

UC DAVIS
STUDENT AFFAIRS



ANNUAL REPORT 2011-12

A look back while moving forward



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Front cover and interior photography: UC Davis — Rachel Van Blankenship, Karin Higgins, Gregory Urquiaga, Martin H. Wong, Tara Butterworth

Back cover: “The Practice of Freedom” mural is featured at the UC Davis Student Community Center, which opened January 2012. The mural design and painting were done by Malaquias Montoya, with assistance from Jaime Montiel, José Chavez and Laurie Kempf.

ABOUT STUDENT AFFAIRS

NUMBER OF
DEPARTMENTS: 24

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NUMBER OF EMPLOYEES:
approximately 3,756
(756 staff; ~3000 students)

.....

SQUARE FOOTAGE
OCCUPIED ON CAMPUS:
approximately 20 percent
of campus space with
2.5 million square feet in
48 buildings (includes
Student Housing).



THE DIVISION OF STUDENT AFFAIRS dedicates itself to advancing the university's mission by providing programs, services and facilities that foster academic success, student development and campus community. Through these efforts, units within the division inspire students as they prepare for their future roles in a diverse, dynamic and global society.

Described in its strategic goals, the vision for Student Affairs is to support students and all members of the campus community in their academic, social, cultural, personal and civic development.

These goals include:

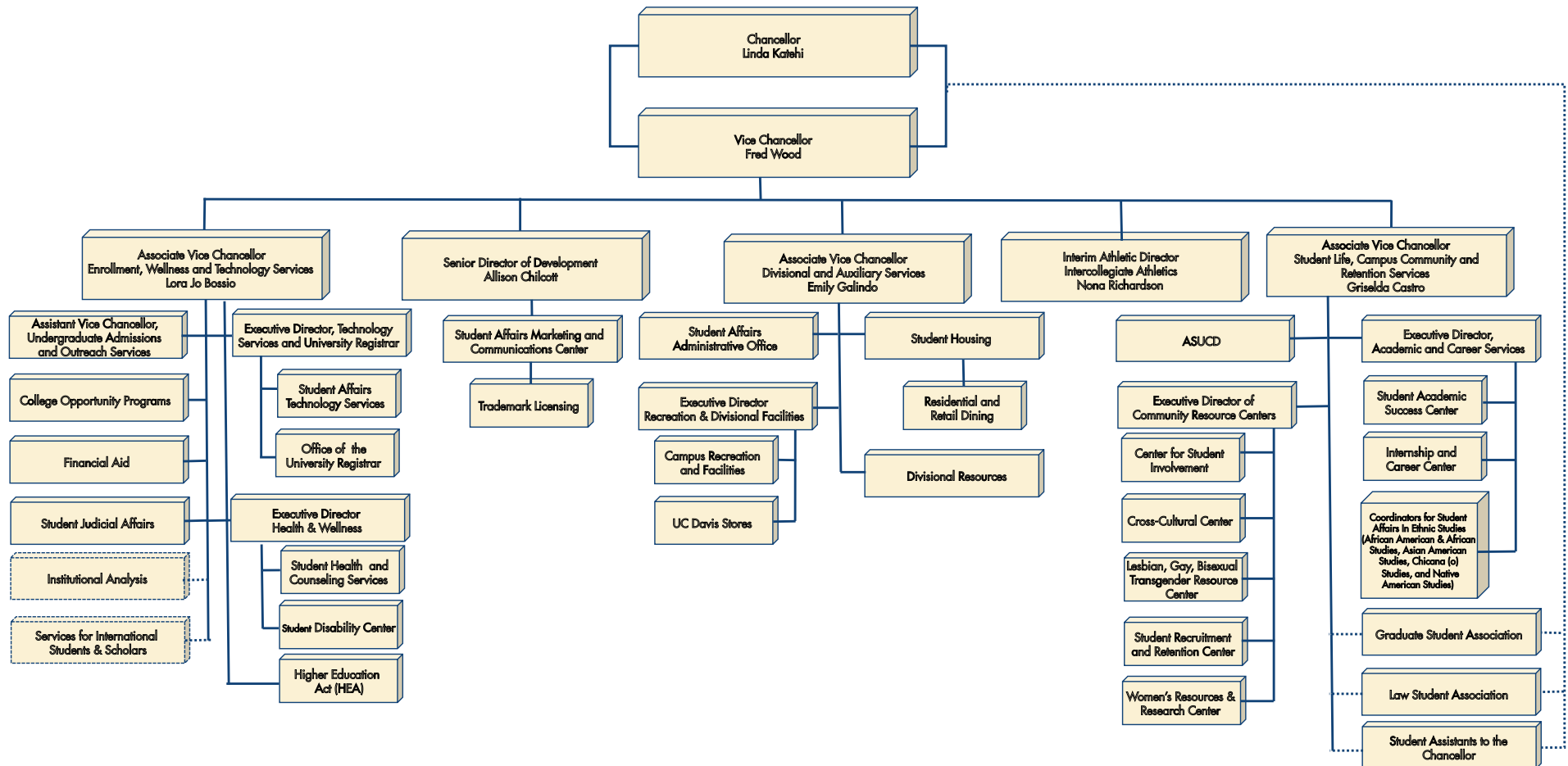
- Develop partnerships that promote student learning
- Provide seamless systems that advance transitions and success
- Foster a diverse and inclusive community
- Promote personal growth, wellness and lifelong learning

