Division of Student Affairs – “Students First!”

The responsibility of the CSUEB Division of Student Affairs is to advance University’s mission by facilitating students’ knowledge, understanding, and utilization of University systems and resources, working collaboratively to enhance the enrichment of the overall student experience throughout the learning continuum. Work is accomplished through strategic alignment, both internally and in concert with other University departments. The office’s efforts affirm the value and contributions of each individual, and harbors democracy, civility, trust, and diversity as paramount to effect positive change. Division of Student Affairs encompasses the following departments:

- Academic Support and Retention Services (including EOP, EXCEL, GANAS, Renaissance Scholars, Summer Bridge)
- Accessibility Services
- Associated Students, Inc.
- Campus Recreation and University Unions
- Diversity Center
- Enrollment Development, Outreach and Communications (as of June 1, 2014)
- Intercollegiate Athletics (as of June 1, 2014)
- Office of Student Conduct, Rights and Responsibilities
- Student Health and Counseling Services
- Student Housing and Residential Life
- Student Life and Leadership Programs
- Pioneer Dining Services
- Pioneer Bookstore
- University Parking and Transportation Services
- Veterans Services (as of June 1, 2014)

A large majority of student activities, as referenced in Executive Order 1068, are either managed, coordinated, or complemented by the services provided by CSUEB’s Office of Student Life and Leadership Programs.

SECTION 1: OVERALL PROGRAM EVALUATION

CSUEB Student Life & Leadership Programs – “Campus Life Starts Here!”

This mission of CSUEB Student Life and Leadership Programs (SLLP) is to provide opportunities for student learning beyond the classroom, enhancing the mission of the university and the Division through the coordination and support of a variety of special programs designed to promote campus life, leadership, and community engagement. These programs include Orientation Programs for new students and their families; the recognition and development of Student Clubs and Organizations; Leadership Programs, including conferences, workshops, and service learning opportunities; and Campus Life Events to support student transition and success. Currently, SLLP oversees three Club Sports (Cheer Team, Taekwondo, and the Pep
Band) and an average of 100 active student clubs and organizations annually, encompassing six categories: academic, cultural, Greek (fraternities and sororities), special interest, religious and recreational. In 2012, SLLP assumed the responsibility of managing the daily transactions of all student club/organization university bank accounts and club funds.

Student clubs and organizations are the centerpiece of campus life at CSUEB. Campus traditions such as Welcome Week, al Fresco (CSUEB’s annual Fall Welcome Festival), the Fall Student Leadership Conference, Make A Difference Day, Homecoming Week, Multicultural Awareness Week, CSUEB Relay for Life, and Ethnic/Cultural Graduation Celebrations are driven by energy, passion, and efforts of actively engaged student leaders and their peers. The creative range of programming ideas that our student leaders implement contribute to the vibrant and engaging atmosphere. From concerts and guest speakers to academic, cultural, social, and leadership programs, student clubs and organizations provide programming that addresses academic integrity, health education, alcohol awareness, student conduct, diversity, social justice, leadership development, and more.

**Highlights: 2012-2014 Student Life & Leadership Programs Activities**

Student life events and campus activities designed to support the Division and university mission are offered through the collaborative efforts of Student Life and Leadership Programs and a diverse variety of departments across university divisions - Academic Affairs, Administration and Finance, Planning and Enrollment Management, and Student Affairs. In collaboration with Associated Students, Inc. (ASI), the Recreation & Wellness Center (RAW), the Diversity Center, Student Health and Counseling Services, Student Housing and Residential Life, Academic Advising & Career Education (AACE), Dining Services, Pioneer Athletics, Music, Theatre and Dance, the Center for Community Engagement, the General Education Program, and a variety of academic and student support service departments, to ensure that all students are aware of and have access to activities, events, and programs that engage them learning opportunities outside of the classroom. During the past two years, a diverse range of programs and activities were offered for students by various campus entities, driven by the leadership and coordination efforts of the Office of Student Life and Leadership Programs. Highlights include:

*New Student & Family Orientation Programs – “The Start of a Successful Journey”*

- Over the past two summers, CSUEB has offered 27 dynamic, engaging, and intentional Freshman, Transfer and Family orientation programs and welcomed over 6,000 new incoming students and their families, driven by the collective efforts of the Orientation Advisory Committee (OAC), a university-wide committee comprised of campus leaders and key players across divisions. SLLP also provided orientation planning support, guidance, and materials to the Concord Campus and International Student Orientation programs. Online Transfer Orientation (OTO), available year round via Blackboard, provides a flexible alternative for students unable to attend the on campus program.

