

STUDENT AFFAIRS

2014–15 PROGRESS REPORT TO THE CHANCELLOR

During this past year, the Student Affairs Strategic vision was realigned with the goals and objectives outlined through the campus 2020 Initiative, the Senate-approved Blue Ribbon Committee implementation plans, the HSI Initiative, and the Chancellor's vision for the campus. The following is a summary of the major accomplishments of the Division of Student Affairs during the 2014-2015 Academic Year.

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.**Student Affairs Development and Fund Raising**

- During FY2014-15, raised \$1,719,896 through 1,059 gifts from 1,106 donors.
- Achieved a 20% retention rate for annual giving donors to Student Affairs from 2014-15.
- For FY2014-15, there has been a 29.4% increase in total cash giving to Student Affairs and a 36% increase in average cash gift amounts in comparison to FY13-14.
- Since redeveloping and implementing a new giving site in 2012-13, online giving has increased 55%.
- Major gift proposals for individual unit programs and the university, included \$47,000 to the Guardian Scholars Program and \$38,500 to the Internship and Career Center, and more than \$100,000 in new scholarship endowments.
- The Student Academic Success Center was awarded a \$1.2 million 5-year Student Special Services TRiO renewal grant from the US Department of Education to increase the retention and graduation rates of first generation and low-income college students.

Support for College Opportunity Programs

- Received the highest funding for TRiO and GEAR UP grants from the U.S. Department of Education for academic preparation services to low income, first-generation and underrepresented K-12 students and low-income, first generation UC Davis college students.
- Revenue generated from all federal grants totaled \$4.1 million for the 2014-15 academic year.
- Secured private philanthropic funding from four private foundations, totaling \$1.2 million.
- Secured additional external funding to establish four UC Davis Community-Based Resource Centers to provide information and outreach to parents, students, educators and community members on all aspects of post-secondary academic preparation, enrollment and financial aid availability at no cost to the community.

Health Happens Here at UC Davis

- Funded by a \$50,000 grant from The California Endowment, the Health Happens Here at UC Davis initiative funded the development of a comprehensive marketing and communications plan to reach students with health and wellness messages through Student Affairs Marketing and Communications.
- Nearly 300 student responses to a survey which revealed that 60% of respondents had received HHH at UC Davis messaging. This greatly supports our efforts to seek additional grant funding from the California Endowment.
- Student Health Advocates assigned to the Cross-Cultural Center, Women's Resources and Research Center, and the LBGTQIA Center provided culturally nuanced messaging to encourage proactive and preventative health practices.

Stride for Aggie Pride

- Campus Recreation and Unions organized the 3rd annual Stride for Aggie Pride 5K, which raises funds for scholarships with We are Aggie Pride and ASUCD. Participation increased from 2800 participants in 2014 to 3009 in 2015, raising more than \$25,000.

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.**New Partnerships for Student Health**

- Expanded nutrition screenings in primary care visits to include vouchers for Farmer's Market fruit and vegetables.

- Expanded staffing for mental health and medical urgent care services to increase access to integrated services for both areas in partnership with Ethnic Studies Departments (sharing a new Middle Eastern Studies counselor) and the Student Community Center (sharing a new International Student & Scholars Program counselor).
- Introduced depression and physical activity screenings at each primary care wellness visit to identify students in need of enhanced mental health and physical activity self-care resources and professional referral needs.

Career Discovery and the Internship and Career Center (ICC)

- Career Discovery Group, a partnership of the ICC and the CA&ES, has enhanced the four year graduation rate, particularly for underrepresented minority students, by 20% this year for students in the program.

A New Look for the myucdavis Student Website

- Student online support, Contact an Expert, has received 22,000 student inquiries.
- 90% of undergraduates and 70% of graduate students use the mycdavis portal.
- New this year, the "Gridder" allows users to customize myucdavis, enabling the Law School and employee portal to transition to myucdavis as their official portal.
- This year's introduction of Schedule Builder allows student to build multiple course schedules in advance and utilize a robust calendaring system, improving the efficiency of course registration.

