

STUDENT AFFAIRS**2013–14 ANNUAL REPORT TO THE CHANCELLOR**

UC Davis Student Affairs is intrinsically grounded in a commitment to providing student-centered programs and services. However, a number of factors, including new leadership, the economic landscape and the creation of the 2020 Initiative, have shifted our focus as well as the lens through which we envision the division's strategic plans and goals. Specifically, we are cognizant of the need to move forward with innovative, measurable and cost-conscious approaches to ensure our students are supported throughout their academic careers and are better prepared for life after graduation. During 2013–14, we focused largely on building the infrastructure needed to realize these goals.

GOAL 1 | Further diversify our revenue sources, principally through new philanthropy and collaborative partnerships, in order to stabilize our finances and maintain a high level of excellence and access regardless of state budget actions.

Amazon Partnership

The UC Davis Stores partnered with Amazon to create a co-branded online storefront, *davis.amazon.com*. This first-in-the-nation program raised more than \$80,000 in its first quarter. Of that, \$40,000 provides textbook funding to students in need through the We are Aggie Pride program. The remaining funds support student programs and activities in the Memorial Union.

Student Access and Achievement Grants

Student Affairs is leading the application process for two significant U.S. Department of Education pipeline-development grants totaling about \$18 million in discretionary funds. These K–16 partnership applications are a collaboration between UC Davis, five Central Valley school districts, the Fresno County Office of Education, the Consulate General of Mexico, the Woodland Hills Community College District, and a number of community-based and industry partners under the name *Puente Cultural (Bridging Cultures)*.

In fall 2013, Student Affairs received a two-year, \$100,000 grant from the Fresno Regional Foundation (A. de la Torre, PI) to develop *Puente Cultural (Bridging Cultures)*, a K–16 pipeline-development collaborative in western Fresno County. This grant is the seed for Student Affairs' \$12 million college and career-preparation grant application through the *Puente Cultural* partnership, under the 2014 Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) mechanism.

Research Experiences for Undergraduate Mexican Students Program

In partnership with the Mexican Consulate in Sacramento and UC Davis faculty, Student Affairs has successfully supported an internship program for Mexican undergraduate students, which allows them to work on a specific research project for 10 weeks. Top undergraduate students from Mexican universities will work closely with UC Davis faculty and graduate students on interesting research projects, from biotechnology to mathematics. At this point, 437 applications have been received. Faculty involved in the program will select the top 25 students whose interests align with the research projects offered. Student visits will occur June 16–August 25, 2014. Financial supporters include the Secretaria de Relaciones Exteriores, Aeromexico, La fuerza de 100,000 en las Americas, COMEXUS, and Red de Talentos.

Development Outreach and Fundraising

Building the development infrastructure to increase individual and alumni philanthropy was a priority for Student Affairs in 2013–14. We have redesigned the Student Affairs Development Web pages to better engage donors and to provide direct giving links to 24 student programs that support access, inclusion, retention and success. In addition, a targeted effort to educate and engage program directors and student leaders has led to improved donor and alumni databases, enhanced donor engagement and stewardship strategies, and increases in both the number of gifts received and their amounts.

- As of May 5, 995 donors have made 998 gifts, compared to 568 and 492 respectively in 2012–13. The \$7,747,503 raised to date is the highest total for Student Affairs since the campaign counting began in 2006.
- Online giving for Student Affairs programs has increased substantially since the revamped website and giving pages were launched in December 2013.
- Student Affairs has exceeded its campaign goal of \$12,000,000, raising more than \$19,000,000 as of May 1, 2014.

GOAL 2 | Advance excellence in teaching, research and service by actively promoting and nurturing interdisciplinary and collaborative programs that place student success at the core of everything we do.

Implementation of the Undergraduate Student Experience Report

In 2013–14, the Blue Ribbon Committee for Enhancing the Undergraduate Student Experience launched four breakout committees charged with identifying implementation priorities, strategies and timelines. These committees, led by faculty nominated by the Committee on Committees, include student and staff representatives. Progress reports are due fall 2014.

Increasing Student and Faculty Interaction

In response to a request from the chancellor, Student Housing created a faculty-in-residence program. This pilot program provides two enthusiastic faculty members with an opportunity to live, dine and regularly engage with first-year students in the Tercero and Cuarto residence halls.

myucdavis Student Website

In collaboration with more than 20 campus departments and the academic colleges, Student Affairs launched a new myucdavis student website in fall 2013. It provides a single point of access to multiple services and resources, such as DavisMail (email), course schedule and registration, MyBill, MyAwards, the new Student Advising Portal, SmartSite, student records and student life information. Students who are not certain where to go for assistance can ask a question using “Contact an Expert” and will receive a response from a staff person.