- The 60 member Orientation Team (50 - Hayward campus; 10 - Concord campus), SLLP’s most active and sought after student leadership organization, with over 200 applicants annually, facilitates a great portion of the intentional student engagement during Orientation programs. Orientation Team Leaders serve as university ambassadors and are called to a higher level of leadership and service. SLLP’s Spring leadership course (REC 3401 - Leadership In Small Groups), offered in collaboration with the Department of Hospitality,
Recreation and Tourism, prepares CSUEB’s Orientation Team Leaders to effectively serve as peer mentors, program facilitators, and university ambassadors. It is SLLP’s ultimate goal to develop Orientation Team Leaders and SLLP student staff into Student Affairs professionals.

- The importance of student involvement in clubs, organizations and campus activities as a key to successful engagement at CSUEB is constantly reinforced throughout orientation programs, with over 50 clubs, organizations and departments participating in the campus resource fairs at all orientation programs (Freshman, Transfer and Family). In addition, various cultural clubs and Greek organizations are invited to perform and showcase their talent and Pioneer Pride at orientation programs. Online Transfer Orientation participants are encouraged to join a Facebook group for Transfer students and stay in touch and connected via the Smooth Transitions at Cal State East Bay and CSUEB Student Life and Leadership Facebook pages.

- Smooth Transitions, a new program hosted by Student Life and Leadership Programs and supported by the university’s A2E2 funding, is a function of orientation that is solely devoted to assisting transfer students with transitioning into the campus smoothly as well as providing useful information to get them in, out, and ahead in their chosen field of study. Smooth Transitions (ST) aims to provide students with a unique and enjoyable experience during their academic journey. Programs include “Ask Me” info tables during Welcome Week, quarterly online chat and info sessions, one-on-one peer advising, major/career exploration programs, and social events. The Smooth Transitions Transfer Club was created by transfer students, as a result of the connections developed at ST events and programs.

**Student Clubs & Organizations – “Get Involved!”**

- On average, over 360 events were sponsored annually by student clubs and organizations including academic, cultural, social, Greek, special interest, religious and recreational events. All officers of all student clubs and organizations have been required to participate in additional alcohol awareness training as part of their club recognition process. In 2012, SLLP began requiring all Greek Life chapters to host a Hazing Awareness and Prevention workshop. The workshop topics must each be at least 60 minutes in length and focus on what hazing is, the prevalence of hazing in the Greek community, action steps to address hazing, and resources/alternative activities to hazing. Chapters are required to report to SLLP using the “Educational Event Reporting Form” by May 31st of each academic year. As of this report, all 24 Greek chapters have successfully complied with this requirement for 2012-2013 and 2013-2014.

- Since Fall of 2013, members of the Greek Life community (fraternities and sororities) and athletes have been required to attend “Blurred Lines/Wanna Party?” (BL/WP) a collaborative sexual assault awareness and bystander intervention program developed by campus professionals in SLLP, Student Housing and Residence Life, and Student Health and Counseling Services. The program was also presented in select Freshman General Studies courses. BL/WP was designed to help student leaders to identify their own values and boundaries, and the tools to communicate them; be able to discuss and identify rape culture in society and from each individual’s world view; and learn skills and the protocol to be an effective bystander. Assessment data from the program reflected that of the 431 student participants between Fall 2013 and Spring 2014:
o 75.1% reported learning new information about rape culture
o 78.7% reported learning new information about sexual assault
o 73.6% reported learning more about themselves, their values and their boundaries
o 89.5% reported feeling more comfortable talking to their partner about their sexual boundaries
o 93.5% reported that the program increased their likelihood to intervene with a potential sexual assault situation
o 93.5% thought a bystander can be a leader

• CSUEB’s University Hill, a beautiful installation of 16 large wooden boxes displaying student clubs and organization logos at the entrance of campus on Harder Road is managed by SLLP. SLLP developed the policy for eligibility and coordinates the maintenance of displays. Clubs/organizations are required to maintain a level of campus involvement to stay visible on the Hill. The project was just updated in 2014 to add 16 additional clubs for a total of 32 clubs/organizations on display. University Hill helps boast campus pride, student involvement, and reflects the university’s commitment to student life.

