Mission & Background

CSUEB Student Life and Leadership Programs (SLLP) provides opportunities for student learning beyond the classroom and enhances the mission of the university through the coordination and support of a variety of special programs designed to promote campus life, leadership, and community engagement. These programs include orientation for new students and families; the recognition and development of student clubs and organizations; leadership conferences, seminars and workshops; and campus life activities and events. Currently, SLLP oversees over 120 active student clubs and organizations, encompassing six categories: academic, cultural, Greek (fraternities and sororities), special interest, religious and recreational.

Student life events and campus activities designed to support SLLP’s mission are offered through the collaborative efforts of a diverse variety of departments within the Divisions of Academic Affairs, Administration and Finance, and Planning, Enrollment Management, and Student Affairs. These departments include Associated Students, Inc. (ASI), the Recreation & Wellness Center, the Diversity Center, Student Health and Counseling Services, Housing and Residential Life, Academic Advising & Career Education (AACE), Pioneer Athletics, Music, Theatre and Dance, Service Learning, and a variety of academic and student support service departments.

Overview of 2010-2012 Student Life Activities

During the past two years, various programs were offered for students by various campus constituencies. Highlights include:

- Freshman, Transfer and Family orientation programs for new incoming students and their families
- 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.
- 20 “Welcome to The Bay” Fall welcome events offered each Fall Quarter
- 15 “Smooth Transitions” events for incoming Transfer and Freshman students offered each Fall quarter
- CSUEB’s participation in Division II Athletics continues to grow campus life; Homecoming Week activities culminate each year with a highly anticipated campus wide parade, complete with a marching band. Parade participant entries are limited to student clubs and organizations and select campus departments.
“Pioneer Pride” continues to be a school-spirit based theme generated throughout campus – particularly during Homecoming Week, when clubs and organizations have the opportunity to display their school spirit by participating in the Homecoming Parade, Homecoming Court, and the “East Bay Idol” Competition (winners sing the National Anthem at the Homecoming basketball games). In addition to Eclectic Pulse Dance Team, the official dance team for Pioneer Athletics, CSUEB Cheer was recognized as an official student organization in 2010, adding more excitement to our athletic competitions and other campus events.

- On average, over 150 events were sponsored annually by student clubs and organizations including academic, cultural, social, Greek, special interest, religious and recreational events.
- On average, 200 student leaders participated in service learning or volunteer activities during the Fall and Spring quarters each year, including National Make A Difference Day and the American Cancer Society’s Relay for Life, among others.

**Student Life and Leadership Programs**

Student leaders at CSUEB have multiple opportunities to hone and develop their skills through SLLP’s services, including participating as an officer in a student club or organization, participating in ASI leadership opportunities, and attending the many annual leadership events offered by SLLP. The Fall Student Leadership Conference and the Winter quarter Leadership Institute (a collaboration with the ASI Diversity Center) offered opportunities for students to explore, hone and demonstrate their leadership skills. 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 50 Orientation Team Leaders to effectively serve as peer mentors, program facilitators, and university ambassadors.

SLLP continues to recognize, develop, and support our student organizations on both the Hayward Hills and Concord campuses by:

- Coordinating facility reservations and event planning 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.
- 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.

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.

**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 personnel and the Risk Manager meet annually and as needed to evaluate the risk associated with events sponsored by student 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.

**Student Clubs and Organizations**

<table>
<thead>
<tr>
<th>CSUEB Clubs and Organizations</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Recognized Clubs/Org.</td>
<td>125</td>
<td>127</td>
</tr>
<tr>
<td>Total Members in Clubs/Orgs</td>
<td>2732</td>
<td>2992</td>
</tr>
<tr>
<td>Total Clubs with Events</td>
<td>49</td>
<td>51</td>
</tr>
<tr>
<td>Total Events</td>
<td>162</td>
<td>125</td>
</tr>
<tr>
<td>Total Attendees</td>
<td>7422</td>
<td>5314</td>
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<table>
<thead>
<tr>
<th>2010-12 Leadership Programs</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Leadership Conference</td>
<td>207</td>
<td>180</td>
</tr>
<tr>
<td>Winter Leadership Institute</td>
<td>142</td>
<td>69</td>
</tr>
<tr>
<td>CSUEB Make A Difference Day</td>
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<td>252</td>
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<tr>
<td>CSUEB Relay for Life</td>
<td>164</td>
<td>215</td>
</tr>
<tr>
<td>CSUEB Orientation Team Class</td>
<td>16</td>
<td>31</td>
</tr>
</tbody>
</table>

Student club and organization participation has remained fairly steady over the past two years, despite several personnel changes in the department. There is currently one Student Life Advisor/Program Coordinator and one Student Activities Specialist to assist with student development. The Orientation Coordinator also advises a select few affinity/outreach groups that are directly related to student success and leadership (e.g., Orientation Team, Residence Hall Association, Peer Advocates for Wellness, et al). ASI has continued to offer program funding to student clubs and organizations, maintaining the number of high-quality events offered to students and the university community. Leadership programs, particularly in the service learning arena (i.e., National Make A Difference Day, ACS Relay For Life), have experienced an upsurge in student participation during the past two years.
Student Life and Leadership Programs continues to spearhead the coordination of university-wide student events, including new student orientation programs for freshman and transfer students and their families and “Al Fresco,” the university’s annual Fall Welcome Back Festival. The SLLP Director chairs the Campus Life Planning Committee; Committee membership consists of all major campus event planners. These committees continue to encourage collaboration and coordination of dates and program planning among all event and program sponsors. The outcome continues to support exciting and interesting programs that provide a vibrant campus community.

**How Student Organizations and Activities Support the Goals of the University**

Goal #3 of the Cal State East Bay Goals Statement is to:

*Provide a stimulating university climate that is welcoming, diverse, and inclusive, and fosters multicultural learning experiences.*

Under goal #3 are five objectives that link Student Life and Leadership Programs as vital to building a vibrant university village. They are:

- Provide and sustain programs that integrate multicultural issues into the curriculum and co-curriculum
- Promote the recruitment and retention of diverse high quality faculty, staff, and students
- Achieve clear communication among and active engagement of faculty, staff, and students in the life of the university
- Provide structures and processes for introducing newcomers (students, faculty, and staff) to the university
- Promote dynamic student life and co-curricular activities on the Hayward and Concord Campuses

Student Life and Leadership Programs continues to be one of the dynamic ingredients in creating campus life at CSUEB. Several positive factors that influence such activities are the faculty, staff, students and administrators that are dedicated to establishing a healthy, exciting and rewarding student leadership experience.

Student Life and Leadership Programs coordinates and partners with other academic and student affairs-related departments, programs and services to provide annual multicultural activities and events such as Queerfest, Greek Week, Women’s “Herstory” Month, Homecoming Week, Black History Month, Asian Pacific Islander Heritage Month, Multicultural Awareness Week, Gospel Fest and Ethnic Graduation Celebrations. These events bring numerous visitors to the campus, thereby stimulating a healthy and positive university-to-community relationship.

Student Life and Leadership Programs continues to lead and collaborate with all campus entities to provide activities, programs and events that stimulate a university climate that contributes to the vibrant university village.