California State University, Chico

Division of Student Affairs

Student Life & Leadership

Annual Report 2019-2020

Departmental Annual Report

**Student Life and Leadership Office
Fraternity and Sorority Affairs
Student Organization and Leadership Education
Orientation, & New Student Programs**

Student Life and Leadership Office

I. **Departmental Mission Statement:**
In support of the University strategic priorities to support "equity, diversity, and inclusion", provide "civic and global engagement" and to create "resilient and sustainable systems", Student Life and Leadership (SLL) seeks to fulfill the following mission:

"Student Life and Leadership strives to create an environment in which all students and student organizations are encouraged and aided in the development of positive social, cultural, intellectual, recreational, and leadership programs and activities that provide a transformative student experience. The Student Life and Leadership staff support programming which promotes

learning, personal growth, self-governance, social and civic responsibility within a culture of excellence and accountability."

Programs in Student Life and Leadership support a diverse array of activities. From recruitment and preparation for successful retention and graduation in Orientation and New Student Programs to providing opportunities to engage and connect in Fraternity and Sorority Affairs. Student Organizations and Leadership Education engages a diverse population of students, helps them connect and get involved as well as focus on affinity interests and leadership skills that support retention, satisfaction, degree commitment, and academic distinction. Finally, the operations of the office and its programs are geared toward efforts that improve institutional commitment, thus enhancing not only retention to graduation but continued engagement as alums of the University.

SLL Office Department Goals
- o Student Life and Leadership Office seeks to provide outstanding front-facing customer service to both campus and community entities.
- o The SLL Office strives to leverage peers to connect students to involvement opportunities, provide clubs and organizations with access to resources and equipment in the promotion and execution of club activities.
- o The SLL Office will monitor, promote, and facilitate freedom of expression on campus.
- o These goals were last reviewed in August 2020.

II. **SLL Office Departmental Accomplishments – A highlight**
SLL by the numbers (shortened by COVID shut down)**:**
- 402   Room reservations processed at our front desk
- 1,821   Equipment reservations made
- 2,595   Tabling reservations processed at our front desk
- 38   Public posting boards managed and maintained by the SLL office

Diversity Efforts:
- Our office manager, Rocio Leal, has done an outstanding job of recruiting a diverse group of Involvement Coordinators (IC's) who serve at the front desk.
- Our IC's have incorporated the celebration of cultural diversity into the daily music mix for the office, thus increasing awareness and accessibility for our diverse campus population. They showcase diverse playlists so that when students of all backgrounds visit our space, they can relate to familiar music.
- Our Involvement Coordinators organize office potlucks with different

themes and celebrations. The goal is to collaborate within our Student Life and Leadership programs, as well as AS programs and AS Government while sharing food and connecting with one another. This potluck typically feeds a number of students and student employees and provides an opportunity for deeper connection and understanding among student peers.

III. **Changes in Policies and Procedures:** No changes to report in policies. The office successfully transitioned to 100% virtual on March 19, 2020.

IV. ***Resources Summary: See page 18 for the overall SLL summary.**

V. **Program Assessment for Past Year 2019-2020**
- *Developed a front desk lead student position.*
  - Met: We elevated a "lead" student employee who provided peer leadership and enhanced training for our front desk staff. The Lead Involvement Coordinator communicated regularly with the other Coordinators and set the example. Took on special projects and helped Office Manager lead meetings.
- *Developed a training/culture building plan for student employees in the BMU 220 suite to improve shift communication as well as handle the volume of activity.*
  - Met: We added student staff training each semester to review and train all office practices and processes. We utilized One Note to communicate any important daily updates so that Involvement Coordinators could catch up on what occurred that day prior to the start of their shift. Any urgent questions or updates were communicated through text messaging and added to One Note.
- *Further engaged our front desk staff in the support, advocacy, and monitoring of free speech activities on campus.*
  - Met: Continuous training was provided to our front desk staff on how to manage free speech events they witness and be a resource for our campus. Involvement Coordinators were provided with yellow vests that identified them as a resource for free speech advocacy. They wore these vests daily when monitoring tabling in our three designated tabling areas.
- *Transitioned to the new engagement platform:*
  - Met: We provided training to assist front desk staff in the operation of the new Wildcat Sync platform, focusing on club recognition procedures, event management features, and calendar maintenance. The Involvement Coordinators were able to assist with the majority of initial questions that students had about Wildcat Sync, while bigger issues were handed over to SOLE staff to address.