The Division of Student Affairs sponsors 24 defined departments or units with operational budgets exceeding \$414 million annually. With approximately 2.5 million square feet of assignable space, the division is served by 756 professional staff and approximately 3,000 student employees.

Growing and changing every year, Student Affairs dedicates itself to supporting students by providing a vibrant and diverse campus community. The many programs, services and activities sponsored through the division directly contribute to the university's Vision of Excellence.

DIVISION OF STUDENT AFFAIRS ORGANIZATIONAL CHART

as of May 2012





2011-12 GOALS AND OBJECTIVES

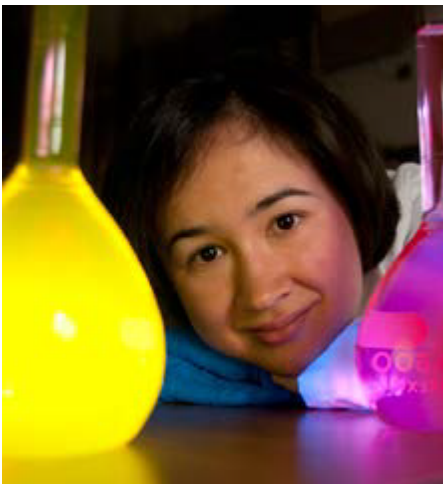
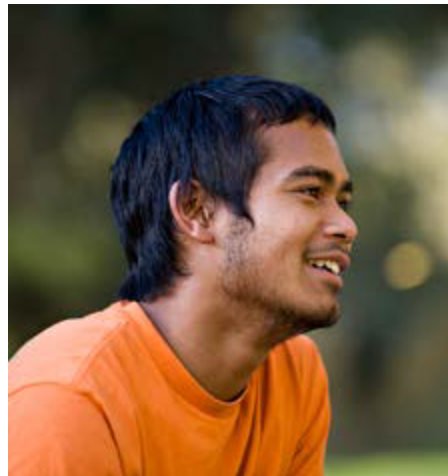
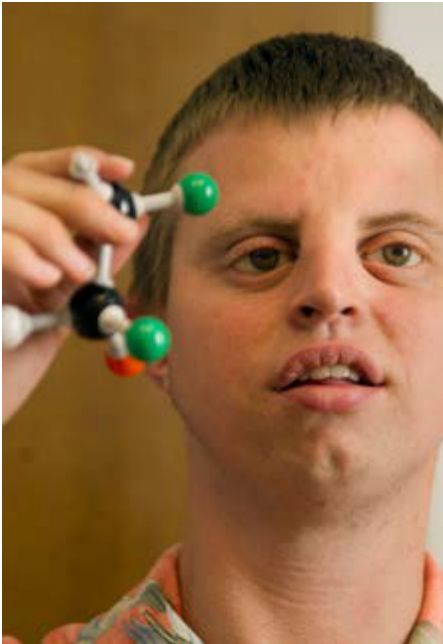
- INCREASE THE NUMBER OF NATIONAL AND INTERNATIONAL UNDERGRADUATES
- FOCUS ON PHILANTHROPIC FUNDRAISING
- DEVELOP A STRATEGIC DIRECTION FOR INTERCOLLEGIATE ATHLETICS
- IMPLEMENT DIVISIONAL STRATEGIES TO ADDRESS BUDGETARY REDUCTIONS
- DEVELOP STUDENT RETENTION MODELS FOR AT-RISK STUDENT POPULATIONS
- COMPLETE AND CONTINUE CAPITAL PROJECTS PLANNING
- DEVELOP THE FRAMEWORK FOR A DIVISIONAL STRATEGIC PLAN