Expanding Our Online Academic Advising Tools

- More than 500 Academic Advisers and 19,000 students used OASIS this year.
- A recent agreement with Graduate Studies has made OASIS available to graduate students.

A New Era for Student Affairs Assessment

- The newly created Center for Student Affairs Assessment (CSAA) assisted Student Affairs units in developing a common understanding of and language around the process and metrics associated with documenting the reach and impact of their programs. CSAA also coordinates assessment approaches to support move to zero-based budgeting and more effective financial management practices.
- The Aggie Swipe Card Program has expanded to nearly all Student Affairs units and allows us to collect student participation and usage data, which is being used to assess the impact of campus programs and services.

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.

Establishing the first AB 540/Undocumented Student Center

- Offers workshops, ally trainings, and symposia, and space for important dialogue and learning on topics related to immigration and education.
- Through collaborative efforts with other campus units and regular outreach to local high schools, has established itself as a central hub of information and support for undocumented students and their families.

Resolving Incidents of Hate, Bias and Unfair Treatment

- The Office of Student Support and Judicial Affairs established new protocols to enable a timely response to each complaint and promote an inclusive campus climate for addressing student complaints of hate, bias, and unfair treatment on campus.
- Student Affairs established new Student Council on Campus Climate to facilitate student partnerships with administration regarding matters of campus climate.
- Student Housing instituted new diversity training for all incoming freshman.

Dining Services Diversity Awareness Workgroup

- Established Diversity Awareness Workgroup with Coffee House and COHO South employees. Researches and promotes at least one quarterly educational opportunity to AS Dining Services student employees.

Inclusive and Equitable Student Health and Counseling Services

- Expanded no-cost, on-campus anonymous HIV testing program in partnership with the LGBTQIA Resource Center. Provided 162 rapid anonymous HIV antibody tests.
- Hired new Community Advisory Network (CAN) and International Student & Scholars Program (ISSP) counselors.

- Hired 2 new bilingual Spanish/English Therapists.
- Hired Licensed Psychologist to serve students of African descent and manage Multicultural Immersion program
- Created Psychology doctoral internship position serving AB540/ Undocumented Student Center.
- Provided integrated transgender medical and mental health services including counseling, hormone therapy and referral for surgical care. Coordinated coverage for surgical MTF and FTM transsexual services.

College Opportunity Programs Hit an All-Time High

- Provided proactive outreach/academic preparation services to thousands of K-12 students, families and educational partners to assist with increasing the diversity of freshmen and transfer applicants.
- Post-secondary enrollment rate for all seniors in COP cohort programs in 2013-14 hit an all-time high at 97.2%.
- UC Davis admittance rate for all COP applicants rose to 63.2% for fall 2015.
- Comprehensive Native American student academic preparation services were provided to 12 California tribes
- Increased Latino family outreach with the new "Steps to College" Conference for 282 students.
- 131 students participated in the "Chicanos in Health" Academy sponsored by COP.
- 657 students participated in five Student Diversity Conferences sponsored by COP.
- 6,124 families in 47 high schools completed Pre-FAFSA preparation workshops presented in Spanish and English.

Services for Veteran Students

- Expanded "Veteran's Success" class to address issues and challenges veterans face in transitioning from military to civilian life.
- Received new funding this year with ICC to sponsor a Veterans Career and Professional Development Program.
- Added peer advisor to consult with veterans on internship and career options and networking opportunities / events for casual conversation on the process of transitioning from student to professional and applying skills learned in military service to a professional work environment.
- Launched a Vet Net Ally Training Program to support the increasing number of military veterans who are pursuing higher education.

