

California State University, Chico



Division of Student Affairs

Student Life & Leadership

Annual Report 2020-2021

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 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 focuses 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

- Student Life and Leadership seeks to provide outstanding front-facing customer service to both campus and community entities.
- The SLL Office strives to leverage peers to connect students to involvement opportunities, provide clubs and organizations with access to resources and equipment and, promotion of club events.
- The SLL Office will monitor, promote, and facilitate freedom of expression on campus.

II. SLL Office Departmental Accomplishments – A highlight:

SLL by the numbers:

- The Involvement Coordinators served as Big Cat Peer Mentors during the Fall 2020 semester. They each were paired with 5-10 new incoming freshmen who were not part of a formal support program. The Big Cats checked in with new students in their group and connected them with campus resources, provided advice, informed them of upcoming events, and provided a trusted peer for advice and direction.
- The Involvement Coordinators assisted with various special tasks such as assisting with the packing and delivery of freshmen care packages, handing out swag bags to students working remote but local, promoting the elections and the ballot box during the 2020 election, participating in the Wildcat Voter Walkabout and Vaccine Promotion Walkabout campaigns, partaking in several calling campaigns, and lending a hand to University Public Engagement with grad photos.
- After recognizing the high number of students using open space on campus as well as the informal tour foot traffic despite campus being “closed” SLL began offering an outdoor front Q & A front desk and

lawn chair check-out on April 5th. This continued to operate outdoors until the BMU, along with other campus buildings opened up on June 7th.

Diversity Efforts:

- Our office manager has done an outstanding job of recruiting a diverse group of Involvement Coordinators (IC's) who served at our virtual and outdoor in-person front desk and phone reception.
- The office manager held biweekly meetings to assign training, discuss business practices, as well as provide a venue for fostering belonging and emotional support for the student staff through COVID.

III. Changes in Policies and Procedures: No changes to report in policies. In response to the COVID-19 pandemic, the office successfully transitioned to 100% virtual services on March 19, 2020. From there, our office provided leadership in re-opening campus via outdoor Q & A services, limited in-person and, finally full campus opening on June 7th. We employed a measured return of all professional and student staff, starting with Orientation on March 29th, and have a total of 7 professional and 35 student staff working in-person to date.

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

V. Program Assessment for Past Year 2020-2021

- **Support Student Life and Leadership in our mission to connect with students and the campus community on a virtual platform.**
 - Met: Although our front desk was not physically open during the fall semester, the Involvement Coordinators strived to continue support Student Life and Leadership programs virtually. They collaborated on an ongoing basis with all SLL staff to assist with various tasks and special projects. They were available to speak to students, parents, our campus community and the general public from 11:00 am to 2:00 pm every Monday through Friday by answering our main SLL phone line and by holding "desk hours" outside on Trinity Commons daily during the BMU closure. Our sllgeneral@csuchico.edu email was also a regular source of communication for anyone who reached out to us and we answered all inquiries promptly.
- **Investigate the feasibility of merging SLL and GAC front desks.**
 - Met: After observing the traffic flow between the two front desks, and analyzing the services provided, the decision was made to combine the two workspaces into a "one-stop-shop".

The SLL front desk will merge with the GAC front desk by fall 2021 to provide one central location for anyone coming into the space to visit or receive assistance. SLL and AS staff have met continuously throughout the year to determine the needs and set in place a plan for success.

- **Keeping Involvement Coordinators connected and engaged during this virtual period.**
 - Met: Our students needed to feel safe, supported, and a part of a team. Our Office Manager continuously met with her team of Involvement Coordinators on a bi-weekly basis through scheduled Zoom meetings. They discussed campus and office updates, but more importantly, they connected as a peer group and supported one another. She did personal/academic check-ins throughout the semester and referred student staff to additional resources when necessary.

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

VII. **Program Objectives for Next Academic Year 2021-2022**

- **Activate the newly combined SLL/AS front desk.** In partnership with Associated Students Government Affairs, we will cross-train our SLL and AS desk employees together to better serve operations in the 220 suite. Our IC's will not only develop the skills necessary to complete the regular tasks associated with their position, but they will also learn about AS programs that will now be housed in the Wildcat Leadership Center. The ultimate goal is for the IC's to serve our campus community and the public to the best of their ability, while also providing support to all programs. This combined effort will create a "one-stop-shop" for student involvement.
- **Provide comprehensive Involvement Coordinator training.** Given that we are returning from over a year of being remote and the structural changes to our combined AS/SLL front desk, there is more need than ever for our ICs to have a more comprehensive understanding of various services and programs on campus. To equip our team with greater insight into these programs, we will incorporate informational, student-centered sessions from campus departments into our bi-weekly meetings.
- **Improve budget management reporting and communication.** Our office manager will continue to monitor our SLL and program budgets every month. She will work closely with our staff to empower them to plan their spending throughout the fiscal year and will work with them to determine projections and get approvals. We will also provide timely quarterly reporting as requested by the VPSA Office.

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:

- Provide advisement and oversight for the safe operation of three Greek councils and 34 recognized social fraternities and sororities at CSU, Chico.
- Develop, facilitate, and tracks annual compliance training for all Greek organizations, advisors, and chapter leaders.
- Hold each organization accountable to best practices for risk management, member safety, scholastic achievement, and leadership development.

