Plan for Distinction: Support Program Report

Response ID:106; 100888595

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: Campus Life & Leadership Programs
- 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
- Campus Policy: Various Accounting & Fiscal Services Policy; University Facilities Reservations

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

CSU EO 1068 establishes systemwide policies, procedures, and guidelines for student organizations and activities. Managing the activities of nearly 120 active clubs & organizations, including their financial accounts, and coordinating ongoing leadership programs, service learning activities, and campus wide involvement events requires knowledge of and adherence to various campus policies related to facilities, risk management, and fiscal services.

4. Importance of Service

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

Campus life activities and leadership programs provide students with opportunities to learn outside of the classroom and practice leadership, social interaction and community engagement. SLLP coordinates nearly 120 active clubs & organizations, ongoing leadership programs (including the annual leadership conference, quarterly leadership seminars, and regular workshops), cultural programming (i.e., Tunnel of Oppression, Women's "Her"story Month, etc.) service learning activities (e.g. Make A Difference Day and Relay for Life), and campus wide involvement events such as Welcome Week, al Fresco, and a variety of Homecoming activities. Providing and maintaining campus life includes the upkeep of the university event calendar, weekly "Life @ The Bay" email updates to all students, and a consistent social media presence.

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: 90%
### Faculty : 5%
Administrators/staff : 5%
Total : 100%

**Link to Scoring Rubric**

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>
<td>Pre-college (helping students to enter the system) Campus life and leadership events pique prospective students’ interest in the university; in addition to academics, prospective students factor in the quality and frequency of student events and programs into their first choice.</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay) Profoundly impact and influence the student experience</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society) The experiences, tools, and transferable skills gained from leadership positions carry over into life and career; community engagement more likely as they continue on in life; students that are more invested in the university are more likely to advise groups and become involved alumni.</td>
</tr>
</tbody>
</table>

**Link to Scoring Rubric**

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>
<td></td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Provide a brief narrative (<60 words each) explaining your choice.**
<table>
<thead>
<tr>
<th>Service Phase</th>
<th>Evidence submitted to support the chosen selection (&lt;60 words for each selection)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td>Prospective students entering the system will not consider consider CSUEB as a first choice, of campus life programs offerings are not diverse, impactful, and plentiful.</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>Learning opportunities occur both in and out of the classroom. According to Astin's Student Involvement Theory, students that are more involved in co-curricular activities are more likely to persist and succeed. Campus life activities also build community on campus and beyond.</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>Participating in leadership programs develops lifelong transferable skills; community engagement activities allow students to develop their personal value system early and make positive contributions to society. Alumni that were involved as students are more likely to continue to engage and invest in the university.</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>Shared Strategic Commitments</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>Academic clubs and organizations (including honor societies) support many colleges and majors; CSUEB faculty and staff regularly present leadership workshops; co-curricular programming engages students in areas of social justice, diversity, and community service.</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>The diverse range of student clubs and organizations, combined with the cultural programming offered, promote the development of the whole student.</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>Clubs and organizations and all SLLP programs are open to participation by all students. We encourage involvement at all levels and strive to expose students to the many co-curricular and leadership opportunities available to them via the weekly Life at The Bay newsletter, the maintenance of the university calendar, and a strong social media presence.</td>
</tr>
<tr>
<td>Foster a vibrant community through enriched student services and student life that support student engagement and learning</td>
<td>Offering a diverse range of clubs, organizations and co-curricular programs helps fosters the vibrant community that we desire.</td>
</tr>
<tr>
<td>Contribute to a sustainable planet through our academic programs, university operations, and individual behavior</td>
<td>Through sustainable practices, including the use of technology, we strive to reduce our carbon footprint as we advise and work with student leaders. Online forms and electronic documents permeate our work flow. Advising students includes encouraging them to consider sustainable practices in their leadership events and activities.</td>
</tr>
<tr>
<td>Continuously improve our efficiency, transparency, and accountability while practicing mutual respect, responsiveness, and collaboration across the University</td>
<td>Advising students to be accountable and sustainable, requires the staff to be up-to-date with university policies and procedures, including risk management, accounting and fiscal services, and facilities reservations.</td>
</tr>
<tr>
<td>Support the civic, cultural, and economic life of all communities in</td>
<td>Partnering with various campus and community agencies, SLLP promotes and encourages education and social responsibility among</td>
</tr>
<tr>
<td>the regions we serve through partnerships that promote education and social responsibility</td>
<td>promotes and encourages education and social responsibility among our students through programs like Make A Difference Day, St. Jude Up Til Dawn, and Relay for Life.</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>SLLP uses technology to reduce waste and improve efficiency in relationship to facilities reservations, event registration, online assessments, and paperless communication - including social media.</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 campus continues to grow into a first-choice destination for students, and the residential population also grows, the demand for student clubs and organizations, leadership programs, co-curricular activities and campus life events will increase.

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**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.**

A combination of assessments are used to evaluate the effectiveness of clubs and organizations, campus life events, and leadership programs, including electronic surveys (e.g. Survey Monkey), focus groups, and evaluation meetings. Program effectiveness and quality are measured by participant satisfaction, timeliness, accuracy of content, adequacy of content, and frequency, among other variables, including participant feedback.