- *Updated Astra training:*
  - Met: This past year we transitioned to a new format for Astra (scheduling software). We collaborated with Facilities Reservations to offer initial training for our front desk staff to learn how to use the new software. They also continuously assessed how to best utilize the software and communicate with Facilities Reservations in order to work through some issues they encountered throughout the year.
- *Developed a relationship between our lead student employees and the lead student employees in our suite (AS Government Affairs, Wildcat Leadership Institute, ASProductions).*
  - Met: Last summer SLL, GAC, WLI, and ASP collaborated on annual training for all student employees. Professional staff from each of these programs led training focused on safety, collaboration, professional development, and customer service. The SLL and GAC front desk staff had additional training over the summer to further understand their job duties and therefore be able to better assist the public and campus community who visit our spaces. Additionally, all areas come together throughout the year during monthly potlucks.

VI. ***Analysis: See page 20 for overall SLL analysis.**

VII. **Program Objectives for Next Academic Year 2020-2021**
- **Support Student Life and Leadership on our mission to connect with students and the campus community on a virtual platform:** Although our front desk is not physically open during the Fall Semester, the Involvement Coordinators will strive to continue supporting Student Life and Leadership programs as they support our campus virtually. They will collaborate with all SLL staff to assist with various tasks and special projects.
- **Merging of SLL and GAC front desks:** Once we are all physically back on campus, we will relocate our front desk and join efforts with the GAC front desk staff. This will provide one central location for anyone coming into the space to visit and receive assistance. This decision comes after the observing traffic flow between the two front desks. The central location of the desk will be instantly visible to anyone entering the 220 suite. All front desk staff will collaborate and will provide improved service to our campus community.
- **Keeping Involvement Coordinators connected and engaged during this virtual period:** Now more than ever our students need to feel supported and a part of a team. Rocio will continue to meet with the Involvement Coordinators on a bi-weekly basis through scheduled Zoom Meetings. They will discuss campus and office updates, but more importantly, they

will connect as a team and support one another. Rocio will also check in with them individually to see how they are each doing personally and academically. She will connect them to resources when necessary. Each IC will take turns and be responsible for presenting on a topic that they are passionate about thus providing peer support and inspiration. In addition, all of our front desk staff will be participating as Big Cats in the newly formed peer mentor program run by Orientation and New Student Programs in partnership with Academic Advising.

Fraternity and Sorority Affairs (FSA)

I. **FSA Mission Statement:**

FSA aids in the learning and development of students through leadership endeavors, academic achievement, philanthropic opportunities, and community involvement. FSA supports 34 unique and diverse chapters that provide opportunities for students to connect and establish a sense of belonging within the community, ultimately improving University retention and engagement.

FSA Department Goals:
- Develop a system for ongoing assessment for mandated programs, philanthropy events, and community service opportunities.
- Create a public relations and marketing plan including a parent or student pamphlet and social media presence.
- Collaborate with the City of Chico to determine ways to make the south campus neighborhood safer, including a party event registration process.
- Increased the number of culturally based organizations through a healthy and intentional expansion process and ongoing educational programming.
- Last reviewed August 2020.

II. **FSA Departmental Accomplishments**
- Expanded the Wildcat Leadership Certificate for FSA Students.
  - In collaboration with the Wildcat Leadership Institute (WLI), FSA held 3 separate cohorts of students seeking the Leadership Identity Certificate. Each cohort consisted of 5 separate 2-hour meetings. The first cohort was co-facilitated by the Program Coordinator of the WLI and the Fraternity and Sorority Affairs professional. The second two cohorts were facilitated solely by the College Panhellenic Council Paraprofessionals.
  - At a minimum, one member from each organization completed the program.

- In 2018-2019, 4 students total completed the program. In 2019-2020, 38 students total completed the program.

- The community average GPAs for each council have improved significantly throughout this year as shown by the table below:

Average Council GPA	CPC	IFC	MGC
Spring 2019	3.09	2.72	2.37
Spring 2020	3.38	3.09	3.09
Improvement	0.29	0.37	0.72

- Facilitated service leadership opportunities for all members of organizations to understand the value and importance in giving back to their community.
    - Conducted fundraising efforts resulting in raising $30,600 for the Chico Cares Campaign
    - Facilitated the largest blood drive in the North State and saved over 530 lives
    - Facilitated a canned food drive for the Wildcat Food Pantry and donated over 1.5 tons of food
- Provided continued programming and resources regarding mental health for all students.
    - Keynote Speaker Zach Westerbeck spoke at our Annual Executive Board Training in January 2020 and provided a 2-hour workshop for leaders of all organizations.
    - In collaboration with the Counseling Center, FSA sponsored "Wellness Wednesday" in the Spring semester to provide weekly guided meditation, mental health coaching, support resources, and training which was open to all members of Greek organizations and all members of the Chico State community, faculty or staff.
- Increased overall Accreditation scores across all three councils through increased communication with paraprofessional staff and chapter presidents, implementation of "focus chapters" in which staff provided additional support to specific chapters, and connecting organizations to opportunities on campus. Improvement is detailed in the table below:

