

STUDENT INVOLVEMENT

California State University, Fresno

Student Involvement: USU and Student Activities **Student Affairs Annual Report – 2010-2011**

I. Major Accomplishments related to DOSA Goals, Vision, and University Strategic Plan:

#1 Division wide:

Communication:

- Student Involvement advanced the DOSA goals of communication with students by including social media training in our Student Leadership Fall training retreat. This provided students with strategies to manage their personal social media accounts as well as provide them with updates as to the most effective tools.
- Student Involvement, in collaboration with ASI, produced the Party In the USU video to communicate the role of the USU as the “student space” on campus.
- Student Involvement programs including the USU Board, USU Productions, ASI, and Vintage Days have all initiated the use of social media by develop and maintain facebook pages.
- The Director of Student Involvement and appointees from the USU Board and ASI serve on the Integrated Marketing and Communications Steering Committee to help guide and lead the University’s integrated marketing and communication initiatives.

Technology:

- Student Involvement supported the DOSA goals of utilizing technology to provide efficiency in the registration process and training for Clubs and Organizations by using the Org Sync software program.

Professional Development:

- Student Involvement supports to DOSA commitment to professionalism by having two staff members serve on the Divisional Professional Development Committee.

Centennial

- Student Involvement supported the DOSA mission of supporting the University Centennial Celebration by participating in the Homecoming Parade, facilitating the design and hanging of banners in the USU, Recreation Center and Housing, by ordering and distributing Centennial logo lapel pins for Division use, and by the USU Board and ASI partnering on the Centennial Time Capsule and Memorial Fountain Renovation Project.
- ASI supported the Centennial through hosting the Centennial Tent at Vintage Days where they handed out birthday cupcakes.
- Student Involvement, through Vintage Days, partnered with the Centennial Open House to feature campus programs and departments during two days of Vintage Days.

#2 Student Life

Leadership:

- Student Involvement initiated the pilot Co-Curricular Leadership Certificate program, engaging 56 students and 15 Leadership Consultants. The Leadership Recognition Celebration hosted the Poster Presentation for the 11 graduating Certificate Participants.
- Student Involvement continued to advance the training of the major student leadership groups, focusing on key leadership competencies. Pre and post surveys of the experience demonstrate significant areas of growth and learning as a result of their participation.
 - Attachment A: Learning Outcomes of High Impact Student Leadership groups.
- Student Involvement hosted the second Speed Networking with Administrators to introduce the diverse number of student leaders to campus Administrators and to prepare students to network with campus Administrative leaders.

Other:

- Student Involvement received the Service Recognition Award in recognition of their support of service through the many service related activities, including the Alternative Spring Break program, the service requirement of the Co-Curricular Leadership Certificate program, the inclusion of service in the Emerging Leaders Retreats, and the various service related events and programs hosted by the USU and USU Productions.

#3 Vice President of Student Affairs

Resources

- Student Involvement, with a combination of general fund resources and USU student fee resources, reviewed needs and made the following decisions: (1) waive Student Affairs USU rent for another year for state funded programs; (2) continue to fund the Leadership Programs from the USU in order to preserve the Co-Curricular Leadership Certificate, the Emerging Leaders program and the Leadership Council; (3) discontinue funding Fresno State Welcome, instead providing support to, including tents, for Dog Days to assume the INFO Booths for the first week of classes, and (4) submit budget requests to ASI to pay rent for the coming fiscal year and to support Org Sync, Leadership Recognition, Vintage Days and Club Sports Insurance. All ASI requests were funded.

Key Concepts: Adaptive Leadership & Collaboration

- Student Involvement utilized the principles of “adaptive leadership” throughout the year by: (1) implementing technology to re-design processes (Org Sync); (2) realigning staff duties for staff to become more “generalist” in their job duties to cover for staff vacancies, and (3) employed collaborative models, such as with CCLC Consultants, in order to meet program demands.

4. Major Functions: Engaging Students, Promoting Learning, Providing quality service

- Student Involvement’s purpose is to support student success through involvement. The CCLC, USU Productions, Greek Life, Emerging Leaders Program, Vintage Days, ASI, USU Board and student employment programs are all focused on engaging students in their learning and in the campus life. In addition, our programs have embraced the concept of

engagement, by embedding community service as key elements in the CCLC, USU Productions, Greek Life and the Alternative Spring Break programs.