• SLLP continues to lead the oversight of ASI Student Body Government Elections, promoting leadership, involvement, and governance while ensuring a fair and robust campaign and election process. The SLLP Director serves as the Advisor on the ASI Board of Directors and to the ASI Elections Committee.

Leadership & Service Learning Activities – “Lend A Helping Hand!”

• Hundreds of student leaders participated in leadership, service learning, or volunteer activities during the Fall, Winter and Spring quarters each year, including the Fall Student Leadership Conference, National Make A Difference Day and the American Cancer Society’s Relay for Life, among others. In the Fall of 2012, 180 student leaders joined CSUEB President Leroy Morishita and 50 faculty, staff and administrators to participate in the Harder Elementary School Cleanup in Hayward, as part of a Week of Service celebrating the President’s Investiture.

• All club/organization officers are required to attend Club Recognition & Renewal Training, the annual Fall Leadership Conference, and the Winter Leadership and Service Learning Symposium, newly implemented in Winter 2014. We added an on-campus service learning component to Winter Quarter Leadership Symposium, to create opportunities and experiences for students to work together and give back to the community. Teaming up with three local agencies, representatives present to the students about their organizations’ services before starting their projects:

  • Hayward Community Action Network: Students supported the project “Homeless Angels” which is an effort to offer vocational and training opportunities for individuals who are homeless or at risk for homelessness. Participants used a simple pattern to create beaded eyeglass/badge holders which were then sold to help support training and administrative costs of the program.
• **Alternative Family Services:** Students helped by preparing the Foster Care Awareness Month mailer and created blue ribbons for the Foster Care Awareness Month campaign.

• **Freedom House:** Freedom House is the only long-term care facility for survivors of human trafficking in Northern California. Survivors love creative cards with inspirational words on them so students were given materials to create messages and words of hope for the survivors.

The leadership/service learning model will continue be developed as part of SLLP’s long-range goal to grow the leadership component overall.

**Campus Life Events – “Go Pioneers!”**

• SLLP facilitated the coordination of the university’s internal Campus Life Master Events Calendar, the University Calendar, and Life at The Bay, a webpage and weekly email listing of CSUEB events and programs, sent to all 14,000 students and any faculty/staff subscribed to massmail every Monday. In addition to event listings and program calendaring, SLLP engages with students, faculty, staff and the community via the following social media pages: CSUEB Student Life and Leadership Programs, CSUEB Orientation, Smooth Transitions at Cal State East Bay, CSUEB Greek Life, CSUEB Cultural Groups, and CSUEB ASI Elections.

• SLLP continues to lead the efforts to coordinate campus traditions and cornerstone events such as Welcome Week, Homecoming Week, and “al Fresco,” the University’s annual Fall Welcome Back Festival, showcasing over 110 student clubs, organizations, and campus departments. Al Fresco is a cross-Divisional collaborative effort among many campus departments and student clubs and organizations, with an annual average of 3,000 attendees. Fall 2014 marked the 25th anniversary of what has become known as CSUEB’s “Premiere Fall Welcome Festival!”

• For the past two years, SLLP has collaborated with Diversity Center, Student Health & Counseling Services, and other campus partners to present the Tunnel of Oppression program, a campus grassroots diversity program modeled after the Museum of Tolerance in Los Angeles, California. The Tunnel is an interactive event that introduces participants to contemporary issues of oppression, privilege, and power through a first-hand experience of how it may feel to be marginalized and oppressed. Participants are guided through a series of scenes that challenge them to think more deeply about issues of oppression. The tour concludes with a reflection of their experiences through a “Tunnel of Hope” and community resource fair to proactively address social justice issues. The 2013 and 2014 programs both drew over 800 participants, with the support of student clubs and organizations and faculty in the General Studies program.