II. FSA Departmental Accomplishments

- A. Virtual Chapter Events: All recognized fraternities and sororities were encouraged to host virtual events for their members throughout the school year. These events ranged from Zoom meetings, brotherhoods and sisterhoods, and even virtual philanthropy events.

Semester	Virtual Events Held
Fall 2020	180
Spring 2021	151
Total Events	331

- B. Orange Tier In-Person Event Approval Process: Upon Butte County's shift to "orange tier" on the California State COVID-19 monitoring list, FSA created two separate procedures for both on-campus and off-campus event requests. Each event request required students to attest to COVID-19 guidelines, articulate how social distancing and cleaning protocols would be administered, and thoroughly explain all components of the event. All in-person events had attendance lists and not a single COVID-

19 case was linked to an in-person event of a recognized Greek organization.

This table shows the number of in-person events held by recognized Greek organizations as allowed between the dates of 3/22/2021 and 5/21/2021:

Location	In-Person Events Held
Off-Campus	31
On-Campus	5
Total Events	36

C. The community average GPAs for each council are outlined below:

Average Council GPA	CPC	IFC	MGC	All Greek
Fall 2020	3.41	2.98	3.04	3.14
Spring 2021	3.30	2.96	3.08	3.11

- D. Facilitated service leadership opportunities for all members of organizations to understand the value and importance of giving back to their community
- Conducted virtual fundraising efforts resulting in \$4,679.21 for the Giving Tuesday “Greeks Give” Campaign.
 - Facilitated two blood drives on campus and collected 76 lifesaving units.
- E. Transitioned the Executive Board Annual Training to the Greek Executive Academy, in partnership with the Wildcat Leadership Academy branding. Executive board members from all 34 chapters participated in a 3-part leadership training series beginning Spring semester, serving over 200 Greek leaders:
- Part 1: Online Leadership Compliance Module
 - Part 2: Gallup Strengthsfinder Online assessment
 - Part 3: 4-hour Live Zoom Training – featuring keynote speaker, advertising and branding, Strengthsfinder workshop, and implicit bias training.
- F. New Member Orientation
- All new members who joined via formal virtual recruitment were required to complete an online training module through LaunchPoint called “Greek Foundations”
 - Sections included:

- Introduction to Foundations
- Alcohol and Other Drugs
- Hazing
- Sexual Violence Prevention
- Mental Health

Diversity Efforts:

- FSA established a new partnership with Delta Sigma Theta Sorority Inc., a National Pan-Hellenic Council Organization, seeking re-recognition on the Multicultural Greek Council. Currently, we do not have any historically black sororities active on MGC, and we only have one historically black NPHC fraternity active at the time, Phi Beta Sigma.
- All executive board members completed Implicit Bias Training during the Greek Executive Academy to broaden their understanding of how personal experiences and beliefs can impact how we treat others.
- FSA welcomed back Michelle Guobadia for a two-part workshop with our Multicultural Greek Council leaders. The first part was presented at an MGC retreat, with over 50 members of MGC chapters present. The second part was conducted just for chapter presidents and consisted of strategic planning and vision setting for recruiting students into culturally-based fraternal organizations virtually.

III. FSA Changes in Policies and Procedures:

A. Addition of COVID-19 disclaimers

“All in-person events are subject to current COVID-19 guidelines. The ability to host in-person events is dependent on Butte County’s current operational ability. These guidelines will be updated regularly by all authorities and will also be conveyed by FSA regularly.

B. Changes in Pre-Event Notification Form procedures: must be the Chapter President who completes the form (changed from any officer), and must be completed at least 5 days before the event (changed from 3 days prior)

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

V. FSA Program Assessment for the Past Year

Due to the COVID-19 Pandemic, priorities shifted after these goals were submitted. Engaging students virtually and risk management protocols became the main focuses.

- A. 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. *Partially Met: Due to COVID-19, the original plan to move forward with a Leadership Academy track was put on hold until the next school year. Instead, we made the presentations for each chapter tailored to their self-reported needs. Presidents were able to complete a survey identifying which topics would be most helpful to their members.*

- B. Create council-specific academic achievement measures and programs to improve overall grades of all councils. *Partially Met: CPC created a new incentive in which women who achieved a 4.0 were recognized on social media and were given a prize. MGC held Zoom "Study Jams" throughout April of the Spring semester, and for each hour that a member was present at the Study Jams, they were entered into a drawing to win prize baskets. IFC will be working in the Fall to improve its academic support program.*

- C. 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. *Not Met: Due to COVID-19, we did not have the knowledge or skill set to put together a fully online training by the Fall of 2020. This event will happen in some capacity this next school year and remains a goal.*

- D. Increase mental health resources for Greek members by implementing a peer counseling and advocacy program. *Not Met: The WellCat Counseling Center launched their Peer Counseling program which they will be expanding. We will aim to partner with them in the future to hopefully have a member of Greek life who serves as a Peer Counselor and can appeal to our population.*

FSA by the Numbers for 2020-2021:

- 1,800** Greek life participants
- 500** Number of incoming members who completed New Member Orientation
- 350** Number of Panhellenic women who completed safety education training before recruitment
- 200** Number of Greek leaders who completed training focused on diversity, hazing, retention, recruitment, and safety.
- 48** Number of virtual council meetings a year advised and attended by FSA staff

34 currently recognized fraternities and sororities
8 Number of virtual president's meetings were hosted with all chapter's represented and advised and attended by FSA staff

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

VII. FSA Program Objectives for Next Academic Year

- A. 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.
- B. 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.
- C. Increase partnership with Housing
 - Fall: FSA organizations will partner with housing each month of the Fall semester to provide programming for first-year students
 - Spring: Additional steps will be added to the conduct process when a student who is affiliated with an FSA organization violates Housing policies.
- D. Campus Comeback and Re-education

Due to the entire 2020-2021 academic year being held entirely virtually, we must reeducate our students on how to operate fraternities and sororities in person. This will be accomplished through changes in our communication process, resource availability, programming, leadership training, and modified accreditation standards.

