1. Support Services Report Template

**Report Info**
- Name of the person completing this report: Marguerite Hinrichs
- Title of the person completing this report: Director
- Supervisor/dean reviewing report: Stan Hebert III
- Name of second reviewer (if necessary): Linda Dalton
- Service: Student Clubs & Organizations
- Division/College: PEMSA

3. Mandated Service

**Link to Scoring Rubric**

1.1 Please indicate below if any aspect of the service is legally mandated by any of the following and provide the relevant reference.

- Executive Order: EO 1068 - Student Activities, EO 1069 Risk Management
- Title 5: Subchapter 4, Article 2 Student Affairs
- Campus Policy: Time Place and Manner, Student Conduct, Alcohol Policy

**Provide a brief explanation, if necessary, in < 60 words.**

Executive Order 1068 establishes systemwide policies, procedures, and guidelines for student organizations and activities.

4. Importance of Service

**Briefly describe the service in terms of its primary function(s) and purpose(s) using <120 words**

Student clubs and organizations enhance the quality of student life on campus by providing opportunities for leadership, learning, and social engagement outside of the classroom setting. Student Life and Leadership Programs recognizes and develops over 120 active student clubs and organizations in the following categories: academic, cultural, recreational, religious, special interest, and Greek (fraternities/sororities). Club and organization members participate in governance, leadership, service, cultural, social, diversity, recreational, artistic, political and religious activities. Many club and organization efforts focus on programs that serve to educate, develop, or connect club/organization members, their guests, and the larger CSUEB community.

**Link to Scoring Rubric**

2.1 Who are the primary receivers of this service? (Please enter the percentage of each user group that is relevant)

- Students: 95%
- Faculty: 2%
- Administrators/staff: 3%
2.2 Please indicate the direct or indirect impact of the service on students for each of the three University Action/Student Impact Areas listed below (for example processing financial aid applications would be direct impact on students while managing utility services would be indirect).

<table>
<thead>
<tr>
<th>Direct Impact on Students</th>
<th>Indirect Impact on Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td></td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>✔</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>✔</td>
</tr>
</tbody>
</table>

Provide a brief narrative (<60 words each) explaining your selection for each area.

<table>
<thead>
<tr>
<th>Evidence submitted to support the chosen selection (&lt;60 words for each)</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

2.3 Applying the four choices presented below, please indicate the consequence of NOT having this service on each of the actions in the left hand column.

<table>
<thead>
<tr>
<th>4 - Service provides evidence of direct impact in more than one area</th>
<th>3 - Service provides evidence of direct impact in one area</th>
<th>2 - Service provides evidence of indirect impact in more than one area</th>
<th>1 - Service provides evidence of indirect impact in one area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td></td>
<td>✔</td>
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</tbody>
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Provide a brief narrative (<60 words each) explaining your choice.
### Evidence submitted to support the chosen selection (<60 words for each selection)

<table>
<thead>
<tr>
<th>Selection</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td>Peer engagement is widely recognized as an important part of successful student recruitment and new student orientation. Student clubs and organizations are significant participants in helping students transition to the campus environment.</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>Participation in student clubs and organizations offers many leadership development, communication and problem solving opportunities in a &quot;real&quot; environment. It also fosters collaboration as many clubs partner for events and service activities.</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and being socially responsible contributors to society)</td>
<td>Fraternities, sororities, academic clubs and service organizations are not the only student groups that include alumni chapters and valuable networking opportunities. Most clubs offer essential skill development for students and practice with important social experiences that benefit them long after college.</td>
</tr>
</tbody>
</table>

### Link to Scoring Rubric

#### 2.4 Alignment with Shared Strategic Commitments

How does this service contribute to or align with any of the eight Shared Strategic Commitments (SSC) listed below?

