

**DIVISION OF STUDENT AFFAIRS**  
**STUDENT SUCCESS FEE**  
**2012-13 Year-End Report**

**UNIT: Student Academic Services**

**PROGRAM / INITIATIVE NAME & INTENT: Supplemental Workshops in Science and Math**

Supplemental Workshops in Science and Math (SWS and SWM) offer students in all majors the opportunity to achieve higher grades in designated science and math courses through participation in specialized workshops, ultimately impacting student retention, throughput and graduation.

**ALLOCATED STUDENT SUCCESS FEE FUNDING: \$398,904**

**ARTICULATED OUTCOMES:**

Both programs combined will offer 209 supplemental workshops in science and math in 2012-13 and hire professional-level positions to assist in the program's coordination.

**ARTICULATED DELIVERABLES TO DATE:**

During Academic Year 2012-13, Supplemental Workshops in Science (SWS) scheduled 148 workshops, covering 100 lower-division lectures in biology, chemistry, physics, and business statistics. 1,731 students enrolled in these workshops. 523 (30.2%) were freshmen and 741 (42.8%) were sophomores.

Twelve Instructional Student Assistants (ISAs) served internships to replace graduating facilitators.

Program assessments administered each quarter during the 7<sup>th</sup> week were very positive. During the academic year, an average indicated that:

- 92.4% said SWS had helped them succeed academically;
- 94.6% said they would take a workshop again if it were available; and
- 96.5% said they would recommend SWS to others.

The average academic success (% of students earning A/B/C/CR grades) for students enrolled in SWS workshops was 88%.

Supplemental Workshops in Math (SWM) scheduled 61 workshops for 100 lower-division Math lectures during the academic year. 672 lower-division students enrolled in these workshops.

The program assessment averages administered during the 8<sup>th</sup> week of each quarter were positive. During the academic year, an average indicated that:

- 91% said they felt SWM had helped them succeed academically;
- 95% said they would take SWM again if it were available; and
- 98% said they would recommend SWM to a friend.

The average academic success (% of students earning A/B/C/CR grades) for students enrolled in SWM workshops was 88%.

**ONLINE RESOURCES RELATED TO PROGRAM/INITIATIVE:**

<http://sas.calpoly.edu/sw/index.html>

**EXPENDITURE ANALYSIS: (July 1, 2012 - June 30, 2013)**

<b>Month</b>	<b>Personnel Salary &amp; Benefits</b>	<b>Facilitators/ Program Assistants</b>	<b>Operating Expenses</b>	<b>SSF Total</b>
July	\$6,568	\$0	\$0	<b>\$6,568</b>
August	\$6,568	\$0	\$0	<b>\$6,568</b>
September	\$6,568	\$0	\$0	<b>\$6,568</b>
October	\$6,568	\$16,997	\$0	<b>\$23,564</b>
November	\$6,568	\$34,795	\$0	<b>\$41,363</b>
December	\$6,663	\$29,871	\$221	<b>\$36,754</b>
January	\$6,663	\$8,999	\$326	<b>\$15,988</b>
February	\$6,748	\$36,010	\$853	<b>\$43,612</b>
March	\$8,013	\$40,499	\$785	<b>\$49,296</b>
April	\$6,694	\$25,183	\$1,058	<b>\$32,935</b>
May	\$9,047	\$42,082	\$635	<b>\$51,764</b>
June	\$9,047	\$ 42,845	\$11,339	<b>\$63,231</b>
<b>Total</b>	<b>85,714</b>	<b>\$277,280</b>	<b>\$15,217</b>	<b>\$378,211</b>
<b>Allocation</b>	<b>\$96,620</b>	<b>\$288,284</b>	<b>\$14,000</b>	<b>\$398,904</b>

**DIVISION OF STUDENT AFFAIRS  
STUDENT SUCCESS FEE  
2012-13 Year-End Report**

**UNIT: Student Academic Services**

**PROGRAM / INITIATIVE NAME & INTENT: Summer Institute**

Summer Institute (SI) focuses on the success of low-income, first-generation and underrepresented students in the Educational Opportunity Program (EOP). This academic and residential-based program offers a mini-quarter experience, focusing on key academic and social areas to ensure a successful transition from high school to Cal Poly.