Women's Resources, Resource Referral, and Outreach

- 475 students, staff, and faculty received resources, referrals, and support specific to micro-aggressions, domestic violence, sexual harassment, stalking, sexual assault and other forms of sexism and gender bias.
- Community Advisory Network (CAN) Counselor provided more than 80 hours of counseling and crisis service.
- Staff presented over 90 student-centered and 55 staff programs on issues related to interpersonal safety, including: healthy relationships, sexism, sexual harassment, reproductive health, body image at campus, regional and national levels; gender-based violence, sexual assault, consent, and Title IX at campus, regional, and national levels.
- Patrons of the Joy Fergoda Library checked out more than 550 volumes that focused on gender, sexuality, feminism, and intersectional topics as well as accessed course reserves on average 70 times per quarter.

Services for LGBTQIA Students

- The LGBTQIA Resource Center developed a pre- and post-evaluation for the 2014 Queer Leadership Retreat that measured self-esteem/identity development, sense of mattering, communication/leadership skills, cognitive skills, social/civic responsibility, and ability to maintain holistic wellness.
- From these evaluations, 50 comprehensive undergraduate responses demonstrate the extraordinary value LGBTQIA support programs have on their sense of belonging and confidence in their ability to graduate on time.
- The LGBTQIA Resource Center has partnered with ICC to obtain Out for Work (LGBTQ career services) certification.

Services for Students with Disabilities

- WorkAbility (WA) program is a federally funded program for students with disabilities ages 18-22 years who are looking for vocational, domestic, and recreational opportunities, with the focus of the program being to provide the training necessary for students to become active, contributing members of their community.
- Campus Recreation, Equestrian Center, and IT services regularly employ WA students, with 11 students employed at the ARC this year.
- Students reported a significant growth in confidence, work skills, and social skills throughout the year.
- An assistive pilot program using iPad technology for ASD and ADHD students was completed this year leading to increased academic success for the students in the program.

African American Initiative

- A new Director of Strategic African American Retention Initiatives was hired to collaboratively develop programs and initiatives which increase African American student enrollment, retention, and 4-year graduation rates on campus.
- A new African American Student Center will open in October.
- Undergraduate Admissions collaborated with the newly hired director and with the African and African American Alumni Association to host receptions for admitted students and their families to meet and network with UC Davis African-American alumni, and 55% of the prospective students who attended these events decided to enroll at UC Davis.

Chicano/Latino Student Initiative

- A new Director of Strategic Chicana/o and Latina/o Retention Initiatives was hired to develop and implement a strategic plan to enhance retention and graduation rates for our Chicana/o and Latina/o students from orientation through graduation. A new Chicana/o and Latina/o Student Center will open in 2016.
- Undergraduate Admissions and Student Affairs developed strategies to engage the campus community on the HSI designation process and strategies for recruitment and outreach toward becoming a HSI campus, as well as the measurable impact the status will have on student enrollment, student life, and retention.

Native American and Indigenous Peoples Initiative

- In Fall 2015 a new Director of Native American Retention Initiatives will be hired, and a Native American Student Retention Center is being developed to support the recruitment, retention, and successful graduation of our students.
- In 2014, we launched collaborative meetings with the Native American and Indigenous Peoples Initiative Committee to establish reconciliation between administration and our native community, seek reparations that will positively impact native student life, services and resources, and improve outreach and recruitment efforts to native communities.

Providing Spaces for Student Success

- **Open Study Space** – Student Recruitment and Retention Center Services hosted 4,503 students for a total of 21,645 visits (more than 50% are STEM majors).
- 70 Freshman, 27 Sophomore, 67 Junior, 33 Senior & 1 Master level students attended Demystifying AP/SD navigation processes, with all in good standing at the end of the 2014-15 academic year.
- **Black Community of Science** hosted study groups for 112 STEM undergraduates, 110 in Good Standing.
- Aggie Student Weekend, a free campus visit program for URM, low-income and first-generation admitted freshmen had 122 student participants, 71.3% of whom decided to enroll at UC Davis.