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 focuses on affinity interests and life skills that support retention, satisfaction, social integration, and institution and degree commitment.

SOLE Department Goals

- Provide support to current student organizations and supports those who are looking to start their student-run and student-led organization.
- Provide a fully online club compliance process to organization leadership, members, and advisors which meets department, campus, and CSU requirements.
- Create and facilitate large-scale events with the intent to connect students, help them find a community, and increase their sense of place and belonging.
- Provide a campus-wide engagement platform to serve as a hub for marketing and access to out-of-class programs and experiences.
- Coordinate a diverse array of “Welcome” and “Campus Comeback” activities in partnership with over 15 campus departments to increase a sense of belonging, institutional commitment, academic and social integration, and re-orientation for returning students.

II. SOLE Departmental Accomplishments - A highlight

- **Recognition:** Created a fully online training module for President/Treasurer/Advisor offered through Wildcat Sync that integrated all required sections of EO 1068, such as alcohol awareness/resources, Title IX, hazing, discrimination, protected classes, and free speech. This online training was customized to provide a different experience depending on the role of the participant.

Recognized organizations:

- Fall 2020 – 93 organizations.
- Spring 2021- 96 organizations.
- When asked if there was anything else that SOLE can do to support their student organization, President’s said upon registration:
 - “Thank you for all that you're doing for our clubs during this difficult time! :)”
 - “Thank you for your continuous support!”

- “Thanks for all your hard work!!!”
- **Advisors:** This semester marks the first time where we created a unique and informative training for the advisors that thoroughly explained their role as an advisor, suggestions, resources, ideas, Jeanne Clery information, etc. This advisor track received rave reviews from advisors who have been active in their clubs for many years.
- **Involvement Fairs:** Successfully offered Clubtacular in the Fall and Clubtastic in the Spring. Both of these involvement fairs were offered virtually through Wildcat Sync and were lead by the SSPIII with the support of the student Paraprofessionals.

Name of Event	Participating Organizations	Online Visitors
Clubtacular- 9/11/2020	90	356
Clubtastic – 2/12/2021	79	142
Total participants		498

- **SOLE Awards:** Successfully offered annual SOLE Awards during the week of 5/10/2021. Awards consisted of Student Organization of the Year, Outstanding Student Organization Leader, Rick Rees Unsung Hero, Event/Program of the Year, Best Wildcat Sync Presence, and Outstanding Advisor. Each winner was announced publicly on our @chicostudentlife Instagram page and received a private zoom celebration with the SOLE staff and parapro’s. Winning organizations were encouraged to invite family and friends which proved to be emotional and a great way to acknowledge the amazing accomplishments of each recipient.
- **Wildcat Leadership Academy:** As part of the Wildcat Leadership Academy, SOLE produced the Student Leadership Academy, Level 1&2. This was staffed with a temporary SSP re-deployed from Housing. Without this staff member, this program may cease to exist due to the extensive amount of time dedicated to planning, recruiting, marketing, curriculum development, guest speakers, campus partnerships, homework administered and graded, etc. Testimonials to showcase the experience from the leadership academy:
 - "My biggest takeaway was all the different components that make up a good leader and ways to work better with a team/communication within a team. It was very eye-opening! I didn't think I would impact others while in this academy but I did by presenting someone as my leader and giving thanks to those for being my lollipop moment."

- "The academy helped me realize that the position you take doesn't make you a leader, it's the way you show up for people and the way you treat them that does."
- "I feel that group discussions were fantastic. Especially in COVID times when we are having a lot of lectures I really enjoyed the interaction with others."
- "Resume builder assignment was amazing. Please keep doing that. It really helped me and introduced me to such a helpful resource on campus. I literally could go on and on."
- "The use of zoom was AMAZING. Like, I've been in training where it was not interactive and no one used break-out rooms. This was done so well."

SLA offerings	Participants who completed the academy
Fall 2020	5
Spring 2021 – level 1	13
Spring 2021 – level 1	6
Spring 2021 – level 2	9
Total	33

- **Adulting 101:** In Fall 2020, SOLE was not able to offer the Adulting series due to a currently open SSP II position during the hiring freeze. To keep the program alive, we partnered with the Associated Students programming team to offer four sessions in Spring 2021. In Spring 2021, SOLE was able to successfully offer five virtual Adulting 101 webinars marketed to the entire student population. This programming was primarily run by the temporary SSPIII position that SOLE was granted from Housing. This is another exceptional program that may suffer without adequate staffing in the SOLE department.