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

SLLP has increased the use of interactive technology to communicate with and interact with student leaders and purvey campus life. Interactive web forms, online registration for events and programs, and web-based solutions including Constant Contact email marketing, Survey Monkey, and Interactive Collegiate Solutions (for Panhellenic recruitment). During the last three years, SLLP has appointed a full-time SSP III to advise fraternities and sororities (aka "Greek Life") and cultural clubs and organizations, as well as coordinate leadership programs, vastly improving our ability to serve students and the CSUEB community.

**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.

Within existing resources, we can continue to administer surveys, collect participant feedback, and conduct quarterly evaluation meetings to set goals for future programs and services.

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.

If additional resources were provided, we would purchase a software program like OrgSync to more accurately track and assess the effectiveness and long-term impact of student involvement in clubs and organizations, leadership programs, and co-curricular events and programs. The appointment of an additional full-time SSP III to advise our growing club/organization roster would vastly improve the quality of the service, along with additional space to house additional staff and maintain club and organization supplies and resources (posters, butcher paper, paint, boxes, Greek Letters, art supplies, marketing resources, pop-up tents, Pep Band equipment, etc.).

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.

Regular, informal conversations with student leaders help us understand their satisfaction level with the club/organization processes and procedures and adjust accordingly. Leadership programs and service learning events (such as Make A Difference Day) are assessed via Survey Monkey; most recent results reflect. The most recent results from Make A Difference Day reflect that 60.7% of participants had an excellent impression of the program and their experience and 39.3% had a very good impression. Recent Leadership Conference survey results reflect that most students had an excellent, very good, or satisfactory impression of the conference and their experience, desiring more opportunities to learn and grow in the areas of leadership and service.

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.

The satisfaction survey regarding clubs and organizations reflects that of the students that participate in club and organizations, they perceive it as extremely important to the quality and overall experience (67% of view it as very important). Although a smaller percentage of students participate in fraternities and sororities, those that do found it to have an extreme impact on the overall quality and importance of their experience.

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.

Our motto is "Campus Life Starts Here!" and our role is promote and maintain campus pride, including the
school colors, letters, and mascot (Pioneer Pete) among students, staff, faculty, administrators, and the community. Our theme is "Students First;" we do everything in our power to avoid "the campus run-around" by providing problem-solving based services in an efficient amount of time.

**Link to Scoring Rubric**

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.

Annually, we seek to improve the quality of the club recognition and renewal and accounting processes; balance the number and diversity of clubs and organizations that currently exist; and improve the quality, content and lecturers/speakers within our leadership and service learning programs.

**Link to Scoring Rubric**

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.

We seek to balance the number of active clubs and organizations that are recognized each year (120 - 150); present one to two major collaborative service learning programs per quarter (e.g. Make A Difference Day, Up Til Dawn, and Relay for Life); coordinate one leadership conference or symposium each quarter, and coordinate one to two major campus life events or programs per quarter (e.g., al Fresco, Homecoming, Ethnic Graduation Celebrations).

**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.

7968
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.

Attach your allocated spreadsheet here.

Student Life & Leadership Allocations.xlsx

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.

Having been displaced from the trailers where the RAW now stands, SLLP moved to a significantly smaller space in the University Union, eliminating a graphic design area and meeting and storage space for clubs and organizations and the staff. We have increased output significantly while decreasing our physical space. For example, the (new) oversight of clubs/organization bank accounts required establishment of an additional student assistant position and the creation of additional workspace to address the output needs and volume if requests. Storage is limited and often times a potential fire hazard.

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.

We have stretched our ability to be efficient to extreme limits, given our existing resources. Currently operating on a reduced staff with a growing department, cost-cutting measures continue across the board, including outsourcing for printing and other marketing materials, efficient use of technology, and collaboration across campus to reduce programming costs.

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.

The addition of a full-time SSP III and two Grad Assistant positions would allow us to improve efficiency in the areas of advising, program coordination, and club accounting. Additional office space is needed to meet the current demand. The implementation of a software program such as OrgSync would allow us to track and assess the frequency and effectiveness of co-curricular programs and provide students with a co-curricular transcript to compliment there academic experience.

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.)?

No
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.

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.

In 2011-2012, SLLP recognized 125 student clubs and organizations, with 2,992 total club/organization members. 120 clubs hosted 588 events and programs, with a total 23,146 unique event attendees. 225 student leaders attended the Fall leadership conference and 69 students attended the Winter quarter leadership symposium. Life at the Bay, the weekly campus life listing, reached over 14,000 students weekly via All Students email in the Fall, Winter and Spring quarters (with the exception of Finals Week).

7. Other

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) provides leadership training and development to students interested in student government positions on campus. The GE Cluster Program and Center for Leadership and Community Engagement also provide service learning and engagement opportunities for students as well. SLLP currently collaborates with these departments on service learning and leadership initiatives and programs.

5.2 Is there anything unique or distinctive about your service? Please describe what is unique or distinctive in <120 words.

Through carefully and thoughtfully planned out collaborations with faculty, staff, student leaders, administrators, colleges and departments, SLLP provides co-curricular learning, leadership, and community engagement opportunities outside of the classroom to help students discover their potential, develop lifelong leadership skills, and develop their core values. Often times, these are life-affirming experiences for students.

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.

This program/service of Student Life and Leadership Programs impacts every every student-related event at this university either directly through the guidance of the staff or indirectly. SLLP is the university's primary and consistent coordinating program for campus life activities.