**ALLOCATED STUDENT SUCCESS FEE FUNDING:** The Summer Institute Student Success Fee proposal was funded by VPSA for 2012-13 in the amount of \$38,380. The Summer Institute program occurs annually in July/August of each year. VPSA funds supported summer 2012 SI program efforts.

**ARTICULATED OUTCOMES:**

In July/August of 2013, the Summer Institute program will grow from 60 students to 90 students and receive coordination support and infrastructure development from an SSP I position.

**ARTICULATED DELIVERABLES TO DATE:**

The Summer Institute program is offered in July/August of each year. An SSP I position was hired in April and supported the planning effort throughout Spring Quarter. The program will see a 30-student growth in summer 2013.

**ONLINE RESOURCES RELATED TO PROGRAM/INITIATIVE:**

<http://sas.calpoly.edu/si/index.html>

**EXPENDITURE ANALYSIS: (July 1, 2012 - June 30, 2013)**

Month	Personnel Salary & Benefits	Summer Institute Grant	Summer Program Staff	Operating Expenses	SSF Total
July	\$0	\$0	\$0	\$0	\$0
August	\$0	\$0	\$0	\$0	\$0
September	\$0	\$0	\$0	\$0	\$0
October	\$0	\$0	\$0	\$0	\$0
November	\$0	\$0	\$0	\$0	\$0
December	\$0	\$0	\$0	\$0	\$0
January	\$0	\$0	\$0	\$3,490	\$3,490
February	\$0	\$0	\$0	\$546	\$546
March	\$0	\$0	\$0	\$227	\$227
April	\$361	\$0	\$0	\$32	\$394
May	\$3,975	\$0	\$461	\$5,251	\$9,687
June	\$3,975	\$0	\$574	\$3,438	\$7,987
<b>Total</b>	<b>\$8,312</b>	<b>\$0</b>	<b>\$1,035</b>	<b>\$12,984</b>	<b>\$22,332</b>
<b>Allocation</b>	<b>\$31,620</b>	<b>\$0</b>	<b>\$1,760</b>	<b>\$5,000</b>	<b>\$33,380</b>

**DIVISION OF STUDENT AFFAIRS**  
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**UNIT: Student Academic Services**

**PROGRAM / INITIATIVE NAME & INTENT: EOP Tutoring**

The Educational Opportunity Program (EOP) Tutoring program provides timely and critical academic assistance to identified EOP students who are at risk of course failure by providing the support of a tutor to focus on solutions to specific course content problems, review class material, discuss class concepts and/or predict test questions impacting student success and graduation.

**ALLOCATED STUDENT SUCCESS FEE FUNDING: \$82,740**

**ARTICULATED OUTCOMES:**

The EOP Tutoring program will support low-income, first-generation students facing academic probation or academic disqualification. The program has hired an SSP I position to coordinate the program.

**ARTICULATED DELIVERABLES TO DATE:**

Fall Quarter included the infrastructure development of the EOP Tutoring effort. Additionally, the Tutor Coordinator developed an EOP tutor list which was created by week two of Fall Quarter. This list was utilized by the program staff to create a tutor match with at-risk EOP students identified by their EOP advisors. A total of 56 students were matched with a total of 49 tutors. Based on the request, students received individual tutoring from week three of the quarter through the last week of classes.

**ONLINE RESOURCES RELATED TO PROGRAM/INITIATIVE:**

<http://sas.calpoly.edu/eop/index.html>

**EXPENDITURE ANALYSIS: (July 1, 2012 - June 30, 2013)**

<b>Month</b>	<b>Personnel Salary &amp; Benefits</b>	<b>Facilitators/ Program Assistants</b>	<b>Operating Expenses</b>	<b>SSF Total</b>
July	\$4,964	\$0	\$0	\$4,964
August	\$4,964	\$0	\$0	\$4,964
September	\$4,964	\$0	\$0	\$4,964
October	\$5,630	\$0	\$0	\$5,630
November	\$4,964	\$42	\$275	\$5,281
December	\$5,038	\$56	\$0	\$5,094
January	\$5,038	\$270	\$92	\$5,400
February	\$5,038	\$112	\$0	\$5,150
March	\$5,038	\$1,022	\$2,129	\$8,189
April	\$5,038	\$780	\$1,320	\$7,138
May	\$5,038	\$1,527	\$2,156	\$8,721
June	\$5,038	\$3,667	\$2,986	\$11,691
<b>Total</b>	<b>\$60,752</b>	<b>\$7,476</b>	<b>\$8,957</b>	<b>\$77,185</b>
<b>Allocation</b>	<b>\$62,740</b>	<b>\$15,000</b>	<b>\$5,000</b>	<b>\$82,740</b>