• CSUEB’s participation in Division II Athletics has continued to support the growth of campus life over the past two years; Homecoming Week activities culminate each year with a highly anticipated campus wide parade, complete with a marching band comprised of Hayward High School’s marching band and the CSUEB Pep Band, a student organization. Parade participant entries include 18 student clubs and organizations, select campus
departments, and local military veteran’s agencies. In addition to the parade, clubs and organizations have the opportunity to display their school spirit by participating in the Homecoming Royal Court, and the “East Bay Idol” Competition (winners sing the National Anthem at the Homecoming basketball games). Over the past two years, Greek Life has hosted successful Homecoming tailgate events that have been well-attended by students, staff, and alumni. An ever-growing “Battle of the Bay” basketball rivalry between San Francisco State University and CSUEB has added to the excitement of annual Homecoming festivities, creating campus pride and university traditions.

Student Participation, Growth & Satisfaction

New Student & Family Orientation Programs

The theme of CSUEB’s Orientation programs is “The Start of a Successful Journey,” with our intended outcomes embedded in the theme itself. The program is designed to help students and families begin to make a successful transition into the Pioneer Family at orientation, by welcoming them into the university environment with Pioneer Pride, “connecting the dots” about university and academic policies and procedures, and engaging them with faculty, staff, administrators, and students that will go on to provide resources, support, leadership, and friendship throughout their journey at CSUEB. At the conclusion of orientation programs, students and their families gain knowledge about CSUEB buildings, resources, and student support services (academic, financial, personal, and social); understand university policies and procedures, including academic advising, course scheduling, tuition and fees, Student Rights and Responsibilities, FERPA, the alcohol policy, and sexual assault/domestic violence awareness; gain knowledge about the co-curricular, leadership, service learning, and campus involvement opportunities available at CSUEB; and understand CSUEB’s history, values, and the campus traditions that create “Pioneers for Life” - alumni that are engaged with and connected to the university and its values for a lifetime.

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Freshman*</td>
<td>1585</td>
<td>1487</td>
</tr>
<tr>
<td>Family*</td>
<td>545</td>
<td>618</td>
</tr>
<tr>
<td>Transfer*</td>
<td>994</td>
<td>1145</td>
</tr>
<tr>
<td>Online Transfer</td>
<td>496</td>
<td>600</td>
</tr>
</tbody>
</table>

*includes Concord campus attendees

7,470 new incoming students and their families have participated in one of 27 programs on campus and online between 2012 and 2014. We continue to experience a slight increase in Family orientation, and participation in the Transfer program continues to increase, due to Online Orientation option and more intentional programming focused on academics and direct support services for Transfer students via Smooth Transitions, Academic Advising and Career Education (AACE), and the four academic colleges. Orientation evaluation data consistently indicates that students’ impression of CSUEB overall is significantly improved after attending orientation, which satisfies our desire to present orientation as an all-hands-on-deck university activity, facilitated by SLLP.

As a special welcome to new students and their families, the Orientation Team developed a “CSUEB Happy” video, featuring President Leroy M. Morishita, Police Chief Sheryl Boykins,
and other faculty, staff, administrators, and students. The video was produced, filmed, edited, and coordinated by Orientation Team as part of their required 3401 course, Leadership In Small Groups. View the “CSUEB Happy Video” here.

**Student Clubs & Organizations**

Student clubs and organizations at CSUEB are designed to support student success by creating opportunities for students to participate in co-curricular activities, participate in campus governance, develop leadership abilities, develop healthy interpersonal relationships, develop ethical decision-making skills, and advocate for student organizations and their interests. Students that participate in clubs and organizations understand university policies and procedures and their roles, rights, and responsibilities as campus leaders; develop leadership skills and abilities with an emphasis on interpersonal communication, collaboration and teamwork; and participate in service-learning activities that emphasize volunteerism as a form of proactive leadership.

