new philosophy of assessing everything.** The culture of assessment has changed how we run our office and plan our programs. Everything we do must be traced back to our department's mission, goals and desired outcomes. **Each program has an assessment component to it.**
- SLD learned the **importance of collaborating with the Academic Affairs.** One of our programs, the Student Success Speaker Series, was initially designed to bring in quality professional speakers from across the country who had overcome a major trail in his/her life. While we brought in big names, we did not attract the large crowds of students we had hoped through our traditional advertising. Half way through the series, **we changed strategies and began to link speaker's topics with specific majors.** We contacted department chairs and faculty members and asked them to bring their classes. They were very open to the idea and **attendance went through the roof.** In year three we decided to work with our best and brightest faculty members to have them be the keynote speakers.
- **SLD has partnered with Institutional Research (IR)** from day one to develop our goals, outcomes, and assessment measurement tools. While SLD recognizes the importance of assessment, it is not our strength as an office. **Doing a SWOT analysis helped us to reach outside of our office to find experts** on campus who could help us develop an assessment strategy, which would not be too cumbersome. **IR has been wonderful to work with** and we foresee this collaboration being long term.

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

SLD Sustainability

SLD had proven itself as an office that could make great events happen with limited financial, and staffing, resources. However, internally our staff was drowning due to the budget cuts from 2007-2011. With the infusion of funding from SSI, **Student Leadership & Development has played an integral part in developing a culture of Coyote Pride** and student involvement on campus. The SSI funding is crucial to our office's sustainability. However, if we are going to grow our existing programs and create new ones, we need to move staff position from SSI funding to baseline funding. SLD will need funding from the central budget to make this happen.

Additionally, in order to be sustainable, SLD must seek out best practices from other campuses, who are achieving high-levels of success with co-curricular programs related to retention. SLD will also seek out award opportunities through national organizations to gain recognition for CSUSB. What we are doing collectively with the Student Success Initiative is working to help students achieve tremendous success and the world should know!

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>Partial salaries for SLD professional staff</i>	<i>Salaries to support and implement new student programs, initiatives, and campus-wide events.</i>	<i>Programmatic activities which aide in retention and developing an affinity to the campus.</i>	3.0	\$81,563.00
<i>Partial benefits for SLD professional staff</i>	<i>Mandated benefits for staff so they can support and implement new student programs, initiatives, and campus-wide events.</i>	<i>Programmatic activities which aide in retention and developing an affinity to the campus.</i>	3.0	\$38,257.00
<i>Student Assistants 4 @ \$8.25 for 10 hours per week/ 40 weeks per year</i>	<i>Employ and train student assistants in the proper ways to manage leadership development programs.</i>	<i>Student programs, activities and events.</i>	4.0	\$13,200.00
<i>Student Assistants 1 @ \$8.50 for 10 hours per week/ 40 weeks per year</i>	<i>Employ and train student assistants in the proper ways to manage leadership development programs.</i>	<i>Student programs, activities and events.</i>	1.0	\$3,400.00
<i>Student Assistants 1 @ \$8.75 for 10 hours per week/ 40 weeks per year</i>	<i>Employ and train student assistants in the proper ways to manage leadership development programs.</i>	<i>Student programs, activities and events.</i>	1.0	\$3,500.00
<i>Student Assistants 1 @ \$10.00 for 10 hours per week/ 40 weeks per year</i>	<i>Employ and train student assistants in the proper ways to manage leadership development programs.</i>	<i>Student programs, activities and events.</i>	1.0	\$4,000.00
<i>Grad. Assistants 1 @ \$12.50 for 10 hours per week/ 40 weeks per year</i>	<i>Employ and train graduate assistants who desire to be in the field of Higher Education.</i>	<i>Grad Assistants help in planning & implementing programs.</i>	1.0	\$5,000.00
<i>Financial Fridays</i>	<i>Students use self-reflection to critique, and subsequently learn from past experiences.</i>	<i>Four session course that educates students on financial literacy, Hosted in Feb. and April.</i>	50	\$1,600.00
<i>Student Success Speaker Series</i>	<i>Students affirm and value the worth of individuals and communities.</i>	<i>Professional Speaker sharing about overcoming challenges to achieve success both in and out of the classroom.</i>	600	\$7,500.00
<i>Spring/Summer Alternative Break Programs</i>	<i>Students participate in service/volunteer activities that are characterized by reciprocity.</i>	<i>Service learning opportunities for students to make our community better.</i>	70	\$6,800.00
<i>Keep it on Campus Programming</i>	<i>Students develop and demonstrate skills in guiding and assisting a group, organization, or community in meeting its goals.</i>	<i>Night and Weekend Programming to develop a sense of affinity to CSUSB. Homecoming, Welcome Week, Coyote Fest, etc.</i>	5,500	\$22,620.00
<i>Leadership Resource Library</i>	<i>Students use self-reflection to critique, and subsequently learn from past experiences.</i>	<i>Books and Assessment Tools</i>	600	\$5,000.00

<i>Greek Leadership Programming</i>	<i>Students identify and understand the dynamics of a group.</i>	<i>Self-assessment and teambuilding for fraternity and sorority leaders and Educational workshops related to what it means to be a productive member of the Greek community.</i>	700	\$27,385.00
<i>Leadership Academy, Honors Society & T.R.A.I.N. Retreat</i>	<i>Students use self-reflection to critique, and subsequently learn from past experiences.</i>	<i>Leadership Programs, Workshops, and Educational Programs</i>	400	\$20,400.00
<i>Support of Cultural Graduation Recognition Ceremonies</i>	<i>Students affirm and value the worth of individuals and communities.</i>	<i>Promote the graduation successes of our African American, Latino(a), and Asian students.</i>	800	\$2,500.00
<i>Club Conference and Advisor Recognition Luncheon</i>	<i>Students develop and demonstrate skills in guiding and assisting a group, organization, or community in meeting its goals.</i>	<i>These events help club leaders and advisors more clearly understand their roles and responsibilities within the organization.</i>	350	\$12,000.00
<i>Remodel of SLD Office and Club Room</i>	<i>Create an environment that facilitates faster processes and increased productivity.</i>	<i>Allow organization members to have a place to meet regularly.</i>	700	\$12,415.00
<i>SAAB/SAAS Initiative</i>	<i>Programs to improve retention and 4-year graduation rates of African-American students.</i>	<i>Retreats, Workshops, Conferences, and National Dues</i>	120	\$17,860.00
<i>Support of Community Engagement</i>	<i>Increase in community service programs. This money was given to Community Engagement at the beginning of each fiscal year.</i>	<i>Educate students in recognizing and understanding his or her Social Responsibility on a local and/or global level.</i>		\$20,000.00
SLD Total				\$305,000.00