Supporting Student Transitions

- The Student Academic Success Center offered over 100 academic success workshops during the 2014-15 academic year.
- The Aggie Connections Program will be piloted with 3000 of our incoming Freshman, and is designed to introduce new students to our campus traditions and help build academic and social connections through regularly scheduled programming throughout their first year, utilizing diverse cohorts of approximately 25 students each.
- The Guardian Scholars Program celebrated the graduation of 33 former foster youth during the 2014-15 academic year.
- The Educational Opportunity Program and SASC served 270 students in the 2014 Special Transitional Enrichment Program.
- 43% of the incoming class of international freshmen and transfers participated in the International Student Resources class Education 98.

Strategic Outreach and Yield Efforts

- *Experience UC Davis* is a free campus visit program for high-achieving underrepresented admitted students and their parents, included 55 students and parents from the Central Valley and Bay Area regions, representing an increase of 26% over 2014. 32 students (yield of 58%) have decided to enroll this fall.

Sacramento Area Youth Speaks Summit

- SAYS 2015 brought 850 youth from different regions, schools, and economic and ethnic backgrounds for a robust program of critical literacy workshops, experiential learning, hip-hop stations, and more.
- 43% were first-time visitors to a college or university, and 30% will be the first in their family to attend college.

Summer Mathematics and Science Honors (SMASH) Pathways

- Launched SMASH Academy in June 2015, a free program for eighth grade students from regional low-income or underserved backgrounds / first generation to attend college. Prepares students to be competitive in STEM fields.

Freedom of Expression: Center for Student Involvement (CSI)

- Provided leadership to create a supportive atmosphere during protests and controversial programs that protected free speech, developed trust among the campus community, and did not require police presence.
- Conducted outreach and dialogue with student leaders and organizations, faculty and staff, and assisted student organizations in navigating events and programs that could be considered high profile or controversial.
- Provided ongoing support that led to successful management of potentially volatile events and helped develop an equitable and efficient response model that was critical in addressing sensitive campus climate issues.
- Members of CSI staff awarded the Chancellor's STAR Award and Calvin E. Handy Leadership Award.
- ASUCD-funded Club Finance Council (CFC) allocated \$77,622 to 116 diverse undergraduate Registered Student Organizations (RSO), supporting 151 student life events for 14,700 participants and 5 publications.
- Beyond Tolerance (BT) supports RSO programs that confront and stop acts of hate, foster greater awareness of and appreciation for diversity, promote civility and respect in human interactions, and build a more inclusive campus community. BT allocated \$3,031 to 19 RSOs in support of 17 Hate Free Initiative events with 2,314 participants.

Picnic Day 2015

- CSI advised 85 student Board leaders, recruited and supported 364 volunteers, coordinated 200 separate events and collaborated with 32 campus and community partners, to make the 101st Picnic Day a welcoming experience to UC Davis for approximately 75,000 participants.

25 Years With The Cross Cultural Center (CCC)

- The Cross Cultural Center and Services for International Students and Scholars held the inaugural International Community Retreat for international students to create meaningful connections with the campus community.

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.

A New CFO and the Move to a Zero-Based Budgeting Model

- The Division hired a new CFO in 2014, who has since led the divisional shift to a zero-based budgeting model. This has allowed the Division to recapture and re-distribute funding across levels to ensure the quality of all services as the campus moves toward a culture of well-defined performance metrics.
- The new CFO has created the opportunity to spend carry-forward balances and other Division funds as one-time bridge funding for strategic initiatives, programs and operational priorities.

Supporting Academic Success and Employment Opportunities through Collaboration

- Student Employment moved to the ICC to frame student jobs as an integral part of career and professional development.
- The ICC collaborated with Study Abroad to make international internships available to students on financial aid.
- Collaborated with the AB540 center to offer students employment opportunities appropriate for their legal situation.
- Combined on-line and in-person services resulted in salary savings to the ICC while providing outstanding professional development and employment for more than 30 students each quarter.

Increased Aid for Middle Income Families

- The Aggie Grant Plan in 2014-15 more than doubled awards from the year prior, and staff worked diligently to implement the California Middle Class Scholarship program to ensure all eligible students benefited from their award.