Term	Title	No of participants
Fall 2020	None due to SOLE staffing shortage	
Spring 2021	Personal Wellness	35
Spring 2021	Connecting to the Chico Community	17
Spring 2021	Job Hunting Tips & Tricks	13
Spring 2021	R.E.C.E.S.S.	35
Spring 2021	Food Smarts 101	30
Total		130

Please see a few comments that were gathered from surveys upon completion of the Spring 2021 sessions:

- Connecting to your community = “If I put myself out there through joining clubs/volunteer programs, I can find people that share my interests.”
- Personal Wellness = “The biggest takeaway is the drinking. Some people give me drinks and I don't want to be mean so I take them. Now that I heard more I could manage to say no.”
- R.E.C.E.S.S. = “My biggest takeaway was that it's okay to take care of yourself before others. Sometimes I tend to forget that making sure I'm okay before helping others is okay because if I'm not at my best then I really won't help others be at their best.”

- **Communication**

- **Newsletters:** In the absence of physical presence and in-person meetings, SOLE created a monthly newsletter sequence to update all organization members of new campus and community expectations as they unfolded through COVID 19. Newsletters also contained campus-wide events and opportunities for students to engage with the local and campus community. These were shared via email, Wildcat Sync, news posts, and social media. Here is an example of a newsletter that is also posted in Wildcat Sync and our [website](#).
- **Support sessions:** Upon finding multiple and repetitive questions about on-campus banking, SOLE offered three Q&A sessions in Fall 2020 where students could “drop in” via zoom and get their financial questions answered by MaryLisa Wood and Kendra Wright. Sessions were offered on 8/19/20, 9/3/20, 9/23/20. Less than 5 participants at each session but still a valuable use of time.
- **Keep Cats Connected:** As student organizations started to lose hope and momentum, the SOLE Parapro's partnered with fellow SLL student staff members to create a video that featured each speaker talking for 5 minutes or less about unique ways that student organizations could stay connected during the pandemic. This was recorded 10/9/2020 @ 1 pm and edited to place on our [SLL Youtube channel](#). We also have a nice [pdf visual](#) on our website.
- **Getting Connected video** – In light of COVID 19 and students finding it hard to connect, we took initiative to create an all-encompassing video encouraging students to participate in engagement opportunities with SLL, SOLE, FSA, AS, Recreational sports and so much more. Please view the 2-minute video [here](#).

- **Website:** Student Organization and SLL website update – 10/25/20. Created a more friendly user experience and be able to host imperative information that would be advantageous to our student organizations. We are pleased with this update and feel that it better showcases all the wonderful tools, resources, and suggestions that we offer student organizations.
- **Events**
 - **Cars & Stars** on 4/28/21 at Meriam Park. This event offered free admission to currently enrolled students to watch Ferris Buellers Day Off. We also invited members of our First Gen committee and Intramural Sports to host a table and advertise their opportunities to the students. Additionally, the Alumni Association handed out \$10 food vouchers while the University President and AS President joyfully greeted cars upon their arrival. Total attendance = 86 cars with over 340 students.
- **Conferences**
 - **Leadership Conference – Rise UP** – Co-Sponsored by Chico State SLL (Over 1,200 students from California UC/CSU and Community Colleges registered for the two-day conference. Event held on 10/16 and 10/17/2020) Campus partners who presented a session were Alix MacDonald, Dylan Saake, Krystle Tonga and Natalie Ladine.
 - **Student Organization Summit** – 12/11/2020. This virtual experience consisted of virtual sessions focusing on student life, student engagement, diversity and inclusion and so much more. We also were able to obtain demonstrations from four competing Student Engagement platforms that helped us schedule private screenings of each one; leading to the ultimate decision to select Presence.
 - **NASPA Virtual Conference** 3/21- 3/23
- **Campus Collaborations** - To ensure that we are keeping up to date with updates and changes within the CSU system, Chancellor's Office, Butte County Health protocols, campus updates and, cross-campus collaborations, the SOLE SSPIII is an active member of these following committees.
 - Chancellor's Office meeting (monthly)
 - CSU/UC/CC CA Student Engagement Collaborative (bi-weekly)
 - CARS staff meeting (monthly during Wildcat Welcome planning months)

- AS Event Money Allocation Fund (bi-weekly until the committee disseminated in Fall 2020. Now the SOLE SSPIII will take sole responsibility to approve intake forms and allocate funds with content neutrality as the primary screening criteria.)
 - Campus Production Meetings (intermittent in Fall 2020, dormant in Spring 2021)
 - Campus Programmers Meeting (bi-weekly)
- **CatsConnect** – Primarily in Spring 2021, the SOLE SSPIII took a lead role in researching, interviewing, screening, and selecting the new campus-wide student engagement platform named CatsConnect (replacing Wildcat Sync in Fall 2021) This lead role consisted of working closely with the Director of SLL, the Director of Student Affairs Technology Services, campus partners in various departments such as Associated Students, Recreational Sports, CAVE and the CARS representatives. This lead role will continue to customize the new platform working with the technical team, as well as the end-users who are our campus partners such as Housing, Associated Students, Recreational Sports, Athletics, CCLC, Study Abroad, Alumni & Parent Engagement, etc. This role is also actively working with Creative Services to create a logo and supporting imagery to integrate into an intense marketing plan.
 - **Wildcat Welcome** – In addition to supervising the SOLE program within SLL, the SOLE SSPIII position acts as the committee chair for the Wildcat Welcome. This committee is comprised of over 25 campus department representatives and looks to create an extraordinary welcome experience for our new students, both freshman and transfers. Due to COVID, this programming and organizational experience must be completely revamped and reimaged in every way possible. The SSPIII has been able to successfully provide extensive programming for our new students, hosting bi-weekly meetings with campus partners via zoom and providing relevant updates to the committee following all campus and local guidelines. Here are some highlights:
 - **Fall 2020 Welcome**
 - Multicultural Affinity Group Reception (DIVR)
 - Cats on the Run, Cats on the Hunt (WREC)
 - Meet your Elected Representatives (AS)
 - Cats on the Hunt (AO)
 - Virtual Scavenger Hunt (CAVE)
 - Cats on the Run (AS WREC)
 - Study Abroad & National Student Exchange Open House (Study Abroad)