FOSTER A VIBRANT COMMUNITY OF LEARNING AND SCHOLARSHIP

- Within Student Affairs, the Enrollment Management, Wellness and Technology unit's impacts are broad, ranging from addressing the needs of prospective students through the development of alumni who cherish and value their UC Davis experience. Staff has worked closely with Academic Senate leadership to implement and enhance an integrated course management system.
- The Internship and Career Center provides opportunities to engage students in the community. This past year 32 student interns were placed in the UC Center in Sacramento. Examples of internship sites include: the Governor's Office, Office of the Attorney General, California Energy Commission, Legislative Women's Caucus, California Air Resources Board, Offices of the California State Controller and California State Treasurer and Capital Public Radio. In addition, 120 students were placed in the UC Davis Washington Program where examples of internship sites include: US Environmental Protection Agency, US Department of Justice, National Aeronautics and Space Administration (NASA), The Smithsonian Associates, Office of Senator Barbara Boxer and the California News Service.
- The Student Recruitment and Retention Center (SRRRC), in partnership with Graduate Studies, the University Writing Program and the Internship and Career Center developed a "Graduate Student Writing Retreat," which attracted 42 graduate student participants.
- In partnership and collaboration with the Student Academic Success Center, Early Outreach Program, the Undergraduate Research Center and Ethnic Studies, the Student Retention and Recruitment Center developed an innovative academic and study support program, entitled "The Lounge." Aimed at improving persistence and retention, it attracted approximately 800 participants in 12 sessions throughout the academic year. In addition, 21 "Transfer Hour" sessions attracted approximately 725 transfer student participants throughout the academic year.
- The Lesbian, Gay, Bisexual, Transgender Resource Center (LGBTRC) continued to serve the entire academic community by developing and providing six Safe Zone trainings reaching approximately 350 individuals and three Transgender Safe Zone trainings reaching approximately 40 individuals.
- Utilizing experiential learning components, the LGBTRC volunteer program (with 63 volunteers) provided structured learning experiences for students to be actively engaged in their communities. Many received transcript notation for their work.
- To foster campus connection, community and inclusion, the Center for Student Involvement (CSI) developed and sponsored "Beyond Tolerance Tuesday" programs in support of the Hate Free Campus Initiative. In partnership with the School of Education, CSI staff developed and taught a course entitled "Fundamentals for Leadership," giving student leaders an experiential learning environment to examine their strengths and limitations while expanding their perspectives and challenging their values and biases.
- The Department of Campus Recreation and Unions (CRU) partnered with a research organization called Campus Labs to initiate a multi-year student staff survey. Following the initial survey, Campus Labs created a snapshot of the 900 student staff within the department and the skills they gain through working with CRU. This information will help to evaluate training and student development initiatives and respond to students' needs. Moving forward, the surveys will be conducted annually, providing comparative data that will describe how students develop with the department over time, a critical piece of assessing student development efforts.
- Student Housing continues to provide financial wellness programming within the residence halls. During New Student Orientation, 99 percent of all new freshmen and 82 percent of all new transfer students benefited from Financial Aid and Student Aid Accounting presentations.
- In UC Davis Athletics, the Aggie women's tennis team captured its fifth consecutive NCAA Public Recognition Award for Academic Progress Rate (APR), while the women's gymnastics team earned its second. The APR, which measures classroom performance for all Division I student-athletes, is awarded to teams ranking among the top 10 percent in their respective sport.

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BENEFITED...

DRIVE INNOVATION AT THE FRONTIERS OF KNOWLEDGE



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AN INNOVATIVE
APPROACH TO PROVIDING
INTERDISCIPLINARY LEARNING
OPPORTUNITIES FOR
STUDENTS, THE DIVERSITY
LEADERSHIP DEVELOPMENT
PROGRAM WAS DEVELOPED ...