**DIVISION OF STUDENT AFFAIRS**  
**STUDENT SUCCESS FEE**  
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**UNIT: Student Academic Services**

**PROGRAM / INITIATIVE NAME & INTENT: Study Session**

Study Session program offers students an opportunity to participate in facilitator-led organized study sessions focusing on problem-solving, content review and clarification leading to the opportunity to achieve higher grades in student-identified high-risk courses.

**ALLOCATED STUDENT SUCCESS FEE FUNDING: \$195,589**

**ARTICULATED OUTCOMES:**

Study Session serves all colleges and majors and will offer 315 study groups and hired one shared SSP I position with Supplemental Workshops in Science to assist with the program.

**ARTICULATED DELIVERABLES TO DATE:**

For the 2012-13 Academic Year 4,137 students submitted 5,780 requests involving 39 lower division lectures. 1,348 (32.6%) were freshmen and 1,625 (39.3%) were sophomores. During the academic year, Study Session formed 355 groups, led by 52 trained Instructional Student Assistants.

Program assessments administered each quarter during the 7<sup>th</sup> week were very positive. During the academic year, an average of:

- 94.6% said Study Session had helped them succeed academically;
- 97.2% said Study Session was worth the time; and
- 99.3% said they would recommend Study Session to others.

**ONLINE RESOURCES RELATED TO PROGRAM/INITIATIVE:**

<http://sas.calpoly.edu/studysession/index.html>

**EXPENDITURE ANALYSIS: (July 1, 2012 - June 30, 2013)**

<b>Month</b>	<b>Personnel Salary &amp; Benefits</b>	<b>Facilitators/ Program Assistants</b>	<b>Operating Expenses</b>	<b>SSF Total</b>
July	\$2,065	\$0	\$0	<b>\$2,065</b>
August	\$2,065	\$0	\$0	<b>\$2,065</b>
September	\$2,065	\$0	\$0	<b>\$2,065</b>
October	\$2,065	\$8,530	\$0	<b>\$10,595</b>
November	\$2,065	\$22,580	\$519	<b>\$25,164</b>
December	\$2,095	\$18,279	\$0	<b>\$20,374</b>
January	\$2,095	\$192	\$1,791	<b>\$4,077</b>
February	\$2,095	\$16,930	\$0	<b>\$19,025</b>
March	\$2,095	\$19,209	\$4,243	<b>\$25,547</b>
April	\$2,746	\$10,408	\$167	<b>\$13,321</b>
May	\$4,394	\$16,864	\$1,511	<b>\$22,769</b>
June	\$4,394	\$16,915	\$7,033	<b>\$28,342</b>
<b>Total</b>	<b>\$30,238</b>	<b>\$129,906</b>	<b>\$15,263</b>	<b>\$175,408</b>
<b>Allocation</b>	<b>\$40,315</b>	<b>\$152,774</b>	<b>\$2,500</b>	<b>\$195,589</b>

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**UNIT: Student Academic Services**

**PROGRAM / INITIATIVE NAME & INTENT: Connections for Academic Success**

The Connections for Academic Success/Partners Program focuses on increasing the success of low-income, first generation and underrepresented minority students through advising and assisting students in their transition from high school to college through collaboration with Admissions, University Housing and the College Advising Centers, ultimately impacting retention, throughput and graduation.

**ALLOCATED STUDENT SUCCESS FEE FUNDING: \$76,370**

**ARTICULATED OUTCOMES:**

An SSP III position was hired to advise and coordinate services to the Connections for Academic Success and Partners Program student participants. Services include academic advising, including course selection and scheduling; informational assistance with financial aid and housing issues; social activities for transition support and networking opportunities; timely referrals to campus resources; and communication with on-campus and community resources.

**ARTICULATED DELIVERABLES TO DATE:**

The recruitment was finalized in January 2013 and the individual began her position in March 2013. She received SAS advisor intrusive training; mentoring advising support from SAS senior advisors and specialized training from all six University advising centers. She began connecting with her advising cohort and targeted student population in Spring Quarter.