Average Accreditation Scores	CPC	IFC	MGC
2018-2019 Academic Year	11	7.8	6.25
2019-2020 Academic Year	14.4	12.38	13.36
Improvement	3.4	4.58	7.11

Diversity Efforts:
- FSA established two new partnerships with culturally-based organizations seeking recognition on the Multicultural Greek Council.
- Two organizations completed the MGC Expansion Packet and presented to the council seeking a vote to join the council as a Provisional Chapter. Lambda Theta Alpha, Latin Sorority Inc. was voted to join the council as a provisional chapter.
- All chapter presidents attended a diversity and inclusion information session with the Cross Cultural Leadership Center.
- FSA sponsored a conference for our Multicultural Greek Council organizations in which speaker Michelle Guobadia came to campus and led a workshop on how to elevate the standard of culturally- based organizations.

III. **FSA Changes in Policies and Procedures:** The only significant change in policy or procedures is the inclusion of COVID safety as part of the chapter leadership training and attestation as well as the move to an all-virtual platform.

IV. ***Resources Summary: See page 18 for overall SLL resource summary.**

V. **FSA Program Assessment for Past Year**
- *Create a public relations and marketing plan including a parent or student pamphlet and social media presence*
  - Met: FSA Staff updated the Chico State website, updated digital marketing, and physical marketing strategies, created a website for MGC and rebranded the FSA Instagram accounts.
- *Collaborate with the City of Chico to determine ways to make the south campus neighborhood safer, including a party event registration process.*
  - Met: FSA Staff attended North Valley Property Owners Association meetings to provide information and connections with property owners downtown. Also worked with Dan Herbert in Off-Campus Services to create and launch the "Party Registration Form" with Greek life as a test population, however, the phases of the rollout of this form were derailed due to COVID-19.
- *Increase the number of culturally-based organizations through a healthy and intentional expansion process and ongoing educational programming*
  - Met: Two multicultural organizations applied for recognition and membership in MGC this year and one Latinx sorority was accepted for membership.
- *Develop a system for ongoing assessment for mandated programs, philanthropy events, and community service opportunities.*

- o Ongoing: Transitioning to Wildcat Sync on the Engage platform has provided new opportunities for assessment that we will continue to explore throughout this year.

FSA by the numbers:
- **3.19** The all fraternity and sorority average GPA for this past academic year was 3.19, a significant increase from a 2.94 GPA for the 2018-2019 academic year. This average GPA is also above both the all-men's average GPA at 2.88 and the all-women's average GPA at 3.13.
- **8** Number of president's meetings were hosted with all chapter's represented and advised and attended by FSA staff
- **33** Fall '19 recognized fraternities and sororities
- **34** Spring '20 recognized fraternities and sororities
- **96** Number of council meetings a year advised and attended by FSA staff
- **130** Number of Multicultural Greek members who completed training focused on culturally-based organizations, including; hazing, retention, recruitment, and safety.
- **220** Number of Executive Board members from Panhellenic, IFC and MGC completed a leadership training
- **400** Number of Panhellenic women who completed safety education training prior to recruitment
- **600** Number of incoming members who attended New Member Orientation
- **2,500** Greek life participants

VI.   ***Analysis: See page 20 for overall SLL analysis.**

VII.   **FSA Program Objectives for Next Academic Year**
- Increase the effectiveness of programming regarding Title IX and sexual assault prevention by collaborating with Safe Place to expand the sexual assault/violence prevention program, as well as create a track for females and collaborating with the Title IX office to develop a more specialized and chapter-specific Title IX training.
- Create council specific academic achievement measures and programs to improve overall grades of all councils.
- Add a fall all-executive board training and improve resource access on the website to enhance leadership training for officers expanded beyond just the Chapter Presidents.
- Increase mental health resources for Greek members by implementing a peer – counseling and advocacy program.