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- The Student Recruitment and Retention Center partnered with the School of Education in developing a new course, “Understanding Educational Equity,” to help increase students’ awareness of the center’s mission.
- The Lesbian, Gay, Bisexual, Transgender Resource Center’s (LGBTRC) four awareness weeks (Pride Week, TransAction Week, Bisexual Awareness Week, Intersex Awareness Week) provided interdisciplinary forums for speakers, panels and discussions on current and emerging topics.
- The professional staff within the Office of Student Development, in Student Housing, provided a number of educational workshops. These workshops included a myriad of transitional/educational programs that span across many areas of wellness for first-year students. Also included were opportunities to provide sessions through collaborations and partnerships with the “Navigating the Research University” freshman seminar, Center for Leadership and Learning, LGBTRC Speakers Bureau, “Train the Trainers” with the Office of Campus Community Relations and other workshops as requested by additional campus partners.
- An innovative approach to providing interdisciplinary learning opportunities for students, the Diversity Leadership Development Program was developed as an undergraduate certificate opportunity initiated by a collaboration with the Internship and Career Center, the Center for Leadership Learning, the Office of Campus Community Relations, the LGBTRC, the Women’s Resources and Research Center, the Cross Cultural Center and the Office of Student Development.
- A year after a redesign of the UC Davis Athletics website, ucdavisaggies.com, the athletics department launched a blog site called “Thinking Outside the Boxscore.” The blog offers a variety of content, including behind-the-scenes glimpses, historical information and a memoir from a recent student-athlete.

EMBRACE GLOBAL ISSUES

- The Enrollment Management, Wellness and Technology units strive to ensure all services fully support incoming international and national students, while also meeting students' goals to travel abroad. Working closely with the Education Abroad Center, the units partner to ensure written materials are accurate and that staff advising students have accurate information.
- Undergraduate Admissions has expanded its international outreach efforts to include recruitment of staff who live abroad, to partner with firms that assist in marketing UC Davis internationally, and to participate in conferences and college fairs that take place abroad.
- Members of the Student Disability Center serve on campus, systemwide and national committees advocating for solutions that ensure we have a campus that is supportive and safe for students with disabilities. New assistive technologies are shared with the campus community and our websites are reviewed regularly for accessibility.
- The Internship and Career Center helped students into 214 international internship placements in 28 countries on six continents. In addition, for 2012, UC Davis ranks in the top 25 nationally among four-year universities for Peace Corps service with 34 nominations for service.
- The Lesbian, Gay, Bisexual, Transgender Resource Center sponsored the San Francisco-based organization Queer Women of Color Media Arts Project screening on immigration and the intersections of immigration status and gender and sexuality. The screening project featured transplanted family dreams, delightful disco-balls, and uprooted lovers traversing the intimate contours of immigration and migration.
- The executive director of Campus Recreation and Unions, Divisional Facilities and UC Davis Stores is completing his second year of a three-year appointment on the board of directors for the National Intramural and Recreational Sports Association's (NIRSA) National Service Corporation (NSC). As the wholly owned subsidiary of NIRSA, the NSC develops, guides and implements marketing opportunities through collegiate recreation. NSC also oversees operational activities for NIRSA National Championships Series (student competitions) and NIRSA sponsored programs.
- The coordinator for informal recreation in the department of Campus Recreation and Unions serves as a member of NIRSA's Student Leadership Team for Region VI (western states). This elected position is responsible for student member



recruitment and retention for Region VI, and serves as an advocate for all student members.

- The director of the UC Davis Stores serves on the Course Materials and Intellectual Property Council of the National Association of College Stores. This council deals with copyright compliance issues, changing delivery models of course content, textbook rental programs and member education on intellectual property issues and national and state legislation related to course materials. The director also serves on the National Bookstore Advisory Board for the global education publisher Wiley.
- The assistant director of marketing for the UC Davis Stores currently serves as the third vice president of the International Collegiate Licensing Association (ICLA). It is ICLA's mission to improve the overall understanding and effectiveness of institutional trademarks/tradenames and licensing, while upholding the ideals of higher education.
- The director of Student Housing Business Services serves as the president-elect for the Western Association of Collegiate and University Housing Officers-International.
- Registered student organizations are strong partners in the university's mission to address the needs of the region, the state, the nation and around the globe. More than 33 student organizations address global challenges; examples include: buildOn, Flying Samaritans, Global Water Brigades, MEDICOS-Kenya, Nourish International, Spreading Smiles and Volunteers in Guatemala.