**ONLINE RESOURCES RELATED TO PROGRAM/INITIATIVE:**

<http://sas.calpoly.edu/cas/index.html>



**EXPENDITURE ANALYSIS: (July 1, 2012 - June 30, 2013)**

<b>Month</b>	<b>Personnel Salary &amp; Benefits</b>	<b>Facilitators/ Program Assistants</b>	<b>Operating Expenses</b>	<b>SSF Total</b>
July	\$1,342	\$0	\$22	<b>\$1,364</b>
August	\$1,342	\$0	\$20	<b>\$1,362</b>
September	\$ 1,373	\$0	\$20	<b>\$1,393</b>
October	\$1,381	\$0	\$317	<b>\$1,698</b>
November	\$1,381	\$0	\$32	<b>\$1,413</b>
December	\$1,405	\$0	\$20	<b>\$1,425</b>
January	\$2,186	\$0	\$20	<b>\$2,206</b>
February	\$8,822	\$0	\$538	<b>\$9,360</b>
March	\$8,822	\$0	\$372	<b>\$9,194</b>
April	\$8,822	\$0	\$87	<b>\$8,908</b>
May	\$8,822	\$0	\$1,115	<b>\$9,937</b>
June	\$8,823	\$0	\$5,434	<b>\$14,257</b>
<b>Total</b>	<b>\$54,521</b>	<b>\$0</b>	<b>\$7,997</b>	<b>\$ 62,518</b>
<b>Allocation</b>	<b>\$64,170</b>	<b>\$7,200</b>	<b>\$5,000</b>	<b>\$76,370</b>

**DIVISION OF STUDENT AFFAIRS  
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2012-13 Year-End Report**

**UNIT:** Student Academic Services

**PROGRAM / INITIATIVE NAME & INTENT:** Upward Bound Summer Program

Upward Bound (UB) summer program focuses on the success of target area schools, low-income, first-generation, and underrepresented high school student participants. The UB summer program supports the on-going academic school year program efforts by providing a Cal Poly six-week summer residential and academic program. The program offers academic and social experiences that prepare students to successfully be admitted to, enter and graduate from college.

**ALLOCATED STUDENT SUCCESS FEE FUNDING:** The Upward Bound Student Success Fee proposal was funded by VPSA for 2012-13 in the amount of \$3,019. The Upward Bound program occurs annually in June /July of each year. VPSA funds supported summer 2012 UB program efforts.

**ARTICULATED OUTCOMES:**

The Upward Bound program will grow the summer residential program from serving 50 low-income potential first-generation college-bound local-area high school students to 66.

**ARTICULATED DELIVERABLES TO DATE:**

The Upward Bound Summer program is offered in June/July of each year. SSF funds for the 2013-14 year will reflect a student participant growth in summer 2013.

**ONLINE RESOURCES RELATED TO PROGRAM/INITIATIVE:**

<http://sas.calpoly.edu/ub/index.html>

**EXPENDITURE ANALYSIS: (July 1, 2012 - June 30, 2013)**

Month	Summer Program Staff	Housing/Meals/Field Trips	Operating Expenses	SSF Total
July	\$0	\$0	\$0	\$0
August	\$0	\$0	\$0	\$0
September	\$0	\$0	\$0	\$0
October	\$0	\$0	\$0	\$0
November	\$0	\$0	\$0	\$0
December	\$0	\$0	\$0	\$0
January	\$0	\$0	\$0	\$0
February	\$0	\$0	\$2,853	\$2,853
March	\$0	\$0	\$120	\$120
April	\$0	\$0	\$0	\$0
May	\$0	\$0	\$0	\$0
June	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2,973</b>	<b>\$2,973</b>
<b>Allocation</b>	<b>\$2,519</b>	<b>\$0</b>	<b>\$500</b>	<b>\$3,019</b>

# STUDENT SUCCESS FEE

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**2012-2013**

- I. **Department:** **DISABILITY RESOURCE CENTER**
- II. **SSF Funding Category:** **Academic Access/Graduation Initiative**
- III. **Goals/Objectives:** **Services to Address Personal Challenges**

**A. PROGRAM DESCRIPTION:**

**1. SSF OUTCOMES:**

- a. Academic Assistance Through Auxiliary Aids and Services
  - i. Note-taking, interpreting, transcribing, accommodated course exams, registration assistance, printed text conversion to Braille, large print, audio, mobility assistance.
- b. Technological Assistance /Adaptive Equipment
  - i. Adaptive hardware/software such as LiveScribe Pens, Read and Write/Kurzweil, JAWS, ZoomText, wheelchairs, Braille calculators, printers, assistive listening devices, etc.