<table>
<thead>
<tr>
<th>SSC</th>
<th>If aligned or contributing, provide a description. (&lt;60 words for each SSC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reinforce academic quality through open-minded inquiry, innovative teaching, engaged learning, and distinguished scholarship</td>
<td>Engaged learning</td>
</tr>
<tr>
<td>Enhance our inclusive campus, responding to the backgrounds and interests of our diverse community and promoting their academic, professional and personal development</td>
<td>Diverse range of clubs and organizations; cultural, religious, academic clubs; inclusive (membership open to all, per EO 1068)</td>
</tr>
<tr>
<td>Serve students first, by expanding access and enhancing each student's educational experience and prospects for success as a graduate and life-long learner</td>
<td>Lifelong learning</td>
</tr>
<tr>
<td>Foster a vibrant community through enriched student services and student life that support student engagement and learning</td>
<td>Club and organization activity provide represent a significant portion of campus life and enrich the student experience</td>
</tr>
<tr>
<td>Contribute to a sustainable planet through our academic programs, university operations, and individual behavior</td>
<td>Environmental clubs and organizations lead student involvement and education on responsible behavior and sustainability practices.</td>
</tr>
<tr>
<td>Continuously improve our efficiency, transparency, and accountability while practicing mutual respect, responsiveness, and collaboration across the University</td>
<td>Updates to policies and procedures as needed reflect the desire continuously improve efficiency in this area.</td>
</tr>
<tr>
<td>Support the civic, cultural, and economic life of all communities in the regions we serve through partnerships that promote education and social responsibility</td>
<td>Student club members are required to offer hours of community service. Many clubs are dedicated to service learning and promotion of community involvement.</td>
</tr>
<tr>
<td>Demonstrate our continuing record of leadership and innovation in higher education, focused on 21st century skills, including science, technology, engineering, and mathematics (STEM)</td>
<td>Among the 110 + student clubs and organizations are several academic and special interest clubs specific to areas of applied science, technology, engineering and math.</td>
</tr>
</tbody>
</table>
2.5 How might the demand for this service change over the next five years? (Please choose one category below).

Likely to increase

Provide a rationale for your choice (assumptions, impact of new policy, etc.) in <120 words.

As the demand for a diverse variety of student clubs and organizations programs continues to increase, it is highly likely that students will create more clubs and organizations; potential student enrollment increases will also increase demand for student club and organization activities and programs.

5. Quality of Service

3.1 Do you assess the quality of the service you provide?

Yes

If “Yes”, what benchmarks, best practices or measures of success, either internal or external, do you use to measure service quality (e.g., timeliness, accuracy, adequacy, meeting deadlines, satisfactory completion of assignment, etc.)? Please describe in <120 words. If no, please explain.

The department participates in annual surveys to measure the student learning, satisfaction and participation in all activities. In addition to monthly activity reports (divisional requirement), annual student activity reports are provided to the CSU Chancellor's Office (per Executive Order 1068). Annual systemwide conferences provide an opportunity to share best practices and develop activity metrics.

3.2 During the last three years, have you adopted any measures to improve the quality of this service? Please describe in <120 words.

Electronic form submission process for recognition and renewal process of student clubs and organizations has made it easier and faster for student clubs to receive their required university "recognition".

3.3 What idea(s) do you have for improving the quality of this service within existing resources (e.g. development of benchmarks, surveys, feedback, etc.)? Please describe your plan(s) in < 120 words.

Surveys and feedback from club and organization leaders (focus groups; annual surveys; event specific feedback surveys).

3.4 What ideas do you have for improving the quality of the service if additional resources were provided. Please describe your idea(s) in <120 words.

Co-curricular transcript via OrgSync or similar software (purchase an online student org management system that would replace paper files for student club records and provide a way to measure every student's participation in club or other campus activities). Such a system will be able to allow a student to produce a report of all of their co-curricular activities. Student can also share text, photos and other accounts of their campus or club activities (also able to populate their social media pages automatically).
3.5 Do you use any formal or informal process to assess the level of satisfaction of the service users?

Yes

If yes, describe the process and most recent results in <120 words. If no, please explain.

Informal feedback from student club and organization leaders reminds us of the archaic nature of many of our processes (paper records that are only available in a central file and not readily accessible by anyone other than the file keeper).

3.6 The university recently conducted a customer satisfaction survey for some services (results for this service are attached, if applicable). Do you have any comment or response to the results? Please describe in <120 words.

N/A

3.7 Do you have any formal or informal guidelines for personnel in your department regarding how to treat/interact with receivers of this service?

Yes

If yes, please describe in <120 words. If no, please explain.

There are printed guides and handbooks outlining all procedures and policies for student club members and club advisers. These materials are also available online via the departmental website.

3.8 Does your service have annual goals (targets) of achievement regarding the quality of the service provided?

Yes

If yes, describe the annual quality goals (targets) and indicate if the service achieved those goals (targets). Please provide evidence, if possible, in <120 words. If no, please explain.

The service/quality results are compared to other CSU's and against the CAS (Council for the Advancement of Standards in Higher Education).

3.9 Does your service have annual goals (targets) of achievement regarding the quantity of service provided?

Yes

If yes, describe the annual quantity goals (targets) and indicate if the service achieved those goals (targets). Please provide evidence, if possible, in <120 words. If no, please explain.

