1. Support Services Report Template

Report Info
- Name of the person completing this report: Rose Greeff
- Title of the person completing this report: Events Coordinator
- Supervisor/dean reviewing report: Greg Smith
- Name of second reviewer (if necessary): Linda Dalton
- Service: Plan & Coordinate student outreach & recruitment activities to encourage a college-going culture
- 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.

- Federal Law: ADA compliance for persons with disabilities
- State Law: Fire Marshall
- Executive Order: n/a
- Title 5: n/a
- Campus Policy: Yes
- Any other: n/a

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

- All events involving 50 or more people need to be permitted by the State Fire Marshall; layout of event must be included/folding chairs at events are limited to max. of 100 seats/row; events greater than 200 require seats to be tied in sets of 3.
- Marketing/registration includes information for disabled persons informing them to contact us to make necessary accessibility accommodations.

4. Importance of Service

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

Provide comprehensive event related services to prospective & current students, college counselors and the members of the community at large - who are seeking information or services from the University relative to outreach, recruitment, pre-admission - for the purposes of University awareness and admission to the University. This service supports PEMSA recruitment and admission efforts. Examples of major events (those with attendance of 1,000 or more) include Preview Day for prospective students in fall, Welcome Day for admitted students in spring, and educational summits during winter. PEMSA also hosts numerous smaller scale events such as counselor conferences, information sessions and admitted student receptions. All in all, there are nearly 30 events planned, coordinated and implemented annually through this service.

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%
- Community outside University: 10%
- Total: 100%
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>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>- Assist with application/financial aid process.</td>
<td>- Connect students/families with key University staff to offer admission support. - Answer prospective student inquiries to eliminate confusion about the admission process. - Eliminate inquiries to lessen the impact on the Office of Admission. - Introduce to college life and campus community. - Inform students of next steps after admission to ensure a smooth process.</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>- Employ student workers to assist with admission/recruitment event preparation.</td>
<td>- Offer personal/professional development; experience that will help them advance in their related career.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<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>

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>
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<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

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

<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 selection)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inability to have quick/easy access to support staff to help through the admission process, get questions answered in a timely manner, become knowledgeable of University offerings. Therefore,</td>
<td></td>
</tr>
<tr>
<td>Timeframe</td>
<td>Description</td>
</tr>
<tr>
<td>-----------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Students to cheat the system</td>
<td>affecting the potential admission status and admission actions on behalf of the student, timeliness of decision making, and increase in phone calls/inquiries to Office of Admission and University.</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>NA</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>NA</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 Description</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reinforce academic quality through open-minded inquiry, innovative teaching, engaged learning, and distinguished scholarship</td>
<td>Through events, we highlight CSUEB’s strengths and benefits, offer clear information regarding admission requirements and CSUEB offerings.</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>Inviting students/families to Early Outreach and Veteran events to maintain a commitment to access and diversity while assisting with new student recruitment and admission efforts.</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 lifelong learner</td>
<td>Inviting students/families to Early Outreach and Recruitment events and providing clear and consistent messaging to be admissible to CSUEB.</td>
</tr>
<tr>
<td>Foster a vibrant community through enriched student services and student life that support student engagement and learning</td>
<td>Events hosted at the Hayward campus showcase the university community as well.</td>
</tr>
<tr>
<td>Contribute to a sustainable planet through our academic programs, university operations, and individual behavior</td>
<td>NA</td>
</tr>
<tr>
<td>Continuously improve our efficiency, transparency, and accountability while practicing mutual respect, responsiveness, and collaboration across the University</td>
<td>Display a positive view of University through numerous well-organized/meaningful programs that have a high level of customer service/satisfaction.</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>Expand staff participation in civic, cultural and economic outreach initiatives that have demonstrated their effectiveness. Reach out to student and their families from traditionally under-served communities to increase understanding of college preparation process.</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>Through PEMSA’s involvement in Education Summits, CSU Conferences and CSUEB Counselor Conferences, to show leadership in higher education.</td>
</tr>
</tbody>
</table>

### 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.
We have seen a tremendous increase in PEMSA events year after year since 2007. We have outgrown much of the space on campus requiring us to hold events outdoors, in the gymnasium and in multiple buildings across campus. Also, we are in need of larger venues off campus for Southern California workshops and receptions. For example, since 2007 we've seen a 324% increase in our spring Welcome Day total attendance. Since 2007, we've seen a 56% increase in our fall Preview Day total attendance. The summits have expanded as well.

5. Quality of Service

5.1 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.

-We measure success by the growth of attendance from previous years.
-Quality is assessed through the use of event evaluations that help us to improve upon future events; to meet the needs of our audiences.
-Meeting various deadlines can also enhance the program and can contribute to the success of the event. All programs receive preparation time of 3-4 months so that we may stay on top of all the numerous events that we coordinate and execute. Therefore, timing is very critical due to the numerous deadlines and details that are involved.
-Some deadlines include publication deadlines to market each event and event contract deadlines to secure all services in a timely manner, securing presenters/guest speakers, and finalizing programs.

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

- Based on regional growth, we've added events in new market areas to spread out the attendance allowing us to keep the events at a manageable size.
- We have introduced new populations for the Education Summits to reach out to diverse communities and heighten the awareness of the community to a college going culture.
- Offer program sessions in Spanish and Chinese to be more inclusive.
- Enhanced WACAC College Fair attendance to include communities not just from the East Bay but to include those in the Central Valley, Sacramento area and Santa Clara County, areas of growth for CSUEB.
- Advertise events earlier to increase attendance and maximize our impact.