**2. SSF DELIVERABLES:**

2012-13 Quarters	NT	INT/CART	ALT MEDIA	TECH	TRANSP.	TESTING	REGISTR.
Summer	7	0	1,955		45		
Fall	143	29	88,575	69	2,562	986	136
Winter	175	28	33,800	95	2,820	1,146	145
Spring	179	12	51,000	101	3,655	<b>1,193</b>	127
<b>ANNUAL</b>	<b>505</b>	<b>69</b>	<b>175,331</b>	<b>265</b>	<b>9,082</b>	<b>3,325</b>	<b>408</b>

*(NT=# of students note-taking services; INT/CART (Interpreting/Real time Captioning) = # of units interpreters/transcribers provided; ALT MEDIA=# of printed pages converted from print to audio, electronic, etc.; TECH= #of students provided technology assistance, such as smart pens, screen reading SW, voice recognition; TRANSPORTATION= # of rides provided; TESTING = # of course examinations accommodated; REGISTRATION= # of students receiving registration assistance and/or priority)*

Since receiving SSF funds earlier this year, the DRC has hired, trained and assigned sign language interpreters, transcribers, proctors, transportation drivers, and has purchased a new accessible van and two new transport carts.

The DRC expanded its hours for testing services from 5 PM to 10 PM daily and extended transportation services from 4:30 PM until 7 PM.

The DRC continues to evaluate and acquire equipment, including Smart Pens, CCTV's for enlarging print, assistive technology computer hardware and software to assist with reading text, computer screens (web pages etc.)

Additionally, the DRC launched a Peer Mentor Program that matches upper-level students with first-year and transfer students.

**3. STUDENT SUCCESS FEE FUNDING:**

DRC was allocated \$231,535 for ADA services for the Academic Access/Graduation Initiative.

Year to Date Expenditures:

Month	Staffing	Admin Support/Services Coordination	Student Assistants	TECH/EQUIP	Supplies/Svcs	SSF Fund Total
September						
October					<\$5,408>	<\$5,408>
November			\$6,826	\$10,776	\$4,085	\$21,687
December		\$5,552	\$5,000	\$22,528		\$33,080
January	\$1,675	\$6,288	\$3,909	\$12,192	\$49	\$24,113
February	\$25,125	\$13,780	\$10,459	\$2,508	\$1,376	\$53,248
March	\$5,704	\$38,302	\$15,985	\$22,787		\$82,778
April	\$5,755	\$11,161	\$14,896	\$4,203	\$1,965	\$37,980
May	\$7,102	\$11,161	\$13,050	\$3213	\$41	\$34,567
June		<\$31,756>	\$ 10,101	\$3,143		<\$18,512>
<b>TOTAL</b>	<b>\$45,361</b>	<b>\$54,488</b>	<b>\$80,226</b>	<b>\$81,350</b>	<b>\$2,108</b>	<b>\$263,533</b>

# STUDENT SUCCESS FEE

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2012-2013

- I. Department: DISABILITY RESOURCE CENTER
- II. SSF Funding Category: Student Health & Well-Being

## A. PROGRAM DESCRIPTION:

### 1. SSF OUTCOMES:

- a. Effective and timely response/intervention that supports both faculty and students.
- b. Professional evaluation of neuro- and psycho-educational assessments to determine students' impairments and needs.
- c. On-going individualized support to faculty and students.
- d. Increased retention and graduation of students receiving intervention.
- e. Accurate identification of cognitive impairments and development of individualized plans of action for each student.
- f. Timely response to assessing need and identifying appropriate accommodations for students with physical and health impairments.
- g. Disability Management Counseling services to students

### 2. DELIVERABLES:

The DRC hired two Access Specialists to achieve the outcomes listed in #1 above. Both Access Specialists began in December 2012. One Access Specialist focuses on students with Learning Disabilities and Attention Deficit Disorder while the other's specialty is working with students having health impairments, physical disabilities and hearing loss. So far, each has accumulated a caseload of around 125 students. A primary function of the Access Specialist is to provide Disability Management Services to eligible students.