CSUEB student clubs and organizations encompass six categories: academic, cultural, Greek (fraternities and sororities), special interest, religious and recreational. At the beginning of the Fall quarter and throughout the academic year, student clubs and organizations must renew their recognition in order to maintain the privileges associated with recognized university status for the academic year. During the recognition and renewal period, students and advisors are informed of the rights to hold office, membership, facility use conditions, on-campus bankcard and email accounts, role of the advisor, as well as anti-discrimination and hazing laws and the policies and expectations regarding alcohol use/abuse. The University Policy on Alcohol and Other Drugs is also reviewed as noted in the Student Conduct Code. Beginning in 2006 and in accordance with the new Executive Order, signed statements (by club/organization president or similar officer) confirming the club’s and/or organization’s recognition of the unacceptability of discrimination based on race, religion, national origin, ethnicity, color, age, sex, marital status, citizenship, sexual orientation or disability were required. In addition, to be recognized as a club by the university, a minimum of five matriculated and currently enrolled students must be members and noted on the recognition renewal form. View SLLP brochures highlighting CSUEB Student Involvement Opportunities, including a current club listings, and Greek Life at CSUEB.

<table>
<thead>
<tr>
<th>Clubs and Organizations</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Recognized Clubs/Orgs</td>
<td>100</td>
<td>102</td>
</tr>
<tr>
<td>Total Members in Clubs/Orgs</td>
<td>1374</td>
<td>1990</td>
</tr>
<tr>
<td>Total Clubs with Events</td>
<td>84</td>
<td>77</td>
</tr>
<tr>
<td>Total Events</td>
<td>565</td>
<td>168</td>
</tr>
<tr>
<td>Total Attendees</td>
<td>5,726</td>
<td>6,314</td>
</tr>
</tbody>
</table>

**Leadership & Service Learning Programs**

Leadership and service learning programs hosted by SLLP are open to all students and designed to encourage leadership skill development, help students develop meaningful interpersonal relationships, encourage collaboration, and promote volunteerism and service as a leadership value. Our leadership webpages are update regularly with resource information and links for students and student leaders. Annual service learning efforts include Make A Difference Day, Pioneers for St. Jude, and CSUEB Relay for Life. Annual leadership programs include our Fall Student Conference (mandatory for all club officers), Winter Leadership and Service Learning...
Symposium, and the Spring SOLAR (Leadership Recognition) Awards. View 2012-2013 SOLAR Awards winners and categories here. View conference themes, highlights, flyers, and speakers from 2012 and 2013 here. The Fall 2014 conference features recent alumni and dynamic former student leader Elizabeth Ortiz, now serving in her dream job as a Coroner with the County of San Mateo.

**Leadership & Service Learning Programs**

<table>
<thead>
<tr>
<th>Event</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Leadership Conference</td>
<td>260</td>
<td>285</td>
</tr>
<tr>
<td>Winter Leadership &amp; Service Learning Symposium</td>
<td>83</td>
<td>150</td>
</tr>
<tr>
<td>CSUEB Make A Difference Day</td>
<td>202</td>
<td>243</td>
</tr>
<tr>
<td>CSUEB Relay for Life</td>
<td>125 students</td>
<td>Data still</td>
</tr>
<tr>
<td>raised $10,112</td>
<td></td>
<td>pending</td>
</tr>
<tr>
<td>CSUEB Up Til Dawn/Pioneers for St. Jude</td>
<td>175 students</td>
<td>103 students</td>
</tr>
<tr>
<td>wrote 1609</td>
<td></td>
<td>wrote 645</td>
</tr>
<tr>
<td>letters</td>
<td></td>
<td>letters</td>
</tr>
</tbody>
</table>

ASI Elections - SLLP has maintained oversight of ASI’s Student Body Government Elections each year, with an average of 20 students participating as candidates and an average 1,600 students voting each year. View the 2014 ASI Candidate’s Forum, coordinated by SLLP and the ASI Elections Committee, filmed at Pioneer WebTV, and live streamed online.