5.3 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.

- Grow attendance by all campus entities, including faculty, to produce a successful university wide events that are all encompassing. To help grow departmental and special program attendance, and to help attract high achieving students.
- Further define service areas to see where CSUEB has the greatest impact for events/activities.

5.4 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.
- The possibility of offering refreshments at all events to improve upon satisfaction and hospitality services (food service is very expensive).
- Offering transportation for schools/students to attend events.
- Securing influential keynote speakers/guests to speak at large scale events.
- Revive Information Sessions (out of state) to help grow WUE yield.
- Enhance Pioneer Buddy Day to offer transportation to families out of the service area.

**Link to Scoring Rubric**

### 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.**

- Evaluations are distributed at all PEMSA admission and recruitment events.
- Debrief meetings are set up after each PEMSA admission and recruitment event to discuss attendee comments and rankings.
- For example, at our most recent event, Welcome Day 2013, results included an average score of 4.66 (0-5; 5 highest) for the registration process and welcome session. Further, based on events coordinated within the last 6 years, we have never received an overall event ranking of less than 3.5 (satisfactory).

**Link to Scoring Rubric**

### 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.

Service wasn't included in survey.

**Link to Scoring Rubric**

### 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.**

We are committed to always providing a high level of service to the receivers of our service and to our campus community. Professional service is a high priority. We foster a team work environment.

**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.**

- To cultivate a vibrant campus event that is welcoming and responsive to the needs of the prospective, admitted students and families by providing high quality services, student/parent support, and CSUEB awareness.
- Our goal is to enhance students'/families' perception of the University by way of admission/recruitment events. We achieve this through every event as it is indicated in our event evaluations. Our rankings are never less than a 4 (0-5; 5 highest) for the registration, workshop sessions, and hospitality.

**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.

- To match attendance from previous years, or to grow in 5% increments based on the volume of applications from the current admission cycle.
- We have achieved this year after year since 2007. We've seen a tremendous increase in event attendance; more notable being Preview Day and Welcome Day as previously noted.

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.

118271

Attach your allocated spreadsheet here.

Enr Development-Communications Allocations_092513.xlsx

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.

74070

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.

619

Attach your allocated spreadsheet here.

Enr Development-Communications Allocations_092513.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.

- Merged events (e.g., combined separate summits into a single event).
- Reduced amount of print materials given out to guests.
- Reduced the cost of food by limiting food to students only (at yield events) as opposed to whole family. - Created general event signage to be used for all events; not event specific.
- Increased the number of volunteers to try to substitute for paid staff or overtime charges.

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.

- More event marketing using social media and technology; Facebook, blogs, etc.
- Fewer or less expensive print materials if prospect pool decreases or if target goals shift/decrease.

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.

- Utilizing existing print pieces to promote our events better; tie in annual yield events to publications.
- Increase web presence and include more event related information and dates on web.

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.

- Continue to utilize volunteers to assist with event preparation as opposed to hiring more support staff.
- Utilizing existing staff to assist with increased number of events each year; ask staff to help with set up and break-down of events, marketing events and event preparation, as opposed to hiring more staff.
- Continue to merge events as applicable.
- Reduce amount of print materials given out to guests.
- Maintain current food cost (at yield events).
- Create general event signage to be used for all events; not event specific.
- Continue to increase the amount of volunteers to try to eliminate paid staff or overtime charges.

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.

- PEMSA held 33 admission/recruitment/outreach events throughout the academic year for prospective, admitted, youth/community members, high school and community college counselors. A growth of 40% in events coordinated within the last 5 years.
- Last year we had a 31% increase in the total participation at these events as compared to the prior year. - Event breakdown included: 60% admission and recruitment focused; 24% Early Outreach focused; 14% School Counselor focused, and 2% Veteran student focused.

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.

Similar to PEMSA:
- Center for International Education - Welcome/Orientation event, campus tours on a smaller scale.
- E.A.P. - Counselor's Dinner
- Student Life - Orientation
- Concord campus - Counselors Breakfast, Welcome Day at Concord, and other early outreach events.
- Graduate Admissions - Information Sessions.
- General Education - Summer GE Advising sessions in Southern California/with help from PEMSA.
- Collaborative events - Super Sunday, Summit, Bridge Builders, and Puente Breakfast.

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.

Many on and off campus entities reach out to PEMSA to either help coordinate workshops/retreats or to host meetings due to the professional and positive connections that we've established with counselor colleagues, such as Leadership Public schools, John Hopkins University, Center for Talented Youth, Hispanic Scholarship Fund, Community Colleges to host Transfer Director meetings, General Education Office, etc. These partnerships allow us to stay relevant in the community and give us the exposure that we've worked so hard to enhance and maintain. Also, many of our events are offered off campus in far off locations because we attempt to serve students in and out of state to offer the service they need. No other division provides these types of events.

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.

Although our primary charge is to grow new student enrollment, we also work towards creating a college going culture in the community and amongst youth. We host events that are designed to engage and motivate youth of traditionally under served
communities to pursue a college degree. This is done through the Education Summit, Journey to Success, and Bridge Builders. Also, we offer a personalized touch and ownership of each visitor's experience. This level of work requires us to arrange logistics between departments and faculty across campus for the good of our visitors.