Student Organizations and Leadership Education (SOLE)

I. **SOLE Mission Statement:**

In support of the University mission to provide "creative activity" as well as "assist students in their search for knowledge and understanding" and help them "assume responsibility in a democratic community and to be useful members of a global society", Student Organizations and Leadership Education (SOLE) seeks to fulfill the following mission:

> "Student Life and Leadership strives to create an environment in which all students and student organizations are encouraged and aided in the development of positive social, cultural, intellectual, recreational, and leadership programs and activities that provide a transformative student experience. The Student Life and Leadership staff support programming which promotes learning, personal growth, self-governance, social and civic responsibility within a culture of excellence and accountability."

SOLE programs provide a myriad of touchpoints from the first day of college to graduation. SOLE also supports a diverse population of students, helps them connect and engage as well as focus on affinity interests and life skills that support retention, satisfaction, social integration, and institution and degree commitment.

SOLE Department Goals

- Create a fully online Student Organization Re-recognition compliance training to be offered through Wildcat Sync. The content will need to incorporate all of Executive Order 1068 requirements and we will add the campus COVID commitments with appropriate attestation form to be signed by the President and Treasurer in each organization.
- Work closely with ONSP to create a smooth transition from Summer Orientation through Wildcat Welcome. We will work collectively to provide relevant and informative communication with academic content and engagement opportunities.
- Maximize the effectiveness of the website /keep-engaging as a cross-campus collaboration to increase awareness of engagement opportunities for all students. Use this to showcase our diverse range of programs on campus that offer support services to ALL students.
- These goals were reviewed August 2020.

II. **SOLE Departmental Accomplishments - A highlight**

- Successfully hired a new SOLE Program Coordinator, Kendra Wright. She joins our team with over ten years of campus experience and brings with her invaluable interdepartmental connections that will help SOLE continue to grow.

- Delivered 8 recognition and training sessions in the first two weeks of Spring '20. This two-hour training was required for both President and Treasurer of each student organization. Training included guest speakers from CADEC and integrated all required sections of EO 1068, such as Title IX, hazing, discrimination, protected classes, and free speech.
- Hosted the first-ever, Clubtastic, club information fair. This event is a sister event to the historic Fall Clubtacular fair. Clubtastic, held in the BMU Auditorium on 2/7/20, hosted 63 student organizations that effectively showcased their organizations to new and returning students.
- Worked with the OATS and campus technical team to design and publish the website: www.csuchico.edu/keep-engaging. This website showcases and encourages student engagement hosting campus departments such as Associated Students, SOLE, FSA, HUB, Campus Recreation, Performances, ONSP, Civic Engagement, CCLC, Office of Diversity and Inclusion, STAR Center, MCGS and GSEC. This site also hosts the Wildcat Sync login button and live social media icons for our campus partners in hopes that students will immediately connect with the plethora of engagement opportunities across campus.
- Created and successfully operated a phone bank to place 150+ phone calls to current students in an effort to encourage student voting in AS elections.
- Successfully moved SOLE Awards event to an online platform and added a new award: Best Virtual Engagement Award.
- Completed a Wildcat Sync information audit: archived over 10k users who are no longer enrolled at Chico State. Additionally archived all SO roster "members" so the Fall 2020 registration process will focus on accurate roster and contact information. Continuously auditing the accuracy of the information that is imported from PeopleSoft into the Wildcat Sync platform.
- Due to our new virtual environment, developed and implemented a bi-weekly newsletter (example one and two) that includes videos and content pertinent to the most recent campus announcements and updates.

Diversity Efforts:
- Worked directly with the Office of Diversity and Inclusion to create a specific tab on the Wildcat Welcome calendar including the promotion of the 10 virtual multicultural welcome receptions. We additionally added these events to our marketing calendar to post social media advertisements on SLL accounts (Facebook, Instagram, and Twitter) announcing and encouraging attendance to each event.
- Created a button for Equity, Diversity, and Inclusion on the /keep-engaging website. This button showcases the amazing departments and programs on campus including CCLC, STAR, MCGS, GSEC, etc. This is a great resource increasing online access to our departments who provide multiple engagement opportunities throughout the year.

III.   **SOLE Changes in Policies and Procedures**
The transition to remote work in March 2020 has changed all of SOLE's traditional policies and procedures. We currently offer all required financial forms to be submitted electronically. We now have a Wildcat Sync page for Student Organization Financial Services that has all the forms that organizations will need and specific directions on how to submit them electronically. Additionally, the entire "re-recognition" process has moved to a virtual platform. We will offer compliance training to officers through the terms and conditions section in Wildcat Sync. There is also an attestation form so that the President and Treasurer are aware of their campus and community responsibility in relation to COVID-19 and community expectations.

We are not accepting any special event, food permit, or tabling reservations. All organizations are instructed that in-person meetings (on or off campus) are postponed until further notice.

