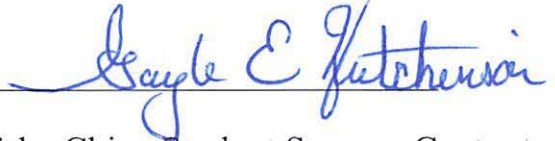




Executive Memorandum 23-008

May 22, 2023

From: Gayle E. Hutchinson, President 
Subject: Approval to Change the Name of the Chico Student Success Center to the REACH Student Success Center

Upon the recommendation of the Academic Senate and with the concurrence of the Provost, I approve changing the name of the Chico Student Success Center to the REACH Student Success Center. The name change is effective immediately.

Policy Title:	EM 23-008 Name Change of the Chico Student Success Center to the REACH Student Success Center
Contact:	REACH Student Success Center
Supersedes:	
Revision:	
Enabling Legislation or Executive Order:	

College, Department, or Unit Name Change

Current Name: Chico Student Success Center

Proposed Name: REACH Student Success Center

Complete only if applicable:

Propose Abbreviation to: RSSC

Propose Course Subject Abbreviation to:

Rationale for Change (attach additional pages as needed):

See Attached

Required Signatures

The Department of Chico Student Success Center
has reviewed and approved this program change

N/A

Chair, Department Curriculum Committee

Ellie Clifford Ertle

Department Chair (or unit coordinator, Director, etc.)

The College of Undergraduate Education
has reviewed and approved this program change

N/A

Chair, College Curriculum Committee

Kate McCarthy

College Dean (or chief administrator for unit)

Send signature page with proposal attached to [Curriculum Services](#) or zip 128

Note: The department will be notified of EPPC review date.

Rationale for Change (Chico Student Success Center to REACH Student Success Center)

The Chico Student Success Center (CSSC) was created and named in 2008 when there were few college success centers. Since then, each college has developed its own success center or similar space. In addition, the CSSC is a “closed” program rather than a drop-in center; students become participants based on the high school that they matriculate from or through a successful application to the first-year REACH program. These two things have led to confusion as students and families often reach out to the CSSC for support, assuming based on the word "Chico" in the name that these services are available to all, only to find that they are not eligible.

In order to prevent this confusion and more clearly articulate the membership aspect of the program, we propose a name change to the REACH Student Success Center (RSSC). REACH is currently the name of the first-year peer and faculty-mentoring program of the CSSC and is widely recognized across campus as a signature program of the CSSC.

Currently some, but not all, CSSC students participate in the REACH program.

We are engaged in restructuring the student lifecycle experience within the Center, such that all Center-affiliated students will participate in the first-year mentoring experience and then be supported in coherent and class level-appropriate ways, including academic and financial aid workshops, social events, and one-on-one advising. “REACH” will now refer to that entire set of activities from year one to graduation. The REACH program has a long and recognizable history amongst students, staff, faculty, and alumni as a successful equity and retention program, with data showing its important impact on student success and equity. Naming the Center for this program, in addition to removing confusion around the membership model, will more effectively communicate the nature and purpose of the Center.