NURTURE A SUSTAINABLE FUTURE AND PROPEL ECONOMIC VITALITY

- Within Student Affairs, units provide leadership development through student employment, embracing the concept of preparing students for future careers. Approximately 3,000 students are employed by the division.
- The Internship and Career Center assisted students in securing 6,679 internship placements and 7,931 students and 630 companies and agencies participated in five internship and career fairs coordinated by the department.
- Students and student organizations help advance solutions to issues that impact the health and prosperity of California. One example is San Joaquin Valley PRIME, which partners with UC Merced to provide an innovative approach to training future physicians, emphasizing quality care anchored in community-based research and educational experiences to improve health and health care in the region.
- In 2011-12, the Coffee House, an ASUCD unit, cataloged approximately 28 percent of its food purchases as “sustainable,” surpassing a goal set by UC Office of the President of 20 percent by 2020. In addition, the CoHo’s “locally processed” sustainable purchasing figure reached 46 percent.
- Student Affairs continues to integrate sustainable operations into recreation, student service, residence hall, dining and support facilities. New construction projects and applicable renovation projects are being registered with the United States Green Building Council for Leadership in Energy and Environmental Design (LEED) certification. New and existing buildings are being outfitted with updated control systems to ensure optimal energy efficiency and early detection of mechanical failure. Currently, two residence halls are registered for LEED Existing Building: Operation and Maintenance.
- Student Affairs has a new building that opened winter quarter 2012, the Student Community Center. This facility houses many critical support functions for the division and campus. The building is registered for LEED certification with the hope of attaining Platinum. The building exceeds Title 24 by 32 percent and will be included in the campus Power Purchase Agreement for solar photovoltaic.
- Mechanical, electrical and plumbing systems have been upgraded in many facilities to decrease energy and water use. Solar thermal systems providing pre-heating for domestic hot water are in operation within multiple Student Housing and dining facilities. Solar photovoltaic systems are now in place within Student Housing as part of the campuswide Power Purchase Agreement (PPA). These buildings include Segundo Dining Commons, Segundo Services Center, Segundo North Residence Hall and Tercero Dining Commons. Planning has begun to include the Student Community Center within the campus PPA, which will allow the building to achieve LEED certification at the Platinum level.
- The Department of Campus Recreation and Unions has launched two projects this year to create more sustainable spaces, and increase opportunities for students. The first project is the Dairy Road Recreation Field, which will develop a multi-use outdoor recreation facility with a synthetic playing surface. The field will eliminate daily irrigation needs and reduce fertilization, fuel and exhaust, while new energy efficient lighting will reduce energy consumption. The second project is the Memorial Union renewal: a vision for a campus destination that is central to the social and academic needs of every UC Davis student. The renovation, and systems replaced by this project, will meet or exceed Campus Green Building Baseline points and will be designed to outperform Title 24, Part 6 by a minimum of 25 percent. The new lighting will be consistent with the goals of the UC Davis Smart Lighting Initiative.
- Student Housing’s Segundo Service Center was completed in fall 2011 and is slated to achieve LEED certification at the Gold level. The project exceeds Title 24 by 40 percent and has on-site renewable energy as well as an efficient central plant providing on-demand domestic hot water to the residents living in the Segundo high-rises. The Segundo Life Safety project was completed in fall 2011 and provided upgrades to the four Segundo high-rise buildings, which house 800 students. The project included upgrades to all systems, installation of a fire sprinkler system, seismic retrofits and room amenity work.
- The Tercero Phase III residence hall project, which replaces the 800 beds from Pierce/Thille, is now in construction and will open fall 2014. The project consists of seven new buildings housing 1,200 students. The project will be registered for LEED NC at the Platinum level.
- The Castilian redevelopment project is in planning and will include the demolition of Castilian, (currently vacant) and the third-party development of a new building that will house approximately 240 single graduate students in an apartment format. It will meet UC Office of the President sustainability standards.