We will continue to offer individual support to student organizations as needed and also are providing open Q&A sessions to provide a live face to answer any of club questions.

IV.   ***Resources Summary: See page 18 for overall SLL resource summary.**

V.   **SOLE Program Assessment for Past Year**
- *Focus student club training on diversity with a guest speaker during the first student club officer training. This will get clubs started with the right focus before recruiting members during CLUBTACULAR and the rest of the semester/year.*
    - Progress: this was accomplished by partnering with Sport Clubs and the Office of Diversity and Inclusion.
- *Hold a smaller spring semester, club involvement fair. This is requested each year from more and more clubs since they are already familiar with CLUBTACULAR.*
    - Progress: this was accomplished with approximately 60 clubs in attendance for this first-ever event, Clubtastic.
- *Have the QR event check-in fully operational for clubs to use by the spring 2020 semester. This will give the clubs a way to efficiently recruit and track their events.*
    - Progress: after some pilot testing, we are abandoning this effort. The platform is too cumbersome to be useful on-site at events.

- *Survey the advisor core to see what needs they have for training and use that assessment to develop specific advisor training for the next year to address those needs.*
  - Progress: this process was interrupted by the campus shut down due to COVID 19. Plan to adjust to this virtual environment and redeploy.

SOLE by the Numbers
- 3.28 – Average general student organization president GPA
- 3.26 – Average general student organization Treasurer GPA
- 3.22 – Average GPA of reported student club members
- 10 – Fall '19 New or reconstituted general clubs after at least one semester
- 11 – Spring '20 New or reconstituted general clubs after at least one Semester
- 15 – Number of club advisors trained
- 22 – Number of workshops held for student clubs
- 48 – Percent increase in social media followers
- 59 - Number of food permit processed
- 137 – Number of student involvement groups that participated in CLUBTACULAR
- 137 – Fall recognized student clubs
- 157 – Spring recognized student clubs
- 402 – Number of room reservations processed at the front desk
- 367 – Number of active portals on Wildcat Sync
- 2,595 – Number of tabling reservations processed at the front desk

Top Five Clubs by Membership on Wildcat Sync:
- 349   Chico Snow Club
- 318   Nursing Club
- 155   Pre-Med Society
- 89   National Society of Leadership and Success
- 99   Exercise Physiology Majors Club

VI. ***Analysis: See page 20 for overall SLL analysis.**

VII. **SOLE Program Objectives for Next Academic Year**
- Focus on virtual programming and provide leadership education workshops and seminars to student organizations
- Create promotional videos showcasing the ease of using Wildcat Sync for events and advertising campus engagement opportunities
- Market /keep-engaging to campus population including students, staff, faculty, and administration.
- Educate and encourage partnering campus departments to post their events in Wildcat Sync. Ultimately providing individual training for those needing assistance in this area.

- Incorporate, invite, educate and hold faculty/staff advisors accountable for student organization participation, leadership and education opportunities
- Work with campus partners to bolster our social media presence amongst the campus community.

Orientation and New Student Programs (ONSP)

I. **ONSP Mission Statement:**
Orientation and New Student Programs serves an educational and supporting role in the transition to Chico State. We design and implement comprehensive student and parent/family programs that introduce educational, social, and personal resources to facilitate the transition and success of new students. We innovate and collaborate with departments across campus and build skilled and confident student Orientation leaders in order to meet the changing needs of our diverse community.

ONSP Department Goals:
- Develop and add additional modules to on-line especially videos which will help students understand the course selection and registration process.
- Complete the transition of the entire registration site to Salesforce.
- Continue to expand the size and scope of Spring Orientation for transfer students.
- Continue to explore ways to coordinate campus orientation programs (such as International and Fully On-line) under one comprehensive virtual gateway.
- Continue to expand the Orientation handbook to include additional information and sponsors and explore eliminating folder which is costly in terms of printing and labor to stuff the folders.
- These goals reviewed August 2020.

II. **ONSP Departmental Accomplishments - A highlight**
- In the summer of 2020 ONSP, in collaboration with the campus community, created a series of innovations that influenced the following results:
  - Increased yield from intention to enroll status to Orientation attendance by 11% for first-year students and 36.7% for transfer students.

