1. Support Services Report Template

Report Info

Name of the person completing this report: Kate White
Title of the person completing this report: Director, The Oakland Center
Supervisor/dean reviewing report: Gigi Nordquist
Name of second reviewer (if necessary): Brian Cook
Division/College: DCIE

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.

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

4. Importance of Service

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

The Oakland Professional Development and Conference Center ("Oakland Center") acts as an extension of the University by hosting state- and self-support classes, meetings, and retreats in downtown Oakland; and provides corporations and non-profit organizations with an easily accessible, centrally located meeting/training/conference center.

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: 65%
Faculty: 5%
Administrators/staff: 2%
Community outside University: 28%
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>Impact Area</th>
<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>
<td></td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Provide a brief narrative (<60 words each) explaining your selection for each area.

<table>
<thead>
<tr>
<th>Pre-college (helping students to enter the system)</th>
<th>Evidence submitted to support the chosen selection (&lt;60 words for each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees at the Oakland Center assist prospective state and self support students with information regarding registration and enrollment.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>During college (helping students succeed while they are at Cal State East Bay)</th>
<th>Evidence submitted to support the chosen selection (&lt;60 words for each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Oakland Center hosts several self-support certificate and degree programs, including the one year intensive Master in Business Administration and the Master of Social Work.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</th>
<th>Evidence submitted to support the chosen selection (&lt;60 words for each)</th>
</tr>
</thead>
</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>Pre-college (helping students to enter the system)</th>
<th>During college (helping students succeed while they are at Cal State East Bay)</th>
<th>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</th>
<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>×</td>
<td>×</td>
<td>×</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Provide a brief narrative (<60 words each) explaining your choice.

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<thead>
<tr>
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<th>Evidence submitted to support the chosen selection (&lt;60 words for each selection)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Oakland Center is a conveniently located (across the street from the 12th Street BART station in Oakland) additional site for students to access classes and information about CSUEB; and to assist students with registration and enrollment in classes at any of our three locations: Hayward, Concord, or Oakland.</td>
<td></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>Reinforce academic quality through open-minded inquiry, innovative teaching, engaged learning, and distinguished scholarship</th>
<th>If aligned or contributing, provide a description. (&lt;60 words for each SSC)</th>
</tr>
</thead>
</table>

**Enhance our inclusive campus, responding to...**
Enhance our inclusive campus, responding to the backgrounds and interests of our diverse community and promoting their academic, professional and personal development

The Oakland Center enhances diversity and inclusivity by providing outreach to a traditionally under-served population in downtown Oakland. Over the last decade, the Center has served more than 21,000 students.

Serve students first, by expanding access and enhancing each student’s educational experience and prospects for success as a graduate and life-long learner

As indicated above, the Center expands access to both state- and self-support students, and to an under-served population.

Foster a vibrant community through enriched student services and student life that support student engagement and learning

Contribute to a sustainable planet through our academic programs, university operations, and individual behavior

The Oakland Center is a certified Bay Area and California Green Business, participating in conserving energy and water, minimizing waste, preventing pollution, and shrinking its carbon footprint.

Continuously improve our efficiency, transparency, and accountability while practicing mutual respect, responsiveness, and collaboration across the University

Support the civic, cultural, and economic life of all communities in the regions we serve through partnerships that promote education and social responsibility

Center staff are active participants in various civic and cultural organizations in the area; for example, they received a grant from the National Endowment for the Arts in 2008/09 to conduct "The Big Read," and develop a community-wide program to encourage reading and participation by diverse audiences.

Demonstrate our continuing record of leadership and innovation in higher education, focused on 21st century skills, including science, technology, engineering, and mathematics (STEM)

Link to Scoring Rubric

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.

Given the decrease in state funding for education, it can reasonably be expected that self-support program offerings will continue to increase, leading to additional use of the Oakland Center.

5. Quality of Service

Link to Scoring Rubric

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.

Student evaluations are conducted on all courses; and client surveys are conducted intermittently.

Link to Scoring Rubric

3.2 During the last three years, have you adopted any measures to improve the quality of this service? Please describe in
The Oakland Center manager has implemented additional staff tracking and training programs. She also sits on a University committee that is reviewing options for new event-scheduling software.

**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.

Conduct client satisfaction surveys following every event; continue staff training programs.

**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.

Enhance the quality of the customer experience by upgrading the technology, technical support, and furnishings (walls, carpeting, chairs, etc.) of the Oakland Center.

**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.

The client survey mentioned in Question 3.1 above reviews levels of satisfaction.

**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

Oakland staff should ensure that students, faculty, and clients receive the highest level of service, which includes ensuring that logistical and technical needs are met.

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

No

If yes, describe the annual quality goals (targets) and indicate if the service achieved those goals (targets). Please provide
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.

Financial goals regarding client rentals: 2012-2013 Goal $433k, actual achieved $362k.

6. Efficiency of Service (cost effectiveness)

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.

193769.07

Attach your allocated spreadsheet here.

DCIE_OaklandCenter.xls

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.

823814.84

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.

0

Attach your allocated spreadsheet here.

Space AA DCIE.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.

One room was formerly dedicated as a computer lab, filled with aging desktop computers. Replacing the desktop computers with laptops allowed the room to be easily set up for multiple uses.
Additionally, we have taken measures over the past three years to improve space utilization, so that if two classes are needed in the same day we do our best to utilize the same room rather than using a separate space for the second class meeting.

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.

Closer monitoring of staff scheduling could possibly result in some minor cost reductions.

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.

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.)?

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.

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.

The Oakland Center hosted 1470 events in 2011-12 (including both classroom and client activities).

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?

No

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

Link to Scoring Rubric

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

In addition to using the Oakland Center for University courses, training, and meetings, special pricing is offered to nonprofit organizations, as part of the University’s vision of regional stewardship. This has led to the development of several unique and mutually beneficial relationships with other area nonprofit agencies, including the Office of the President of the University of California.

Link to Scoring Rubric
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.

Cal State East Bay’s Oakland Center was the first, and remains the only continuously operating, four-year public university present in Oakland. (Prior to our opening, Oakland was the largest metropolitan area in California without a four year public university.)