- Welcome Bingo, Tune In Movies (Housing)
 - Meet the Greeks (FSA)
 - International Wildcat Orientation, International Welcome, 1st Gen & Proud Welcome (SA and First Gen)
 - Cats Got Games and Wildcat Connections (AS)
 - Transfer Tuesday Welcome Events (Academic Advising)
 - Meet Campus Recreation (Recreational Sports)
 - The Big Wildcat Welcome (SOLE) – (421 participants and ultimately the largest online event of the year)
 - Clubtacular (SOLE)
 - Financial Aid & Scholarship Open House (FINA)
 - Wildcat Warmup (TLP)
 - Wildcat Walkabout (SLL)
 - Multicultural Welcome Receptions – 10 separate virtual offerings (DIVR)
 - College/Department Meetings: successful implementation of 8 college meetings coordinated primarily by the committee chair holding the college CARS committee accountable.
 - Ask Me tables – 5 tables for 4 days and
 - 4 days of “virtual ask me” (SLL)
- **Spring 2021 Welcome**
 - Colleges providing virtual welcome events (BUS, HFA, AG, ECC, BSS)
 - College of HFA Scholarship Info Session
 - Wildcat Warmup - Showing students how to navigate Blackboard, Zoom, etc. (Academic Technologies)
 - What is a Sports Club? (Rec Sports)
 - Life as a Wildcat showcasing engagement opportunities outside the classroom (SOLE, AS, FSA, Rec Sports)
 - Study Abroad Info sessions (multiple sessions)
 - Financial Aid & Scholarships Info session
 - Chico Virtual Tour (AS)
 - Among Us Tues events, weekly (Intramural Sports)
 - Kahoot nights, weekly (Intramural Sports)
 - Bingo Night and food pick up (AS)
 - Diversity and Inclusion at Chico State – FAQ’s (Equity, Diversity & Inclusion Office)
 - Cat’s on the Hunt – Virtual scavenger hunt (AS)
 - Volunteer info night (CAVE)
 - Welcome 2021 Challenge (WREC)

- CCLC Open House (CCLC)
- Spring Transfer student welcome (SOLE, ONSP, Academic Advising)
- Chico local adventures – virtual tour of our lovely town (AS)
- AS Welcome Back Grab-n-Go Kits (AS)
- Greek Information Fair (FSA)
- New Wildcat Swag Bag pick up (SOLE) – we passed out 85 bags of campus branded material in 90 minutes!!
- CLUBTASTIC involvement/recruitment fair (SOLE)
- Wildcat Sync data (SOLE): The week before school started, we had 1353 visits to the Events page. The first week of school, we had 1895 visits to the Events page. As of 2/6/2021 – a whopping 2045. (In Fall 2020, we averaged about 1,000 hits per week)

Diversity Efforts:

- SOLE has integrated appropriate articles/speakers/campus opportunities into training our Paraprofessional staff. These additional educational opportunities are paid hours and are considered a mandatory part of their training.
- SOLE has dedicated messaging addressing cultural appropriation and student life and behavior expectations via social media (i.e. Cesar Chavez Day)
- SOLE successfully built Equity, Diversity, and Inclusion education into the Student Leadership Academies through programming as well as open conversations amongst the participants. This included addressing each participant’s preferred pronouns, how they prefer to be addressed, and each person’s expectations on how they desire to be treated in the virtual environment. These will only get stronger although we need a permanent staff member to keep this program alive and thriving.

III. SOLE Changes in Policies and Procedures

Fall 2020 was a fully virtual semester that prohibited student organizations to meet in person. Additionally, with all staff still working remotely, we offered another semester of virtual compliance training to adhere to Executive Order 1068 requirements. This customized training process took an immense amount of time to customize and create, but we were able to successfully train and validate the completion for all Presidents, Treasurers and, Advisors of each organization. Additionally, due to the physical restrictions, we identified a need to provide support to organizations in the areas of connection, creative programming ideas, motivation, momentum,

leadership transitions and just trying to stay afloat. This is where the idea of “Keeps Cats Connected” came in and this was shared amongst all members of student organizations, not just the leadership teams. The monthly newsletters also provided an excellent stream of relevant, updated information to the student organization population on campus. The newsletters became an expected mode of communication from the SOLE Office and we received multiple emails of appreciation for the efforts to provide continuous updates during a tumultuous time.