Minimizing Student Debt

To help students reduce their loan indebtedness, we lowered the self-help requirement over the last few years, which has had the following effects:

- The average loan indebtedness upon graduation decreased by \$265 in 2014.
- 44% of undergraduates took out loans in 2012-13, compared with 48.7% in 2011-12.
- The percentage of loan funding compared to total aid disbursed decreased over a five year period, with a rate of 25.2% of all aid disbursed in 2013-14, compared with 35.1% in 2008-09.
- Over that same time period, the amount of grant and scholarship funding has risen significantly.

Advancing Excellence through Undergraduate and Prestigious Scholarships

- This year a UC Davis student received first-ever UCD scholarship from the National Institutes of Health.
- Two additional students received Goldwater and Donald A. Strauss scholarships.
- Multiple prestigious scholarship finalists: Rhodes, Marshall and Fulbright.
- Two Honorable mentions: Goldwater (2nd year in a row) and Morris Udall (1st since 2007).
- 32 winners of the Benjamin A. Gilman Scholarship received a total of \$117,500, far exceeding previous four-year total.

New Quality Assessment Tools for Student Health and Counseling Services

- SHCS consolidated a number of key administrative functions under a single Director of Quality Assurance and Risk Management for SHCS and unified medical and mental health risk assessment policies and procedures.
- Uniform Quality Assessment tools for Counseling Services partnership programs were developed with Ethnic Studies departments and college and professional schools programs.
- An MOU and contract tracking system reduces redundancy and improves timely tracking. Administrative support systems including financial, HR, IT and facility management between SHCS and SDC were consolidated.

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.

Partnering with Student Health and Counseling Services

During the 2014-15 academic year, UC Davis Student Health and Counseling Services greatly expanded the variety of medical, mental health and wellness services that they provide by forming new partnerships at the local, state, and federal level.

- Through an MOU with the UCDHS Eye Clinic, doubled the service capacity of the optometry clinic.
- Through an MOU with the UCDMC Pathology Department, new procedures recover additional laboratory revenue.
- Wellness resources were expanded to capture additional income from ACA covered prevention services, including wellness visits, immunizations, contraceptive options, substance abuse screening for alcohol, tobacco and drug use.
- A new partnership with Yolo County Supervisor’s Office (state) and Cal Fresh Supplemental Nutrition Assistance Program (federal) has brought nutrition assistance eligibility to students.
- California Endowment “Health Happens Here” further developed Health Advocate peer program with three student community centers to promote prevention health services and health insurance literacy.
- Trained 5 professional staff in QPR (Suicide prevention education) and developed student-based skill building training program utilizing Prop 63 Mental Health Initiative funding in partnership with the UCOP VPSA Office.

Health Professions Advising

- Held over 100 workshops, presentations or events since January 2015.
- Launched our first Pre-Med Bootcamp, a seven-week program to cover the various components involved in being a successful medical school applicant. More than 400 students participated in this free summer program.

2020 INITIATIVE | Enrollment Growth Plan

- Transfer applications rose 6.5% from the previous year. Of the 16.7% transfer applicants who completed a UC Davis Transfer Admission Guarantee (TAG) contract, 97% of those TAG students were admitted.
- TAG transfer students comprise 33.1% of the transfer admit class.
- We achieved a 6.7% increase in freshman applications compared to fall 2014, including a 16% increase in national applicants and a 19.1% increase in international applicants.
- The fall 2015 admitted class is one of our most academically impressive and diverse in campus history. Among those admitted, 26.1% are American Indian, African American or Chicano/Latino, 35.3% are first-generation students, and 31.5% are from low-income families.
- For fall 2014, we received 60,536 freshman applications, an 8.3 percent increase compared to fall 2013.
- There was a 27.8% increase in national applicants compared to fall 2013 and a 39.6% increase in international applicants.
- The 2014 freshman 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 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 gives our high-achieving admitted students an extra incentive to join UC Davis and the community of UHP scholars.