CHAMPION HEALTH, EDUCATION, ACCESS AND OPPORTUNITY

- The Enrollment Management, Wellness and Technology units continue to be committed to social responsibility and community engagement. These endeavors include outreach to communities with low college-attending cultures, making information available to prospective students and their families, and ensuring admitted and current students have the information and resources they need to take full advantage of their educational experience at UC Davis.
- Student Affairs was awarded several new federal grants in addition to existing grants, resulting in the management of \$25 million in funding

(of which \$22.1 million was newly awarded in September 2011). This recognizes the division's success in providing stewardship and outreach services to thousands of students and families in the K-14 public sector. Due to the successful administration of these federal programs for the past 30 years, UC Davis continues to receive substantial funding and has become one of the leading institutions in the nation in receiving federal funds.

- During the 2011–12 admission cycle, the campus designed and implemented a “holistic” selection process for prospective students. This allows the viewing of a student's application within the context of his

or her educational experience and opportunities, as well as academic achievements. The fall 2012 incoming class includes an increase in the number of international students, an increase in the number of Hispanic/Latino students and an overall increase in academic quality.

- Student Affairs has the first UC Student Health Center to be certified as a Primary Care Medical Home. The Medical Home model is an integrated care model. Merging Counseling and Psychological Services with Student Health Services and the use of one electronic record system helped move the campus forward with the Medical Home model. Student Health and

Counseling Services also achieved a three-year reaccreditation from the Accreditation Association for Ambulatory Health Care.

- More than \$500 million in financial support is awarded to UC Davis students annually.
- Student Affairs established and facilitated an AB540 Task Force to provide mechanisms to improve and facilitate access to UC Davis for AB540 students. In addition, an AB540 website was developed. It is specifically aimed at assisting prospective and current AB540 students and the staff who serve them.
- Free and anonymous HIV testing is now provided at the new LGBTRC through collaboration with the campus Health Education Program. In the limited time of this service offering, 36 students sought testing, far exceeding initial expectations for the number of high-risk students who might request this service.
- In response to the demand and need for more gender-neutral restrooms on campus, the new Student Community Center features four all-gender restrooms.
- The Student Recruitment and Retention Center (SRRC) hosted more than 245 recruitment sessions with tri-county region middle and high school students to cultivate a “college-going culture.”





- To promote access and opportunity to higher education, the SRRCC organized and sponsored six youth leadership conferences for middle and high school students. Conferences included: Native Youth and Transfer Conference, Leslie Campbell Black Youth Leadership Conference, La Raza Youth Empowerment Conference, Pilipina/o Youth Conference and the Southeast Asian Youth Conference.
- Through funding provided by University of California Office of the President, the UC Davis Occupational Health Clinic and the Department of Campus Recreation and Unions began collaborating on the WorkStrong Program, a systemwide employee wellness initiative. The goal of this program is to mitigate workers' compensation costs and to help employees lead healthy, productive, and injury-free lives. UC employees who have sustained two or more injuries on the job automatically qualify for the program. Participants receive guidance and motivation from a wellness coach, personal trainer, dietitian and other services (such as smoking cessation or mental health programs) as applicable. With the addition of the WorkStrong Program, the Department of Campus Recreation and Unions and the Occupational Health Clinic have been able to reach out to the UC Davis staff community and provide the education and resources to help them lead healthier lives.
- With the recent reorganization of Campus Recreation and Campus Unions, our Student Affairs Event Services unit brings together event management of the Pavilion, Freeborn Hall, Memorial Union, Silo Union, Putah Creek Lodge, Rec Pool Lodge, ARC Conference Center, UC Davis Conference Center and the new Student Community Center (resulting in the management of more than 5,700 reservations annually). Among this year's achievements, event staff successfully opened and operated the new Student Community Center, Freeborn Hall hosted its first academic classes for more than 450 students, and the larger event facilities hosted a record-setting concert season, with five concerts at Freeborn and three at the Pavilion.
- More than 160 student organizations continued to provide outreach and support to K-12 students throughout our region, the state, the nation and the world.