**Campus Life Events**

SLLP plays a key role in many campus life events, which are almost always collaborative efforts to provide programming. Campus life events and programs are intended to enhance the overall educational experience of students through development of, exposure to, and participation in programs and activities that promote leadership, while preparing students to be responsible advocates and citizens, while complementing the academic experience. Welcome Week programming, the al Fresco Fall Welcome Festival, Homecoming Week, Tunnel of Oppression, Multicultural Awareness Week, Pride/LGBT Awareness Week, and Cultural/Ethnic Graduation Celebrations are key components of campus life programming. SLLP is directly responsible for executing the Homecoming Parade, East Bay Idol Competition, and Greek Life Tailgate on behalf of the Homecoming Committee. The SLLP Director serves as the Chair of the al Fresco Committee, entering its 26th year in production. SLLP coordinates the Welcome Week resource fair, featuring 40 resource tables for the first five days of the quarter and the “Ask Me” table, placed throughout the campus for the first five days of the quarter, and staffed by university staff, faculty, and administrators across divisions.

**CSUEB Ethnic/Cultural Graduation Celebrations**

<table>
<thead>
<tr>
<th>Event</th>
<th>2012-13</th>
<th>2013-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian Pacific Islander Graduation Celebration</td>
<td>70 + 250 guests</td>
<td>75 + 250 guests</td>
</tr>
<tr>
<td>Black Graduation Celebration</td>
<td>78 + 800 guests</td>
<td>102 + 1000 guests</td>
</tr>
<tr>
<td>Chicano/Latino Graduation Celebration</td>
<td>68 + 440 guests</td>
<td>75 + 600 guests</td>
</tr>
</tbody>
</table>

In addition to coordinating and collaborating major campus events, SLLP further supports campus life and the efforts of the university by producing and distributing (via electronic mail) “Life at the Bay,” a weekly all-inclusive listing of programs (including lectures, arts, alumni, athletics, and student life events), to all 14,000 students and faculty/staff subscribed to massmail. SLLP staff also maintains the University Calendar, inputting events from an internal Master Campus Life calendar, maintained on Google docs, and accessible by all interested departments and programmers.
Risk Management & Student Activities

Due to the continued support of the Risk Management Department, risk management issues continue to be minimal. Procedures were streamlined related to providing certificates of insurance, which makes it easier for student clubs and organizations to hold activities on campus. The Division of Facilities and Planning continues to waive all custodial fees during normal business operating hours.

Student Life staff and the Risk Management team meet annually and as needed to evaluate the risk associated with club sports, student travel, and on and off campus events sponsored by student clubs and organizations. Low risk activities are covered by the University’s self-insurance program. Higher risk activities may require special event insurance coverage. So noted, the University assumes responsibility for low-risk student activities by covering these events through its own self-insurance policies.

With the support of Risk Management, the Office of the President, the Office of the Vice President for Student Affairs, SLLP, College of Science faculty, and fundraising by the students in the organization, 31 students traveled to Nicaragua for three days in June 2014 with the Global Medical Brigades chapter at CSUEB. CSUEB Global Brigades has had over 100 students serve in Panama, Honduras, and Nicaragua. Students volunteer for three days and work closely together with licensed medical and dental professionals to provide quality health initiatives to a community that otherwise has limited access to health care. Students have the opportunity to take patient vitals, obtain patient history and current symptoms, shadow and assist licensed physicians and dentists, participate in preventative education, and fill prescriptions under a licensed pharmacist. Volunteers become familiar with the prevalent health issues in the community and learn about how to prevent and treat those illnesses. These brigades provide each volunteer with the opportunity to make a tangible impact on a specific community while gaining real life experience in the field of international medicine and dentistry. Most of the CSUEB students that traveled to Nicaragua are health science/nursing or related majors.

SECTION II: PROMISING PRACTICE

“Thursday Night Takeover” (TNT)

The “Thursday Night Takeover” (TNT) is a weekly program sponsored by Student Housing and Residence Life (SHRL) that occurs every Thursday night in the residence halls at 10:00 p.m. during the academic year, in collaboration with Student Life and Leadership Programs, the Residence Hall Association student club, Associated Students, Inc., Pioneer Athletics, Student Health & Counseling Services, a wide range of student clubs/organizations, and other campus partners. Designed to provide campus residents with fun, but safe alternatives to the Thursday night party/alcohol scene, examples of past TNT programs include talent showcases, poetry slams, glow-in-the-dark events, game tournaments, pool parties, on- and off-campus movies, and bowling events.