- o Increased transfer student participation in Orientation by 7%, although the number of transfer intention to enroll students was 16% lower from the previous year.
  - o 2020 students that attended Orientation were .5% more likely to be enrolled in classes than 2017-2019 Orientation attendees.
  - o 2020 students that intended to enroll were 1.4% more likely to be enrolled in fall classes in comparison to 2019 students.
- Developed a scaffolding onboarding learning process where students were required to complete a series of asynchronous online orientation modules prior to their scheduled orientation session.
- With approval from University budgeting, established an on-campus and off-campus page advertisement sponsorship program that generated over $1,200 to support the printing costs of the student planner.
- Collaborated with College and Retention Specialist (CARS) advisors to review certain first-year class schedules post Orientation to verify accurate and appropriate course enrollment.
- Hosted a Spring Orientation session, free of charge, that accommodated 484 transfer students.
- Met weekly with the technical team to transition the Summer Orientation registration and payment program to Salesforce.
- Led the NODA (National Association of Orientation Directors) region in presentations from a single institution (5) at the 2019 Regional (AZ, CA, HI, NV) NODA conference.
- Leanne Woods, the Assistant Coordinator of Orientation and New Student Programs, was awarded graduate student of the year at the regional NODA (National Association of Orientation Directors) conference.
- In collaboration with the First-Year Experience Program, launched the first two connection courses specifically designed for transfer students.
- Submitted the Chancellor's Office Transition program funding proposal for re-approval and received $21,000.
- Collaborated with the Math Department and Academic Advising Programs to pre-enroll all incoming first-year students in the required math support course prior to general course enrollment.
- Developed and hosted a series of 22 live webinars, titled "Wildcat Warm-Up Webinar Series", in collaboration with 14 separate Academic Affairs and Student Affairs departments.
- Constructed a series of social media platforms (Instagram Class of 2024, Instagram Class of 2022, Facebook, Tik Tok, Discord, Twitter) that attracted nearly 2,000 followers; hosted 12 "live" sessions, included 250 posts/stories, and received over 500 direct messages from incoming students.

- Created a Chico State Orientation YouTube channel, which included 28 developed videos with over 4,500 video views.
- Increased completion of the pre-Orientation program by 1,636 compared to the summer of 2019.
- In partnership with the Career Center, promoted all incoming undeclared major students to complete FOCUS 2, which is a self-inventory that populates 3 potential major choices, prior to their Orientation session.
- Offered a tailored Orientation session for Pre-Nursing students that provided time to learn about similar majors and ways to explore common interests.

Diversity Efforts:
- Reduced Orientation attendance equity gap between African American students in comparison to White students by 88% (2019- 13.6% equity gap, 2020-1.2%).
- Reduced Orientation attendance equity gap between Latinx students in comparison to White students by 91% (2019- 7.5% equity gap, 2020-.7%).
- Latinx Students with an intention to enroll were 1.4% more likely to enroll in fall courses compared with 2017-2019 students (2017- 2019-IE to enrollment = 80.7%, 2020- IE to enrollment = 82.1%).
- Reduced intent to enroll and enrollment equity gap between Latinx students in comparison to White students by 58% (2019- 7.7% equity gap, 2020-3.2%).
- Increased African American intent to enroll to Orientation attendance by 35.7% in comparison to 2017-2019. 2017-2019 Orientation attendance for African American students that submitted an intent to enroll = 61.1%. 2020 Orientation attendance for African American students that submitted intent to enroll = 75.0%.
- Increased Latinx intent to enroll to Orientation attendance by 27.9% in comparison to 2017-2019 (2017-2019 IE to Orientation attendance = 71.0%, 2020 IE to Orientation attendance = 79.1%).
- Eliminated the intent to enroll equity gap between first-generation and non-first generation students from 3.8% (2017-2019) to 0 (2020).
- Reduced Orientation attendance equity gap between First generation students in comparison to non-first generation students by 38% (2017-2019 = 6.7% equity gap, 2020-4.1%).
- Coordinated with Academic Advising Programs to identify First Generation students not registered to attend Orientation and conducted proactive outreach.
- Coordinated with Academic Advising Programs to identify First Generation students registered to attend Orientation and pre-enrolled in available connection courses.

- Offered two free webinars completely in Spanish, which included information on parent engagement, financial aid, advising, and additional support programs, to assist Spanish speaking supporters.
- Captioned and recorded each session via the Otter.ai system.
- Created a diversity and inclusion introduction page in the pre-orientation online program.
- Created a late Orientation session in January (Spring admits) and August (Fall admits) for students that had been unable to attend a previous Orientation session or were recently admitted on appeal.
- Collaborated with EOP to conduct a modified orientation session for EOP Summer Bridge participants in a virtual setting.