CULTIVATE A CULTURE OF ORGANIZATIONAL EXCELLENCE, EFFECTIVENESS AND STEWARDSHIP

- The Enrollment Management, Wellness and Technology units continue to make cultivating a culture of organizational excellence and responsible fiscal oversight a priority. These units provide a broad range of administrative services intended to support and enhance the student experience at UC Davis, while supporting faculty and staff as they too work to support and enhance the student experience.
- Being student centric in our approach ensures services truly meet the needs of students and are of the highest quality. Some of the methods developed include designing and implementing automated solutions that improve the administrative experience of students, staff and faculty. These include the seat-release process, the Senate’s repeat course policy, classroom scheduling process, Student Affairs My Office, and a streamlined photo ID process.
- Due to staff reductions and the commitment to ensuring financial aid is delivered on time, the leadership of the Financial Aid Office worked with the Department of Education to participate in the federal government’s Quality Assurance Program. This enables the Financial Aid Office to dramatically reduce the labor-intensive workload associated with the verification process.
- The merger of Student Health and Counseling Services enabled these programs to consolidate administrative services, improving efficiency with transition to the campus Shared Service Centers, and reducing administrative positions and costs. In addition, the merged administrative service is now also able to provide enhanced human resources, facility and financial needs support to the Student Disability Center without additional personnel.
- To move the concept of a virtual student services portal forward, Student Affairs worked with the Office of the Vice Provost-Undergraduate Education and Davis Honors Challenge students to identify student needs and desires regarding a virtual student services portal.
- The leadership group charged with managing technology for Student Affairs has worked with divisional units to develop a funding model that ensures the unit has technology support at a reasonable cost.
- Along with our divisional efforts, each Student Affairs department has advocated and supported divisional and campus goals to reduce costs and streamline business practices via participation in and membership on various Shared Service Center committees.
- With the funding support provided by the chancellor to the Lesbian, Gay, Bisexual, Transgender Resource



Center and Cross Cultural Center, the centers have been able to create an administrative structure that supports their commitment to serving and advancing the university's academic mission and provide the necessary services and resources for students to successfully pursue their academic goals.

- In the last two years, three new ASUCD units were created, increasing the total to 25: The Pantry combats student hunger by providing meals to students (opened winter 2011); Aggie Restore aims to encourage environmental awareness and sustainability through the creative reuse of items and objects (opened winter 2012); and Aggie Threads provides convenient on-campus access to custom apparel options for campus organizations (opened spring 2012).
- Student Affairs' development efforts for 2011–12 included launching the We Are Aggie Pride "Students Helping Students" emergency fund and the receipt of approximately 750 gifts. Our fundraising total for the year was \$1.2 million for undergraduate scholarships and Student Affairs program support.
- The Department of Campus Recreation merged with Campus Unions to create a new department: Campus Recreation

and Unions. The organizational chart was restructured, and the merger created efficiencies and new opportunities to share resources. There have been significant reductions in both staffing and operational costs. The department is organized into five main units (Administration, Business, Events, Programs and Operations) all sharing centralized functions such as human resources, budget and finance, marketing and information technology. In addition to cost savings, the merger will enhance programs and services offered through the new department and provide services (in a centralized fashion) to numerous divisional units including the Center for Student Involvement, Student Disability Center, and various student life units.

- The Department of Campus Recreation and Unions completed its strategic plan, "Achieving Excellence," this year and has begun to strategize implementation of the plan through work teams and program/unit-specific efforts. The plan was the result of a 15-month department-wide effort and is now being utilized as a model for other units within the division. Through the utilization of research on national, regional and campus-specific trends, along with a foundation firmly

rooted in the chancellor's "Vision of Excellence," this document is an ambitious plan for action that is intended to guide the department in its decision making over the next three to five years.

- The UC Davis Stores recently implemented an inventory management system called open-to-buy (OTB). An OTB plan is a comprehensive sales and purchase plan that monitors the purchases of the UC Davis Stores to allow the stores to meet sales and inventory turns goals while maintaining an acceptable level of inventory. OTB will aid the stores in budgeting/planning, achieving a better product mix, better use of funds, better analysis of sales and lower inventory levels. In addition, the turnover calculations that show on the OTB plan can help this unit make the best use of limited capital resources.
- The Center for Student Involvement recently invested in a new technological approach to managing and serving students and student organizations through OrgSync, which provides tools to promote student involvement, support student leaders, streamline procedures and enable the campus to track student involvement.

BEING STUDENT CENTRIC

IN OUR APPROACH

ENSURES SERVICES TRULY

MEET THE NEEDS OF

STUDENTS AND ARE OF THE

HIGHEST QUALITY.