CONCEPT:
In 2009, it was determined that there was an increased number of marijuana and alcohol policy violations on Thursday nights in the residence halls, accompanied with a large number of
residents leaving campus to “find the party scene.” In an attempt to address this concern, TNT was created. TNT’s objective is to provide safe alternatives to alcohol consumption and rival the party scene by encouraging students to stay on (or come to) campus for fun/stress relief, avoiding the use of drugs and alcohol on Thursday nights.

**PLANNING:**
During TNT’s past five years of operations, there have been numerous staffing/planning models. Past planning committees have included a TNT coordinator, Resident Assistants, and Residence Life Coordinators. However, the planning model that seems to be most effective includes one TNT coordinator (an upper division student assistant), 4-6 TNT student assistants, and one graduate assistant supervisor to facilitate the coordination and planning process.

**IMPLEMENTATION:**

**Resources:**

- **Staffing:** TNT staffing primarily includes 5-7 student assistants and one graduate assistant, which report to the Assistant Director for Residence Life-Educational Development for overall guidance and support. Funding for the student assistants is provided by SHRL. Additional staffing and program resources are utilized by partnering with the Residence Hall Association (a student club/organization), other campus clubs/organizations (including Greek Life), Student Life and Leadership, ASI, and other campus departments.

- **Facilities:** TNT programs are primarily located in residential community spaces (large meeting rooms, lounges, outdoor quad space, etc.). However, additional program locations have included the Student Union, Recreation & Wellness Center, campus lawns, the gymnasium, the campus pool, and local movie theatres and bowling alleys.

- **Budget:** TNT’s budget consists of the following: staffing costs, advertisement costs, and programming costs/supplies. The annual budget for TNT is approximately $13,000. Approximately $6,500 is spent on staffing salaries; approximately $6,500 is spent on advertisement and programming supplies/costs.

- **Scheduling considerations:**
  TNT occurs every Thursday night during the academic year with the exception of breaks/holidays which means that there are 30 TNT each year. TNT intentionally begins at 10:00 p.m. Starting TNT any earlier than 10:00 p.m. still allows students to “party” after TNT instead of using it as an alternative to the party scene.

- **Target Audience:**
  Overall, TNT’s target audience includes all residential students; however, most TNT events are open to all CSUEB students. More specifically though, TNT targets those students who fall in the “moveable middle.” We assume there are three types of students: those who will party no matter what, those who will never party, and those in the middle who will attend the party if there is no other competing option. Since the objective of TNT is to provide an alternative to the party scene, we specifically target the latter in the hopes that our event will sway students towards enjoying Thursday nights, drug/alcohol-free.

- **Number of Participants:**
Participation greatly varies from event to event. Our largest TNT event each year draws between 400-500 students. Some small events draw as few as 10-20 people. Overall, our average attendance is generally 40 students. In total, over 2,100 attendees participated in TNT events during the 2013-2014 academic year.

ASSESSMENT:

Learning Outcomes:
1. Students will be exposed to healthy alternatives to consuming drugs and/or alcohol and will be learn to adopt/incorporate these alternatives into their lives as a means of managing stress and social needs.
2. Students will learn social skill building through low-risk participation.
3. Through applied learning, student staff members will develop event planning, implementation, and assessment skills.

Participant surveys, program evaluations (completed by staff), and the conduct database are used to as instruments for collecting data. Conduct statistics are extracted to determine if there is an effect (positive or negative) on the frequency and severity of alcohol/drug related policy violations that are being documented on Thursday nights. Additionally, TNT participants self-report about personal enjoyment/development through completion of electronic and paper surveys following TNT events. Lastly, TNT staff complete a comprehensive program evaluation to discuss the outcomes of each event.

RECOMMENDATIONS:
Four recommendations are discussed which are believed would strengthen the effectiveness of TNT:
1. TNT Staffing - there is an opportunity to develop the TNT student assistant positions into paid internships that seek to enhance classroom learning by providing an opportunity for practical application. It is recommended that a connection be made with the academic department of Hospitality, Recreation, and Tourism so that this opportunity can be explored.
2. Campus Collaboration - there are numerous untapped or under-utilized campus resources to connect with. It is recommended that TNT staff work to develop additional and stronger collaborations with other campus departments, clubs/orgs, and community partners.
3. Better Marketing - the participation and resident survey results indicate that there is a need for better marketing. Most reported that the biggest deterrent from attending a TNT event was due to lack of knowledge that it was happening. It is recommended that multiple marketing methods be explored and adopted including the use of technology, additional marketing staff (word of mouth), and better/more timely printed advertisement.
4. Better Assessment - it is recommended that a more comprehensive and reliable assessment plan be adopted. The use of innovative, effective and user friendly assessment methods should be explored and implemented consistently. The assessment criteria should align with the greater assessment needs of the Division of Student Affairs.