Preferred Name Initiative

Student Affairs and key partners, such as the University Library, rolled out the “Preferred Name Initiative” in spring 2014, making it possible for students to be called by their preferred first name in the classroom, on their photo ID, and when receiving services across campus. This change is especially important for international students and students within the lesbian, gay, bisexual, transgender, queer, intersex, asexual community.

Smart Start for Students and Their Families

UC Davis Stores received the Innovation Achievement Award in 2014 for the “Smart Start” program, a course materials educational service for new students and their families that takes place during Fall Welcome week. The National Association of College Stores gives this biennial honor to the most innovative new collegiate retail program in North America.

Provost Diversity Fellowship

In partnership with the provost, the Academic Senate Affirmative Action Committee and the Office of Campus Community Relations, a new provost fellowship for teaching in diversity was created. Deb Niemeier (Ph.D., P.E), from the College of Engineering was selected to develop a course focused on STEM and social justice, which will meet the diversity general education requirement. Dr. Niemeier will begin her residence in the Cross Cultural Center fall 2014.

Collaborating for Gender Equity

Through its annual signature events, the Women’s Resources and Research Center prioritized collaboration and partnership with UC Davis faculty. For example, the planning and execution of “Activist Histories,” a week-long series of events on the history of activism at UC Davis, involved faculty members from Technocultural Studies and Women and Gender Studies.

GOAL 3 | Establish UC Davis as a model of diversity and tolerance through proactive outreach, application of our Principles of Community, and the example of our actions that create a welcoming environment for students, faculty, staff and visitors.

Services for Students With Disabilities

In 2013, Campus Recreation and Unions introduced the WorkAbility program, which provides unique professional and social development opportunities for both young adults with disabilities and student employees, who work side by side at the Activities and Recreation Center.

A Global Student Experience

In response to a growing interest among UC Davis students to participate in international internships, and to diversify student participation in such experiences, the Internship and Career Center offered the Travel Grant Program, with funds raised through employer development efforts. Stipend awards will facilitate overseas internship experiences for about 25 undergraduate, graduate and professional students on every continent except Antarctica, and in a wide array of countries including Spain, Japan, Uganda, Nicaragua, Taiwan and Australia.

International Student Services

We are diversifying our Student Housing programs to address changing demographics, including the increase in international students. Examples include offering Halal in the residential convenience stores, in food trucks and as a catering option; creating an in-person and online international student orientation; and providing meal plans for students in need, in collaboration with the Financial Aid Office.

In partnership with Services for International Students and Scholars, the Cross Cultural Center piloted an initiative to proactively engage newly admitted and continuing international students in campus life while helping them transition to UC Davis. Programming focused on cultural celebration, appreciation and educational exchange with current students.

Toward HSI Designation

With the Office of Undergraduate Admissions (UA) taking the lead, Student Affairs hosted a Hispanic Serving Institute collaborative summit with educational leaders from Northern California community colleges in fall 2013. UA also implemented a Spanish-language marketing campaign geared toward students in the California Central Valley, and the video has already received more than 300,000 hits on YouTube.

Serving the Middle Eastern, Muslim and South Asian Student Communities

Through Student Affairs' ongoing coordination with the Middle East/South Asia Studies (ME/SA) Department, students participated in faculty dinners, allowing casual interaction outside of the classroom. In addition, the first ME/SA community student resource guide was published for current and prospective students of Middle Eastern, Muslim and South Asian descent.

Understanding Educational Equity

The Student Recruitment and Retention Center (SRRC) partnered with the School of Education to offer a two-unit course, *EDU 160B—Understanding Educational Equity*, which explores the holistic factors and issues that affect educational systems in access, sustainability and achievement. This partnership allows SRRC career staff the flexibility to create a curriculum that is culturally responsive to the needs of students from historically marginalized communities.

Transition Services for Veteran Students

The Transfer Reentry Veterans Center piloted the "Veteran's Success" class to address the issues and challenges veterans face in transitioning from military to civilian life. The curriculum emphasized how their military resourcefulness applies to their academic and future career goals and how to build successful personal and professional connections.

Underrepresented Genders in STEM

Through the Women's Resources and Research Center, Student Affairs offers the "Women in Science and Engineering" (WISE) mentorship program, a yearlong learning community for 60 undergraduate students, graduate students, faculty and staff. It includes support, retention strategies and tips for success for students of underrepresented genders in the STEM fields.