Spring 2021 was a semester of yet another transition time and in this case, it was back to campus. Recognition was still offered virtually, training and support were still readily available via zoom and phone calls, but the students were thrilled to hear of the potential to reserve physical space to meet in person in April 2021. The SOLE SSPIII created a detailed intake form through Wildcat Sync and shared it with the student organization leaders of recognized organizations who wanted to request an outdoor lawn area, stateside classroom, or BMU room reservations. We are happy to report that 18 on-campus reservations were successfully booked from recognized student organizations within the final 10 weeks of the semester allowing them to finally meet in person while following strict COVID guidelines.

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

V. SOLE Program Assessment for Past Year

- *Focus on virtual programming and provide leadership education workshops and seminars to student organizations*
 - The Student Leadership Academy (see SOLE Highlights in section II) was a very successful virtual leadership education series that proved to be welcomed and warranted. This will be a large loss if we are unable to obtain the staffing to continue to offer such a transformative leadership experience for our students.
- *Create promotional videos showcasing the ease of using Wildcat Sync for events and advertising campus engagement opportunities*
 - This was accomplished by utilizing zoom recordings with Canva edits to post instructional videos on our SLL Youtube channel as well as our Wildcat Sync SOLE page. Topics include: Posting an event on Wildcat Sync, Keep Cats Connected, Getting Connected at Chico State, Targeted training towards Presidents, Treasurers and Advisors, the Adulthood recordings and so much more. This team truly used the power of video to help provide support to our student organizations.
- *Market /keep-engaging to campus population including students, staff, faculty, and administration.*

- /keep-engaging is now a subcategory as a clickable resource on the homepage of Wildcat Sync. It was additionally included in the five Fall 2020 Wildcat Welcome new student emails that were advertising Wildcat Welcome and all of the engagement opportunities.
- *Educate and encourage partnering campus departments to post their events in Wildcat Sync. Ultimately providing individual training for those needing assistance in this area.*
 - The “Post an event in Wildcat Sync” video produced by the SSPIII in SOLE currently has 105 views and counting. This is also consistently advertised at the bi-weekly campus programmers meetings for all staff and student assistants to utilize while posting their department events. Additionally, one of our SLL Inclusion Coordinators is scouring the staff and student announcements daily to identify if any campus events that should be listed in Wildcat Sync. If so, and under the direction of the SOLE SSPIII, the IC reaches out to the campus partner with a detailed email and the embedded link on how to post. This has created an excellent cross-campus partnership with departments that would not have historically known the advantages of streamlining the Wildcat Sync calendar.
- *Incorporate, invite, educate and hold faculty/staff advisors accountable for student organization participation, leadership, and education opportunities.*
 - In the virtual setting, this proved to be a pinch harder than expected. There were several invitations to collaborate with advisors with a low response rate. Although there was not a group gathering, several conversations were held on the phone with advisors to help answer questions regarding leadership transitions, in-person meeting infractions, ideas to stay connected, and ways to keep the organization motivated. The SSPIII was able to provide useful tips while developing healthy relationships to keep advisors involved and helping their student-run and student-led organizations.
- *Work with campus partners to bolster our social media presence amongst the campus community.*
 - The SOLE SSPIII successfully created an excel document, to be stored in Box, that includes [campus department social media handles](#). The list now consists of 49 campus departments. The intent is to have departments tag each other on social media when they post and in turn, each tagged department will share said announcement on their page. This has been a smashing success!!

SOLE by the Numbers

- 3.41 – Average general student organization president GPA
- 3.36 – Average general student organization Treasurer GPA
- 3.33 – Average GPA of reported student club members
- 2 – Fall '20 New or reconstituted general clubs after at least one semester
- 3– Spring '21 New or reconstituted general clubs after at least one Semester
- 189 – Number of club advisors trained (Fall + Spring)
- 12 – Number of workshops held for student clubs
- 53 – Percent increase in social media followers
- 90 – Number of student involvement groups that participated in CLUBTACULAR (Fall)
- 79 – Number of student involvement groups that participated in CLUBTASTIC (newly created Spring involvement fair)
- 93 – Fall recognized student clubs
- 96 – Spring recognized student clubs
- 397 – Number of active portals on Wildcat Sync

Top Five Clubs by Membership on Wildcat Sync:

- 69 Chico Anthropological Society
- 65 Chico State Nursing Club
- 50 Photo Imaging Club
- 47 Pre-Veterinary Club
- 45 Exercise Physiology Majors Club

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

VII SOLE Program Objectives for Next Academic Year

- Stand up the new CatsConnect engagement platform and get all SLL programs and all clubs actively using the product by the end of the fall semester.
- Create a fully online Student Organization Re-recognition compliance training to be offered through CatsConnect. The content will need to incorporate all of Executive Order 1068 requirements and will include any requirements and expectations from our Emergency Operations Center and campus policies and procedures for the fall semester.
- Create a consistent schedule of meetings with the College Academic and Retention Specialist (CARS) within each college to integrate them into Wildcat Welcome.

- Implement additional demographic tracking of Adulting 101 series to ensure marketing efforts are being targeted towards specialty identity groups to ensure EDI efforts across campus.
-

Orientation and New Student Programs (ONSP)

I. ONSP Mission Statement:

As a student transition program, let us not be evaluated by whom we exclude in the process. Rather, let us be judged on our role in promoting social mobility, cultivating academic capital, and increasing the students that we include and help succeed. 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 to meet the changing needs of our diverse community.

