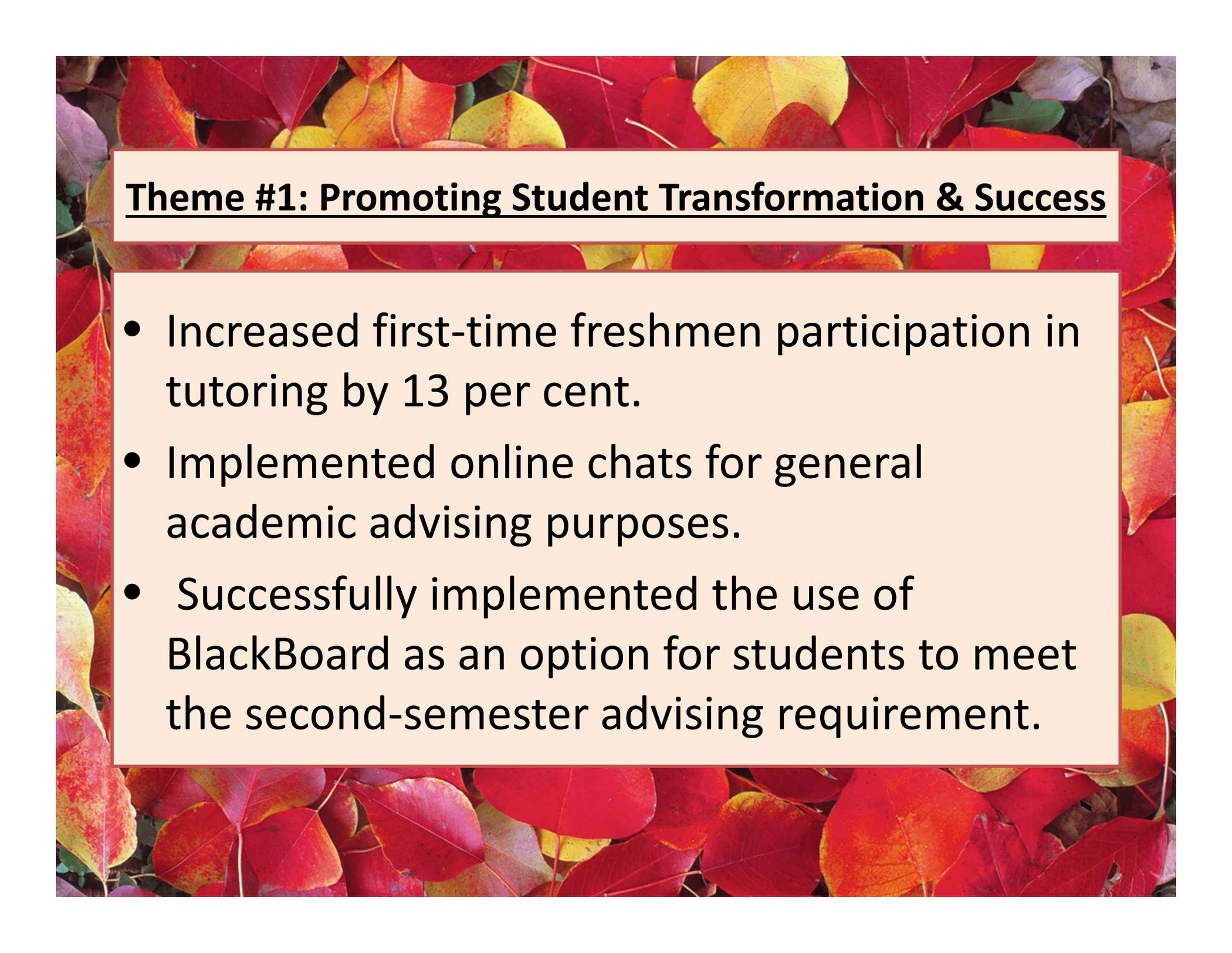




Theme #1: Promoting Student Transformation & Success

- Provided nearly 5,000 one-on-one academic advising student contacts.
- Implemented mandatory second semester advising for first-time transfer students.
- Supported the production and promotion of “Crossing the Finish Line to Graduation” podcasts.
- Linked Supplemental Instruction (SI) with 25 courses and served over 2,000 unique students



Theme #1: Promoting Student Transformation & Success

- Increased first-time freshmen participation in tutoring by 13 per cent.
- Implemented online chats for general academic advising purposes.
- Successfully implemented the use of BlackBoard as an option for students to meet the second-semester advising requirement.

Theme #2: Developing our Campus Community

- Learning Center implemented a campus-wide online Tutor Training that increased membership by 90%.
- Student Health Center provided webinars/training to staff and had a 95% completion rate of training programs related to college health and regulatory changes.
- University Migrant Services offered webinars/trainings to over 130 high school and college counselors from Fresno State, area community colleges, and high schools to help them understand the admission process for AB540 students.