CAPITAL PROJECTS

DAIRY RECREATION FIELD

Campus Recreation and Unions
\$4 million
Completion date: October 2012

TERCERO PHASE III HOUSING

Student Housing
\$93 million
Completion date: July 2014

MEMORIAL UNION RENEWAL

Campus Recreation and Unions
\$15 million
Completion date: October 2015

CASTILIAN REDEVELOPMENT

Student Housing
Third-party financing
Completion date: July 2014

SNAPSHOT OF STUDENT AFFAIRS RESOURCES

CONSOLIDATIONS AND EFFICIENCIES

Student Affairs, similar to the rest of campus, has been impacted by the last four years of budget reductions. In particular, we have seen our general fund dollars reduced by approximately 30 percent.

Core units such as Undergraduate Admissions, Office of the Registrar and Financial Aid are no longer funded solely by general funds. Clearly, the greatest impact has been in the reduction of staff in many units.

Most recently, during 2011–12, the number of supervisors was reduced by 41 to improve our supervisory ratios and to meet our \$820,000 budget reduction target. This resulted in layoffs, reassignments, and increased risk management concerns. Unfortunately, it has also impacted overall morale.

To move forward, our commitment for the division has been to make every effort to reallocate resources through consolidations and greater efficiencies, protecting student services wherever and whenever possible. Our new organizational structure balances the portfolios under the Student Affairs senior leadership team and has positioned us to increase our effectiveness in meeting our goals and objectives in a number of key areas.



TARGETED DIVISIONAL OBJECTIVES 2012–13

- RECRUIT AND FILL CRITICAL LEADERSHIP POSITIONS
- EXPAND OUR INTEGRATED APPROACH FOR STUDENT SERVICES
- CONTINUE AND EXPAND EFFORTS FOCUSED ON INCREASING ENROLLMENT OF NATIONAL AND INTERNATIONAL STUDENTS AND RETENTION OF ALL UNDERGRADUATES
- INCREASE DIVISIONAL EFFICIENCY THROUGH TECHNOLOGY AND BUSINESS PROCESS IMPROVEMENT
- CONTINUE EFFORTS TO INTEGRATE “WELLNESS” VIA SERVICE MODELS, ACTIVITIES AND EDUCATION



NEW INITIATIVES

Our divisional goals for 2012–13 include launching a number of new initiatives:

INTERNATIONAL STUDENT SUPPORT PROGRAMS

This initiative provides a two-year funding commitment (2012–13 and 2013–14) to a program that includes one-unit credit classes in the fall and winter and homeroom-style workshops as follow up in spring. Given language and cultural issues, the sections will be small, about 20 students each. In addition to the classes and workshops, we will offer office hours for consultation and advising.

STUDENT AFFAIRS MARKETING AND COMMUNICATIONS

Following a one-year pilot, this group has been formalized to establish Student Affairs identity standards, to further develop and implement communication tools, and to create the infrastructure to meet the marketing communications needs for departments across the division. Additional support to the budget was provided by Campus Recreation for 2011–12 and will be provided by the Student Affairs Vice Chancellor's Office and Student Housing in 2012–13.

UNDERGRADUATE ADMISSIONS

In addition to the funding for a new Welcome Center (\$2.8 million), Undergraduate Admissions is finalizing a multi-year plan that outlines strategies, events, activities and resources necessary to boost efforts to meet undergraduate enrollment growth aspirations. Details of the plan include increased staffing to support efforts in California, nationally and abroad; increased travel expenses; increased yield events; and communications support. In addition, we plan to implement the use of a Constituent Relationship Management tool that allows the “From Prospect to Alumni” recruit concept to move forward.

COMPREHENSIVE UNDERGRADUATE SCHOLARSHIP OFFICE

This joint proposal with Development and Alumni Relations and Undergraduate Education will provide a comprehensive, proactive and visible campuswide resource for campus-based, external, and prestigious scholarships and campus-based awards.

STUDENT SERVICES PORTAL

Graduate and undergraduate students have consistently referenced the desire to have an online, integrated solution to addressing the various administrative aspects of being a student. The students envision a site that requires a single sign-on and enables them to address administrative tasks directly and seamlessly. To move this project forward,⁸ we plan to hire a dedicated project manager. Additional one-time costs for implementation will be integrated into divisional planning.



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