ONSP Department Goals:

- Facilitate initial academic advising, course selection and, registration while providing comprehensive information about academic requirements and university expectations.
- Introduce and connect students to the campus environment, facilities, and resources that will support their educational goals and enhance the overall student experience.
- Provide structured opportunities for new students and their families to meet and develop relationships with faculty, staff, continuing students, and other new students.
- Prepare parents and guests of students for the personal and academic development changes that may occur during their transition to college.
- Provide opportunities for students to connect within the campus community.
- Provide ongoing program evaluation to adapt the program to meet the needs of entering new students.

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.
- Increased transfer student participation in Orientation by 7%, although the number of transfer intention to enroll students was 16% lower from the previous year.
- 2020 students that attended Orientation were .5% more likely to be enrolled in classes than 2017-2019 Orientation attendees.
- 2020 students that intended to enroll were 1.4% more likely to be enrolled in fall classes in comparison to 2019 students.
- In the Spring of 2021, decreased the intention to enroll to Orientation attendance attrition rate by 26%.
- Collaborated with College and Retention Specialist (CARS) advisors to review certain first-year class schedules post Orientation to verify accurate and appropriate course enrollment.
- Developed a pre-orientation mechanism that verified the correct major of the student before orientation attendance and a pre-Orientation survey for the peer advisors to understand the unique background and interest of the incoming students.
- Created a “Big Cat Peer Mentor Program” that supported over 250 new students throughout their first semester.
- Assigned a peer mentor to each incoming first-year student (n=19) in the spring semester.
- Hosted a Spring Orientation session, free of charge, that accommodated 495 transfer students. 123 more students than the 5-year average.
- Jacob Sloan, the Student Co-Director, was awarded undergraduate 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 in the fall and spring semester supporting over 50 new transfer students.
- Collaborated with the Math Department and Academic Advising Programs to pre-enroll all incoming first-year students in the required math support course before general course enrollment.
- Developed and hosted a series of live webinars in collaboration with 14 separate Academic Affairs and Student Affairs departments.
- Constructed a series of social media platforms (Instagram Class of 2025, Instagram Class of 2023) that attracted nearly 1,000 followers; hosted 12 “live” sessions, included 250 posts/stories, and received over 200 direct messages from incoming students.

- Enhanced the Chico State Orientation YouTube channel by adding 4 videos on the registration system, making connections, advise to new students.
- 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, before their Orientation session.
- 7% of students change their major from Admission to Orientation registration. ONSP created a report and contacted all students with different majors from their application to verify accurate major placement.
- Asked and provided bi-weekly support to a cohort of students that requested additional support during the transition to college.
- Collaborated with Financial Aid and Student Financial Services to study, develop and execute a plan that increases financial literacy as part of Orientation programming.
- Developed a plan to integrate the new course registration system into Orientation programming.
- In partnership with the Math department, created and distributed an ALEKS PPL introduction video.
- Study ways to support students in transition via text, chatbot integration, and app-based support during the onboarding process.
- Added cyberbullying education information in the pre-orientation program.

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 three 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.
- Re-designed the Orientation Welcome session to have the Chief Diversity Officer by the first morning speaker to greet the new students and inform them of the resources and Chico State values.

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 before 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 before their Orientation session.
- Supported Admissions by providing tours to incoming students from March through August.

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

V. **ONSP Program Assessment for Past Year**

Participants	Summer 2020	Spring 2021
Freshman	2,291	19
Transfer	1,226	495
Totals	3517	514

*with only 19 students enrolling as first-time freshmen in Spring 2021, ONSP outreached and connected all 19 with a peer advisor for 1 on 1 peer guidance.

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 in both Summer 2020 and Winter 2021 Orientation.
- Examine opportunities to offer an optional on-campus structured overnight program for students participating in an on-campus orientation.
- Expand offering and support for all students not in a formal support group through the first semester.
- 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

Program	Programs/ O & E	Student Staff	Pro Staff	ALL SLL
SLL Office	\$105,548	\$8,479	\$445,592	\$559,619
SOLE	\$17,986	\$21,567		\$39,553
FSA	\$27,048	\$12,547		\$39,595
ONSP	\$398,091	\$218,011		\$616,102
Welcome	\$50,133	0		\$50,133
Workstudy		\$31,150		\$31,150
Totals	\$598,806	\$291,754	\$445,592	\$1,336,152

Overall Total Multi-Sourced Operating Budget: \$1,336,152

- **Overall Department O&E: \$105,548** to cover department supplies, services, printing, equipment, furniture, and equipment 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 programming dollars \$493,258:**
 - \$27,048 for FSA (State)
 - \$17,986 for SOLE (State)
 - \$50,133 for Wildcat Welcome (State)
 - \$398,091 for ONSP (fees, grants, redirects)
 - \$166,431 (roll over fee funds)
 - \$50,000 (Title IX funding)
 - \$1,353 (student planner ad sales)
 - \$32,000 (Grant SI 6a - Equitable Onboarding)
 - \$65,000 (S. Corona, one time central funding for free orientation)
 - \$40,000 (SLL funding to support free orientation)
 - \$22,469 (SLF grant to support Connection Courses)
 - \$20,838 (VPSA grant and Work Study to support Big Cats
(*program dollars as expended; significant savings due to shut down and move to virtual)