III. **ONSP Changes in Policies and Procedures**
- Restructured Orientation major session delivery, from multiple sessions to a condensed few, which saved $19,968 from the initially proposed budget projection.
- Altered the structure of onboarding to require students to complete a pre-Orientation program and build their baseline level of institutional knowledge prior to participating in the live Orientation session.
- Worked extensively with the technical team to transition both Spring & Summer Orientation Reservation sites to Salesforce.
- Pre-assigned all incoming students to specific peer advisors prior to their Orientation session.
- Moved the entire in-person operation of Summer Orientation to a virtual platform.

IV. ***Resources Summary: See page 18 for overall SLL resource summary.**

V. **ONSP Program Assessment for Past Year**
Participation Data:
- 2019 Camp Wildcat participants:
  - 211 first-year students
  - 9 peer mentors
  - 4 faculty
- 2019 Spring Transfer Orientation participants: 484
- 2020 Summer Orientation participants: 3,517
  - Freshman participants: 2,291
  - Transfer participants: 1,226
  - Guest attendance: 319
    - Freshman guest participants: 279
    - Transfer guest participants: 27

Participant Satisfaction Survey

- A program satisfaction survey is administered to all Orientation participants.
- 2020 Student Survey: 99% agree/strongly with the statement, "I plan to remain enrolled in the fall".

VI.   *Analysis: See page 20 for overall SLL analysis.

VIII.   ONSP Program Objectives for Next Academic Year
- Offer both an in-person and a virtual Orientation experience that accommodates all incoming students and guests.
- In collaboration with the campus community, develop and execute a diversity and inclusion strategy that supports students of varying identities to learn, find and connect with selected campus communities throughout the onboarding process (targeted outreach, increased exposure of programs that support students from marginalized backgrounds, the introduction of campus values, meetings during orientation).
- Increase the percentage of first-year and transfer students who attend Orientation and then enroll in 15 units during the fall semester.
- Examine opportunities to offer an optional on-campus structured overnight program for students participating in an on-campus orientation.
- Create a well-defined handoff from students participating in Orientation activities to Weeks of Welcome.
- Offer support for Spanish speaking guests at every orientation session.
- Collaborate with Financial Aid and Student Financial Services to study, develop and execute a plan that increases financial literacy as part of Orientation programming.
- Expand the Orientation handbook to include additional sponsorship, while merging all handouts that were historically included in the orientation folder.
- Develop a plan to integrate the new course registration system into Orientation programming.
- Explore the viability of hosting an offsite Orientation in Southern California.
- Expand offering and support for all students not in a formal support group through the first semester.
- In partnership with the Math department, create and distribute an ALEKS PPL introduction video.
- Add cyberbullying education information in the pre-orientation program.
- Explore developing a parent calendar/handbook of advice & important dates, in collaboration with Parent Engagement.
- Study ways to support students in transition via text, chatbot integration, and app-based support during the onboarding process.

*Overall SLL Resource Summary

Overall Total Multi-Sourced Operating Budget: $1,392,885

- **Overall Department O&E**: **$98,052** to cover department supplies, services, printing, equipment, furniture, and student wages in support of four programs and a front desk that is open 48 hours a week to the campus and public.
  > (*O&E as allocated; significant savings due to shut down and move to virtual)

- **Total allocated program dollars $488,976**:
  - $29,002 for FSA (State)
  - $24,344 for SOLE (State)
  - $50,013 for Wildcat Welcome (State)
  - $385,617 for ONSP (fees, grants, redirects)
    - $166,813 (roll over fee funds)
    - $65,000 (redirect from GI funding)
    - $50,000 (redirect from unused State SLL funds)
    - $10,000 (redirect from VPSA discretionary funds)
    - $50,000 (one-time Title IX funding)
    - $43,804 (grant funding for Connection Course program)
      - $15,000 Student Learning Fee
      - $4,800 Governor's Award
      - $24,003 CO Student Cohort Transition Award
    > (*program dollars as expended; significant savings due to shut down and move to virtual)

Human Resources:

- **Total SLL Professional Staff Wages: $525,579**
  - ASC I Professional Staff - Two
  - SSP Professional Staff – currently at 2.5, fully staffed at 6
  - MPP Staff - Director
    *total staff wages as allocated; includes salary savings due to unfilled positions)

- **Student Wages $280,278**:
  - $23,255 Involvement Coordinator front desk staff (State)
  - $11,189 FSA Program Paraprofessional student (State)
  - $15,970 SOLE Program Professional student staff (State)
  - $48,547 in work-study split as needed between programs

- $179,671 for ONSP student Peer Mentors and Office staff (fees, grants, redirects)
  *(all student wages are shown as allocated, and are reduced from planned due to office shut down and move to virtual)

- **SLL Office:** based on budget projections and our current climate, we will not initiate any changes in class for either of our current ASC I positions.