Improved Services for the LGBTQIA Community

At the start of the academic year, the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual Resource Center changed its name to reflect the growing demographics that require services as well as innovations in the field of LGBTQIA college student services. This name change was accompanied by the expansion of programs and services for the intersex and asexual communities. Based on UC Campus Climate Survey results, the asexual community makes up 5 percent of our campus community.

100th Annual Picnic Day

In 2014, we celebrated the 100th Picnic Day, a collaborative effort led by ASUCD, the Center for Student Involvement and Student Affairs. The problems that plagued Picnic Day previously have been minimized as a result of the strategies and initiatives used to create a safe and enjoyable event for the 75,000 attendees. The efforts in transforming Picnic Day have been identified by Office of the President and throughout the UC system as a best practice for managing large campus events.

UC Davis Welcome Center

The Welcome Center has served more than 53,000 visitors since its opening in August, providing campus tours, admissions presentations and one-on-one advising daily. This represents a 27 percent increase from last year, with nearly 21,000 visitors in the month of April alone.

Improving Healthcare Services for Underrepresented Undocumented/AB540 Students

Student Health and Counseling Services (SHCS) established a pre-doctoral internship with AB540 specialization to serve undocumented students. In addition, SHCS created six new staff positions to serve Spanish-speaking students, students of African descent, international students, and students of Middle Eastern/South Asian (ME/SA) descent. The latter positions reflect partnerships with Services for International Students and Scholars and the ME/SA Studies program.

Resolving Incidents of Hate, Bias and Unfair Treatment

Our Student Judicial Affairs (SJA) staff played an important role in establishing new protocols for addressing student complaints of hate, bias, and unfair treatment on campus. The office revised its online reporting tool and, between January 1 and May 3, 2014, received 49 reports. SJA's protocols are designed to enable a timely response to each complaint and to promote an inclusive campus climate.

GOAL 4 | Continue streamlining our administrative operations by applying new and creative business practices, so we can direct precious resources to our core missions of teaching, research and service while enhancing the student experience and success at UC Davis and beyond.

Supporting Academic Excellence Through Technology

The Student Academic Success Center (SASC) implemented ACT Engage, an online assessment tool, to help advisers evaluate student behaviors and attributes that impact performance and to identify relevant interventions to help students succeed during their first year of college.

During the second year of the International Student Resources Program in the Student Academic Success Center, the GPA of the 578 enrollees in the EDU 98 class was, on average, .37 grade points higher than the GPAs of students who did not enroll in the class. They also were more likely than non-participants to be in good academic standing throughout the year.

e-Transcripts

In spring 2014, the Office of the University Registrar introduced e-transcripts. Because of the document fee implemented in fall 2014, undergraduate and graduate students no longer pay for transcripts. Alumni were grandfathered in and also have access to electronic transcripts at no additional fee.

Schedule Builder Course Registration Tool

In winter 2014, Schedule Builder, a new class planning and registration tool launched as a beta (pilot) version. It allows students to search for classes and register in one place. It also is mobile friendly, so students can use it from a Web-enabled smartphone or tablet. For spring quarter 2014 registration, more than 14,000 students took advantage of this new service.

Prestigious Awards and Student Financial Support

We opened the new Undergraduate and Prestigious Scholarships Office, creating a welcoming, student-centric atmosphere. Already we are seeing a positive impact; our campus produced both a Goldwater Scholar and a Goldwater Honorable Mention, as well as a Strauss Scholarship recipient.

Minimizing Student Debt

To date in 2013–14, UC Davis undergraduates received roughly \$83 million in loans but more than three times as much—about \$260 million—in grants and scholarships. In fact, approximately 53 percent of undergraduates receive enough gift aid to have their base tuition and fees completely covered.

Aggie Grant Plan

The Aggie Grant Plan was successfully implemented in 2013–14 to help students from middle-class families. More than 500 families received grant funding that they would not have received previously. We anticipate even more families will benefit in 2014–15.

Sustainability

To address growing student enrollment, Student Housing is completing a new 1,200-bed residence hall complex in the Tercero area, including an auditorium that can accommodate academic classes. In addition, as the department continues to increase efficiencies within its properties, Webster and Emerson, two older residence halls, received LEED EB-OM certification at the Silver level. The Segundo Services Center received LEED NC certification at the platinum level.