Human Resources:

- **Total SLL Professional Staff Wages: \$445,592**
 - 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:**
 - \$8,479 Involvement Coordinator front desk staff (State)
 - \$12,547 FSA Program Paraprofessional student (State)
 - \$21,567 SOLE Program Professional student staff (State)
 - \$31,150 in work-study split as needed between programs
 - \$218,011 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 the office shut down and move to virtual)

- **SLL Office:** Our ASC for SLL is now the longest-tenured staff member in our office. She has had impeccable job performance, been a reliable staffer, and a consistent performer. She has also been a mentor and guided our less experienced ASC. For that reason, I plan to explore a request for in-range progression for this person. Meanwhile, we will be directing our ASC I for ONSP to work toward developing her conflict and communication skills and her evaluation will reflect some needed correction. Unfortunately, she has announced her departure, effective October 1, to be a stay-at-home mom to her two-year-old. Search to begin soon, if I can get any movement on approval.

- **FSA:** I am thrilled to report that we have offered a position to a qualified candidate for the full-time SSP II position in Fraternity and Sorority Affairs. This would bring us to near full capacity with two SSP II staff positions, but would still mean that we will not have an SSP III lead yet in that program, thus necessitating more oversight and direction from the Director. The hope would be that our incumbent will develop the skills and experience to be considered for reclass at the end of this year. Also, we can now release our part-time hourly SSP III consultant and previous full-time employee, Abbie Page, from our contract and responsibility for our program.

- **SOLE:** Our incumbent SSP III has done an amazing job considering we continue to be at 50% staffing in this area. She hosted the largest

online campus event during COVID (420 at fall 2020 virtual Welcome) and the largest in-person campus event during COVID (340 at spring 2021 Cars and Stars Senior Appreciation night). We were down to two finalists for the SSP II position when COVID struck in spring 2020, and we will be submitting the Request to Fill for that position within the next month.

- **ONSP:** Orientation and New Student programs has proven itself to be an integral part of supporting enrollment and retention for newly admitted students. By pushing out earlier communication and maintaining contact longer after enrollment, ONSP has arguably helped us reduce our enrollment losses and positively impacted retention during COVID. For that reason, we must hire for the SSP I Assistant Coordinator position that will become vacant as of August 1, 2021.

Facilities/Equipment:

- **Facility Rental:** \$30,000 to cover the annual cost of rent for our BMU space. Our AS landlords have conscripted fully 50% of our original footprint in this space while we continue to pay the same rent as before. I have been unable to inspire Student Affairs leadership to care about this or advocate for our program in any way.
- **Wildcat Sync platform subscription:** \$32,000 Annually. We will be transitioning to a new vendor and should see a slight dip in this annual cost moving forward while having better functionality and service.
- **Office equipment checkout:** SLL maintains tables, chairs, PA systems, handwashing stations, fire extinguishers, sandwich boards, pop-up tents, lawn signs, lawn chairs, hoses, hose bibs, and a megaphone for daily checkout by student clubs and organizations for outdoor event facilitation.
- **Computers/technology:** Returning from remote work has revealed a natural deterioration of some of our desktop machines. This will require some re-evaluation of computer needs and purchase of some desktop equipment as well as some mobile equipment to pair with our new engagement platform check-in system.
- **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:

- Participation in Greek life is holding steady, while general student organizations and sport clubs have suffered greatly during COVID. We will be looking for opportunities to encourage and incentivize the reformation of our clubs and organizations but supporting club officers, removing barriers to club recognition, and even offering financial incentives via HEERF funding. We had approximately 189 recognized clubs pre-COVID and last spring were down to 89, losing a little more than 50% of those student engagement opportunities.
- Orientation and New Student Programs continue to be a campus bright light by continuing to expand their collaboration and reach from pre-enrollment to well through the first year. In addition, their assessment and analysis of participation and outreach to underrepresented groups is showing a significant impact on shrinking opportunity and success gaps related to ethnic identity.
- Our office continues to be the primary campus champion for COVID vaccine promotion as well as face mask distribution to support the safety and sanitation protocol to safely open and stay open in Fall of 2021. We did a significant amount of outreach to off-campus students including COVID safety door hangers and mask distribution as well as the collection, packing, and shipping of freshman care packages to all new first-year students. Turning the attention of our campus focus to the locations where students live in significantly greater numbers than our on-campus housing can accommodate should be a campus priority for all of our programs.
- Our number one challenge continues to be staffing with delays due to changing organizational structure and understaffing. We onboard a new Coordinator in FSA next week, but just lost a Coordinator in ONSP to another campus position. Meanwhile our ASC I just informed us she is going to resign October 1 to be a stay-at-home mom to her toddler. After finally making a single hire, I will come up net -1 and still be -2 positions total. If we continue to be tone-deaf to the changing reality of our job market, we will continue to be a sieve that is losing people faster than we fill positions. This needs recognition and addressing as a base level hierarchy of needs or our department, along with the rest of campus, will be doomed to chronic understaffing leading to burnout, lack of competitiveness in the job market, and ultimately unstable programs that don't meet our students' needs.