Theme #2: Developing our Campus Community

- Educational Opportunity Program implemented GradeFirst, a campus-wide student advising software.
- Provided significant training to faculty/staff from Academic Affairs & Student Affairs on effective advising using this tool.
- Student Involvement hosted a luncheon for graduate students and their supervisors to discuss and receive feedback on the effectiveness of trainings.
- Financial Aid Office collaborated with programs on campus and offered trainings to staff with FAFSA processing guidelines.

Theme #3: Internationalizing our Campus

International Enrollment Update

- Increased Int'l Applications by more than 300 (38%)
- Increased Int'l Admits by 58%
- Increased Int'l Conditional Admits by 110%
- Fall 2013 New International Enrollment (336)
 - 241 Matriculated Int'l Students
 - 61 IBP Scholars
 - 37 IEP Students at American English Institute
- Fall 2013 Total International Enrollment (670)
 - 538 Matriculated Int'l Students
 - 70 IBP Scholars
 - 62 IEP Students at American English Institute

Theme #3: Internationalizing our Campus

- **Developed Long-term Recruitment Strategy and Digital Communication Plan**

Engaged Fresno State faculty and staff participation in international student recruitment activities in China, Korea, Japan, Vietnam, Brazil, Ecuador, India, Israel, and Saudi Arabia.

Engaged external consultants to examine Fresno State's international recruitment activities and developed a recruitment plan centering on a digital communication effort.

- **Drafted International Reorganization Plan**

Developed draft or transitional plan to reorganize the University's international assets and activities under a single unit.



Theme #4: Recruiting and Enrolling a Diverse Student Body

- University Courtyard marketed on-campus housing by calling applicants, sending marketing materials, and hosting webinars.
- Exceeded the enrollment target by 5%.
- University Outreach generated 9,278 inquiries through their participation in college nights and transfer day programs.

Theme #4: Recruiting and Enrolling a Diverse Student Body

- College Assistant Migrant Program enrolled 66 CAMP eligible students to Fresno State.
- Increased applications for fall 2013 in the following categories: Asian 5%, African American 5%, Hispanic 22%, Pacific Islander 11%.
- University Outreach developed a campus phone app for smart phones accessed by 1,657 users with 10,444 sessions.

Theme #5: Creating a Culture of Quality Service

- **Secret Shopper**

Use of the secret shopper program was strong this year. Seven departments utilized the program, some of them several different times. Based on secret shopper feedback, changes were made in some cases to service delivery.

- **DOSA Point of Service Satisfaction Survey**

There was some success in engaging departments to participate in the division-wide benchmark survey of customer satisfaction. A total of six departments participated and satisfaction ratings were again impressive.

Theme #5: Creating a Culture of Quality Service

- **Activities related to deployment of Customer Service Training content through Blackboard.**

Some departments in the Division began to use Blackboard independently to meet internal department needs. Other Theme Teams developed customer service training for their areas and pilot tested it for effectiveness; a lot happened to improve service delivery within the division.

- **Department specific customer satisfaction surveys**

Eight departments conducted customer service survey work specific to their areas. This survey work was separate and in addition to the Division-Wide DOSA benchmark survey. These surveys focused on service delivery unique to each program.

Theme #6: Engaging Students in Outside of the Classroom Learning

- Joint training for all student assistants reporting to the Student Life units (including University Courtyard). Training sessions were held in August 2012 and January 2013 for approximately 170 students.
- College Assistance Migrant Program's Leadership Conference including informational session on the CCLC.
- Career Services hosted the Life After College mini-conference for graduating seniors.
- The initial vision and mission for the Center for Leadership.

Theme #6: Engaging Students in Outside of the Classroom Learning

- Health and Wellness Services conducted a student assistant/volunteer assessment survey.
- The National Coalition Building Institute (NCBI) sponsored a student team member's participation in national training
- The College Ambassador Program assisted students in 50 local high schools.

Theme #7: Demonstrating a Commitment to Diversity & Cultural Competence

- Finalized the Diversity and Cultural Competency Program Evaluation and made it available for the Leadership Team members to complete for their units via Survey Monkey.
- Provided consultation to various units as they worked to complete the program evaluation observed individuals and units broaden their concept of diversity.
- 100% participation from the Leadership Team in the completion of the Cultural Diversity and Cultural Competency Program Evaluation which has resulted in information to support ongoing planning and staff development



Theme #7: Demonstrating a Commitment to Diversity & Cultural Competence

- Expansion of the NCBI “Welcoming Diversity Workshop” in an effort to provide more opportunities for DOSA staff to attend.
- At least 89 staff members have attended a NCBI full day workshop. In addition, all but three members of the Leadership Team have attended the diversity workshop.
- Developed a list of providers of cultural posters, art, etc. to assist units looking to expand their display office décor and print materials that demonstrates cultural diversity and inclusion.