The department annually records and tracks the number of recognized clubs/orgs, the number of members,
the number of events and the total participants in student club activities. These goals have been achieved in each of the past three years.

### 6. Efficiency of Service (cost effectiveness)

**Link to Scoring Rubric**

4.1 Using the spreadsheet provided for all employees in your department, please distribute salaries of individuals across all services provided to reach an educated or reasonable estimate of the cost of providing the service.

72930

Attach your allocated spreadsheet here.
Student Life & Leadership Allocations.xlsx

**Link to Scoring Rubric**

4.2 Using the spreadsheet provided, please distribute your department’s annual operating expenses across all services provided to reach an educated or reasonable estimate of the cost of providing the service.

8768

**Link to Scoring Rubric**

4.3 Using the spreadsheet provided, please distribute the square footage of work space across all services provided to reach an educated or reasonable estimate of the use of this resource.

433

Attach your allocated spreadsheet here.
Student Life & Leadership Allocations.xlsx

**Link to Scoring Rubric**

4.4 During the last three years, have you adopted any measures to improve the efficiency (cost effectiveness) of providing this service (e.g. reducing salary costs, operating expenses or use of space, or increased output without increasing cost. Etc.)?

Yes

If yes, please describe the measures in <120 words. If this is a new service introduced over the past three years, please indicate. If no, please explain.

Use of space (New UU location, layout, etc.); increased output

**Link to Scoring Rubric**

4.5 What idea(s) do you have for improving the efficiency (cost effectiveness) of this service within existing resources (e.g. restructuring, merging, outsourcing, ways to cut costs, technology, etc.)? Please describe those ideas in <120 words.

Our campus has many dedicated faculty advisers for our student clubs and organizations. Some serve as advisers to more than one clubs (some have three or more that they support!). Faculty advisers provide
valuable guidance to emerging student leaders. More faculty volunteers as advisers would help reduce the mistakes and short cuts that students often take in planning their events and activities. Advisers help students grow their membership. More students per club would improve efficiency while maintaining the growth of student participation.

Link to Scoring Rubric

4.6 What idea(s) do you have for improving the efficiency (cost effectiveness) of the service if additional resources were provided. Please describe your idea(s) in <120 words.

Technology - Using online or app based technology to communicate with student clubs and individual students; to receive their submissions for new or returning clubs (membership roster, list of officers, contact information, etc.) would shorten the time to "recognize" the many student clubs (127 in 2011-12). This would allow professional staff to spend more time advising the clubs and supporting student development. More students would be able to access information about clubs and activities through improved use of technology. The time-cost savings would pay for the service in less than two years.

Link to Scoring Rubric

4.7 Do you have any plan(s) to improve the efficiency (cost effectiveness) of this service in the next 1 -2 years (e.g. reducing costs, increasing productivity, etc.)?

Yes

If yes, please specify whether these plan(s) involve reducing salary costs, operating expenses and/or use of space. Please describe your plan(s) in <120 words. If no, please explain.

Working with ASI and Cashiers Office, the department is implementing a cost-cutting, time-reducing business process for student club funding.

Link to Scoring Rubric

4.8 Please describe the estimated output for this service for fiscal year 2011-12, quantify if possible (e.g. volume, service tickets resolved, people serviced, appointments, etc.) in <120 words.

127 Recognized Student Clubs/Organizations
2,992 Total Members
588 Total Student Club/Org Events
23,146 Total Attendees (gross number of attendees for all events; not unique student participants)

7. Other

Link to Scoring Rubric

5.1 Are you aware of services similar to this one that are being provided by another department at CSU East Bay?

Yes

If yes, please provide a list of those departments. How are the services described here similar or different? Please describe in < 60 words.

Associated Students, Inc. (ASI) also provides leadership opportunities outside of the classroom, through the oversight of student body government and other events and programs.
5.2 Is there anything unique or distinctive about your service? Please describe what is unique or distinctive in <120 words.

This program has developed a unique, balanced and diverse spectrum of student clubs and organizations in the following categories: academic, cultural, Greek letter organizations (fraternities & sororities), recreational/activity, religious/faith-based, and special interest organizations.

5.3 Are there any additional things about this service that you would like the task group to know? Please describe/explain in <250 words.

Student clubs and organizations continue to be a vital part of CSUEB's vibrant campus life showcasing our wonderful students for visitors & prospective students, offering valuable service hours in our local community, raising awareness and funds for charitable causes, providing important cultural experiences for all campus members, and developing critical leadership and life-skills for participating students.