In a step toward furthering campus sustainability and school pride, UC Davis Stores implemented a new commencement regalia program, replacing traditional black gowns with UC Davis custom-made blue and gold gowns. Each gown is made from 29 recycled plastic water bottles and cleaned with an environmentally friendly solvent, and the recovery dryers capture and reuse up to 90 percent of the solvent (significantly higher than EPA guidelines).

Evaluation

Student Affairs is creating a one-stop campus evaluation unit leveraging existing staff from Budget and Institutional Analysis and Student Affairs, as well as UC Davis postdoctoral fellows, graduate and undergraduate students. With the assistance of the UC Davis School of Education CRESS Center, Student Affairs leadership is working with individual units to establish benchmark performance metrics that will provide the new unit with foundational data. To date, seven Student Affairs units are in the process of establishing benchmark metrics.

GOAL 5 | Work hand in hand with our Health System in “creating a healthier world through bold innovation” by ensuring a strong financial foundation during a period of tremendous change and uncertainty throughout the healthcare industry.

Meeting the Needs of the LGBTQIA Community

The Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual Resource Center collaborated and consulted with the UC Davis Health System on a number of projects to improve healthcare services for LGBTQIA people. Examples include: A “Grand Rounds” lecture by renowned bioethicist and advocate for intersex rights, Dr. Alice Dreger that provided cutting-edge updates to healthcare for intersex people; revised language on intake forms for the UC Davis Medical Group

primary care offices; and the “My Queer Career” event, which featured a number of LGBTQIA-identified doctors and staff working in the UC Davis Health System and aimed to improve retention and achievement for UC Davis undergraduates in STEM fields.

Smoke and Tobacco Free

We successfully launched a “Smoke and Tobacco Free” student campaign to support the UC systemwide initiative. Student Health and Counseling Services now screens for tobacco use at all student medical care visits. In addition, a certified smoking cessation counselor is available at the Student Health and Wellness Center to provide free cessation services. The pharmacy provides nicotine-replacement products to all registered students at no charge.

Healthcare Insurance and Delivery

In 2013–14, Student Health and Counseling Services (SHCS) implemented a number of services to improve healthcare delivery and mental wellness for our students:

- Implemented all features of the Affordable Care Act to students, receiving designation as a platinum-level benefit while charging students the same premium as silver-level premium.
- Successfully administered the first year of the UC Davis Student Health Insurance Plan to achieve stable enrollment and a stable financial model.
- Delivered an insurance renewal premium increase of less than 12 percent to undergraduate and graduate/professional enrollees while also reducing students’ co-pays from \$25/visit to \$15/visit.
- Expanded mental-health depression screenings to multiple venues, including primary care medical clinics, outreach depression-screening events and targeted online professional school screenings, all with appropriate referrals for follow-up care.
- Created a new collaborative urgent-care service at the Student Health and Wellness Center that addresses medical and psychological urgencies in a holistic care model.
- Established a comprehensive network of community providers by increasing the number of contracted mental-health providers in the local community to which we refer students.
- Launched a campuswide student-centered suicide prevention/mental-health awareness campaign, Each Aggie Matters, in conjunction with the California Mental Health Services Act (Prop 63) Each Mind Matters Campaign, including a new website and application for mobile devices.

2020 INITIATIVE | Enrollment Growth Plan

In alignment with the 2020 Initiative, Undergraduate Admissions continues to implement its plan to strategically expand undergraduate enrollment by 5,000 students, while ensuring access for California students, globalizing the campus community and providing financial stability for UC Davis.

- For fall 2014, we received 60,536 freshman applications, an 8.3 percent increase compared to fall 2013, including a 27.8 percent increase in national applicants and a 39.6 percent increase in international applicants.
- Due to our focused, expanded outreach efforts, we admitted the most academically impressive and diverse freshman class in campus history. This cohort holds the highest average SAT and ACT scores and includes more students from historically underserved communities and first-generation and low-income families.
- In alignment with strategic outreach and yield efforts, we piloted Experience UC Davis, a campus-visit program for admitted high achieving, underserved freshmen and their parents. Typically only 26 percent of admitted underrepresented students commit to UC Davis; this pilot group nearly doubled the average with a 51 percent yield rate.
- In collaboration with the University Honors Program (UHP), we helped design and implement a new honors invitation process, including the development of an online acceptance and tracking system. UHP eligibility is now determined during admission selection, enabling us to send an official invitation and a University Honors certificate at the time of admission notification. This gives our high-achieving admitted students an extra incentive to join UC Davis and the community of UHP scholars. Preliminary data suggests positive outcomes from these efforts.