SUSTAINABILITY:
SHRL seeks to sustain the TNT program indefinitely. During the past five years that TNT has existed on the CSUEB campus, students consistently report that they greatly enjoy the weekly TNT events. Additionally, the department continues to experience a decreased number of drug
and alcohol related incidents on Thursday nights. Due to the success, TNT remains a standing item on the yearly Housing budget. Future sustainability will rely on the TNT staff’s ability to continue to connect with other campus departments and student clubs and organizations through collaborative efforts. Additionally, in order to remain relevant, the TNT staff will need to offer innovative, creative, and dynamic programs that appeal to the changing interests of the student population.

**REPLICATION:**
Potential issues/factors that a campus should consider if contemplating replicating TNT include:

1. Determine if there is a consistent night of the week when drug/alcohol incidents seem to be most frequent. Although CSUEB has chosen Thursday nights, recognize that the need could be different on another campus.

2. Funding- Explore funding opportunities to support the operation. Potential funding could be gained through partnering with other clubs/orgs/departments. Additionally, explore funding opportunities from local businesses who may donate food and/or supplies. Lastly, to reduce staffing costs, consider if unpaid internships would be successful on another campus. Also explore the use of work-study student assistants.

3. Staffing- Staff selection is very important. Desired qualities include attention to detail, sound administrative skills and follow-up, personable/able to speak to groups of people, good marking skills, solid technological ability, and good role modeling ability especially in terms of drug/alcohol use.

4. Reliability- Much of the success of TNT is due to the reliability that every Thursday night at 10:00 PM, there is something fun happening on campus. If adopting this initiative, campuses should be committed to ensuring recurrence of events is at the same time and on the same day of each week.

**SECTION III: CONCLUSION**

Student Life and Leadership Programs continues to recognize, develop, and support our student clubs and organizations on both the Hayward Hills and Concord campuses by:

- Providing training, leadership, and advisement to student clubs/organizations to ensure compliance with university policies and EO 1068
- Coordinating facility reservations and event planning support for programs such as fundraisers, meetings, recreation activities, food sales, lectures, receptions, picnics, entertainment, and music events
- Coordinating the use of University facilities, equipment, and personnel for student sponsored events
- Helping student clubs and organizations and/or their officers enhance their effectiveness through consultation, leadership training, and workshops
- Connecting student clubs and organizations with colleges, departments, and university resources to help enhance their programming efforts
- Assisting student clubs and organizations with requesting ASI funding for events and programs
- Assisting student clubs and organizations with requesting and reconciling funds from club bank accounts
- Providing information and referrals about student organizations and their programs to interested students
- Assisting students interested in forming new organizations.

Students have a diverse range of opportunities to engage in learning and leadership opportunities beyond the classroom, develop their leadership skills, and make lasting peer connections through student activities. Students are encouraged and advised at orientation, and throughout their time at CSUEB, to hone their leadership acumen by getting involved by joining a student club or organization, participating in ASI leadership opportunities, or simply attending a select few of the many campus events and activities offered by the university.

Strong programmatic partnerships between Student Life and Leadership Programs, Student Housing and Residence Life, Associated Students, Inc., the Diversity Center, the Recreation & Wellness Center, Student Health & Counseling Services, the Center for Community Engagement, Office of Student Conduct, Athletics, the Bookstore, and all four academic colleges continue to create opportunities for programmatic improvements and growth, which have resulted in more students engaged in more activities that complement their academic journey. Students activities at CSUEB continue to support the goals of the university by promoting an inclusive campus environment; enhancing students’ educational experiences; encouraging lifelong learning; fostering a vibrant campus community; and providing engaging student life programs.