- Learning is a key element in all of the SI student programs. We identify key competencies and learning outcomes for each of training program for student leaders, assessing the impact of the programs utilizing pre and post competency tests.
- Student Involvement, particularly through the USU, is known for the outstanding service provided. The satisfaction of the clients who use our meetings rooms is high. The support we provide to student clubs and organizations in meeting their needs is also key to our success. This has been particularly challenging this year as we have seen 20-30% increases in demands on reservations and space usage. In addition, the 2011 Centennial Commencement celebration was an excellent example of the outstanding service we provide to campus.

II. Other Accomplishments:

- **New Activity/Program/Service:** Student Involvement implemented an on-line video training for the Club and Organization required training/orientation required of all officers and advisors. This program provided the students and advisors an opportunity to complete the training on their own time, addressing the issues of scheduling conflicts during the work day. The assessment of this new project is attached for review.
 - Attachment B: Club and Organization Orientation Satisfaction Survey
- **Efficiency:**
 - The Co-Curricular Leadership Certificate launched the pilot program fall 2010. 56 students signed on to participate as did 15 volunteer leadership consultants. Of the participants, 11 graduating seniors completed the certificate requirements and hosted a poster presentation of their certificate experience. For 2011-12 there will be the second pilot Co-Curricular Leadership Certificate program. The Academic Senate has voted to support the certificate and encourage us to pursue recognition of the program as a Certificate of Completion for 2012-13. While a full assessment on the program has not been designed, attached is feedback from roundtable/focus groups, plus program survey data for review.
 - Attachment C: CCLC Program Survey Results
 - Org Sync and People Soft Data Integration: Student Involvement partnered with CIS to add Clubs and Organizations to the People Soft data elements in order to export data from Org Sync and connect it to student records. This way, we can perform the required grade checks on club and org officers, leadership groups, and student employees in a more efficient and effective manner. In addition, with this data availability, we will also be able to track involvement of club and org members in relationship to retention, graduation and ethnicity.

III. Budget Impact:

Overall, in 2010-2011, Student Involvement was able to perform all major functions. The impact was mostly felt in lack of resources for:

- Staff and student training and professional development. Staff were not able to travel to or participate in regional or national conferences. Reductions also meant that we eliminated the overnight retreats for student leaders and reducing the number of hours of training and community building meals for student leaders. In some cases, the students were able to obtain food donations (Emerging Leaders Retreat). Finally, due to staff vacancies and absences, the remaining staff have become more “generalists”, providing service and advising to new areas and programs.
- Promotional/marketing materials were not updated or renewed for the year. Need to develop more on-line and video resources and not able to fund at this time.
- Inability to fund web updates/re-design. Projects put on hold.
- Lack of funding for support/student assistance for new Club Sports program requirements.
- Limitations for USU in updating furnishings and meeting rooms.
- Reduction in hours for student employees, thus potential limits on service.

For 2011-12, because of reduced funding of the USUS, Student Involvement will reduce the offerings and support for a comprehensive Fresno State Welcome.

Changes will be:

- Information Booth program will move to Orientation Program.
- No WAG Pack. Dog Days Student Assistants will support Info Booths
- Elimination of the Community Fair which highlighted things to do in Fresno and area for students.
- Elimination of SI programmed Traditions Day

Activities that Student Involvement will maintain are:

- USU Open House
- Club and Organization Fair
- Free Speech Area sign-ups for groups/departments/etc.

IV. Plans for 2011-12: Student Involvement will:

- Provide for Pilot II of the Co-Curricular Leadership Certificate, with special emphasis on:
 - Development of an assessment plan for program
 - Increase partnerships with academic programs.
 - Increase the number of the support/training for Leadership Consultants/Coaches
 - Increase the number of participants
 - Revise elements of the program based upon feedback from participants/consultants

- Explore a partnership with AmeriCorp Volunteer Infrastructure Project to advance outreach to community members for key SI programs: Alternative Spring Break, Productions, Leadership, Volunteer Boards and Groups.
- Design and launch the Sports Club program so as to meet the Chancellor's Office recommended program components and respond to a growing interest and involvement of students in these programs.
- Pilot for the summer the use of PSA's as security for Friday and Saturday nights in the Recreation Center. This will reduce expenses and bring us more in line with other policing strategies use in Housing and the Library.
- Identify new partners/components of Vintage Days Crafts Faire so as to enhance the revenue generated to sustain the event.
- Build the content and design elements for an new, integrated web page for our programs and services, in preparation for the University web design and Integrated Marketing initiatives.

Service Measures:

1. Reservations for USU and SSU: comparative figures for 2009-10 and 2010-11
2. People Count data for usage of USU
3. Ethnic Diversity of Leadership Groups and USU Programs
4. Service Counts for students and hours – submitted to Bud and Jan Richter for Center for Student Engagement and Learning