- **FSA**: We were able to recruit and hire an SSP IB effective July 2019, however, we do not have a full-time SSP III Lead in this area. A review of duties and job classification for our temporary SSP I would likely find she is working out of class. It is my intention to seek permission to advertise for an SSP II/III in the Spring of 2021 to help manage the workload and responsibilities. Until we do, we will continue to employ an SSP III on an hourly as-needed remote basis as long as possible. If we are looking to redeploy any campus personnel with a background in Greek life, finding someone who could serve as a Multicultural Greek advisor could help the department more effectively support the University Graduation Initiatives and more effectively serve our culturally-based organizations. Long term, we need to stabilize this area with two full-time funded SSP permanent positions in order to combat staff burnout and departure as well as reduce risk management concerns for these high-risk programs.

- **SOLE**: Our incumbent SSP III could be creating some amazing leadership and engagement programming. However, since we are only staffed at 50% for this program, her skills and talents are tied down in student organization recognition and management. This is a task that, under her direction, could easily be managed by an SSP I level professional and allow her to focus on a much wider engagement target. Again, if we are looking to redeploy any current staff, this is a great opportunity for the right fit.

- **ONSP**: Even with the expansion of orientation needs and programs, including the growth of Summer O, the addition of Spring O, and the development of Online O, this program is the only area of SLL that is fully staffed. The support to make Orientation free this year is already showing an amazing impact. A look at the equity gaps this year in Orientation participation and move to class enrollment tell the story---this staffing model and our financial commitment as a campus to this important first touch is performing beyond hope and expectation in this critical Graduation Initiative 2025 area. Given the importance of Orientation to graduation initiatives, this should be a top priority position for the campus. Moving forward, the current temporary SSP I Assistant

Program Coordinator position should be transitioned to permanent status at the earliest opportunity.

Facilities/Equipment:
- **Facility Rental:** $30,000 to cover the annual cost of rent for our BMU space
- **Wildcat Sync platform subscription:** $32,000 Annually
- **Office equipment checkout:** SLL maintains tables, chairs, PA systems, handwashing stations, fire extinguishers, sandwich boards, pop up tents, lawn signs, hoses, hose bibs, and a megaphone for daily checkout by student clubs and organizations for outdoor event facilitation. In our virtual platform, all equipment will remain mothballed until we come back out.
- **Computers/technology:** Most of our desktops are deployed to professional staff working from home, as well as a couple of senior student ONSP staff working from home. Barring breakdowns, we will have no need to replace any equipment this year.
- **ONSP Equipment:** maintains six student staff work stations and approximately 40 iPads for student peer leader use. All of this equipment is continuing in full use, even in this remote setting.

*Overall SLL Analysis:

- The number of students who choose to participate in fraternity and sorority has increased again and is now at 2,500 annually. Unlike other programming areas that are driven by what we curate to serve students, our staffing model needs to be responsive to what the target audience curates as a need for us to manage. For that reason, this staffing need, even in our current state, is our top priority.

- The Big Cats peer mentor program, created specifically in response to the COVID-19 crisis, will serve all identified 540 new first-year students not otherwise connected to a formal support program. This is an outstanding feat implemented in a very short time period, driven for the most part by Shawn Ryan in ONSP with a partnership from Brianna Ellis in Academic Advising. If this proves to be as valuable a support system as I believe it will be (increasing the institutional touch thus enhancing their social integration, institutional and degree commitment), we need to firmly seat this in ONSP and start planning our funding model around this extremely economical driver of student retention.

- Free speech and protest as well as election issues will be a top priority for attention this semester, beyond guiding the team through its virtual continuance. We will look to press our continuing work on the bias response document under development, as well as expanding our documentation relating to roles and responsibilities of the full cadre of those who will have specific parts to play in any protest type responses.

- The vacant SSP II (SOLE) position will continue to hamper the delivery of leadership and life skills programming. Until we can hire for that position, we can only offer bare-bones club compliance and Wildcat Welcome programming with one professional staff member.

- Like most departments on campus right now, we are in a vast area of unknowns. When we write next year's annual report, everything may have changed as we continue to dive deeper into how to deliver support, compliance, service, and engagement to our student population. Right now, much of our time and communication is built around correcting behavior. However, it is imperative that we transition as soon as possible to focus on creating a culture to combat COVID and get around the corner on this shut down. The real work begins now.