The DRC contracted with a psychologist to provide professional evaluation of neuro- and psycho-educational assessments to determine students' eligibility for services. Additionally, the DRC employed graduate student interns to work one-to-one with students on executive functioning and academic skill development.

Other new services and programs include "Learning Assistance" services, a method for students to find help with improving academic and personal talents; Classroom Support for

Faculty, a formal process for assisting faculty with responding to issues related to students for which faculty are uncertain or unprepared to respond to (*depressed, suicidal, troubled, etc.*)

### 3. STUDENTS SERVED:

Quarter '12-'13	LD	AD/HD, PSYCH, Autism	HEALTH	MOBIL	Blind/VI	DEAF	TEMP	TOTAL
Fall Qtr	122	300	93	24	13	7	58	<b>617</b>
Wtr Qtr	119	308	102	24	14	11	62	<b>640</b>
Spring Qtr	102	277	92	19	13	11	47	<b>561</b>
<b>TOTAL (unduplicated)</b>	<b>130</b>	<b>338</b>	<b>115</b>	<b>67</b>	<b>16</b>	<b>13</b>	<b>144</b>	<b>786</b>

### 4. STUDENT SUCCESS FEE FUNDING:

DRC was allocated \$125,893 professional staff and services for the academic year.

*(Note: Staffing was for 6 months only, 2013-14 will be for 12 months)*

### Year to Date Expenditures:

Month	Staffing	Student Assistants	LD Consultants	Supplies/ Svcs	Misc.	SSF Fund Total
Sept						
Oct				-\$411		-\$411
Nov		\$2,396		\$817		\$3,213
Dec	\$2,352				\$1,967	\$4,319
Jan	\$11,622	\$1,948		\$58		\$13,628
Feb	\$11,622	\$1,492	\$2,440	\$26	\$3,202	\$18,782
March	\$11,269	\$2,133		\$28		\$13,430
April	\$11,133	\$1,733		\$28	\$2,262	\$15,156
May	\$11,133	\$2,980	\$980	\$26	\$1,642	\$16,761
June	\$11,148	\$2,394	\$1,820	\$26		\$15,387
<b>TOTAL</b>	<b>\$70,279</b>	<b>\$15,076</b>	<b>\$5,240</b>	<b>\$598</b>	<b>\$9,073</b>	<b>\$100,265</b>

# STUDENT SUCCESS FEE

## “COUNSELING SERVICES” – June 2013

**UNIT:** Counseling Services

**PROGRAM DESCRIPTION:** Counseling Services provides short-term mental health services for students, as well as outreach and consultation for the campus community. The Student Success Fee is funding an additional 3.0 FTE (Academic Year) counselors plus 1.0 FTE counselor for Winter and Spring Quarters as well as an after-hours crisis counseling line, specializing in behavioral health of college students.

### OUTCOMES:

1. Additional Counselors

SSF Outcome: Counseling Services will provide additional screening time for students as well as additional appointment times for counseling.

*Measure:* Number of screenings performed compared to last year and the number of overall visits compared to last year.

SSF Deliverable: The table below shows the number of crisis sessions, triage visits, intakes (first visit to initiate counseling) and overall visits compared to last year, September 10<sup>th</sup> through June 14<sup>th</sup>. As is evident, we were successful in reaching more students and providing more service right from the beginning of Winter Quarter.

Dates	Students Seen	Total visits <sup>1</sup>
09/10/12-06/14/13	1,471	6,955
09/12/11-06/14/12	1,263	5,664
Percent increase	116%	123%

2. After-hours Crisis Counseling Line

SSF Outcome: Counseling Services will contract with an after-hours crisis counseling line to provide resources to students whose needs cannot wait until Counseling Services' regular business hours.

*Measure:* Complete contracting and implement crisis line.

SSF Deliverable: Counseling Services contracted with ProtoCall Services of Portland, Oregon to provide crisis counseling services when Counseling Services is closed. The service went live on November 12<sup>th</sup>, 2012, and we planned a "soft open," working with University Housing and their population. We have received 60 calls since the implementation but the numbers of calls are consistently increasing. The calls received were regarding current students. We also received calls from distressed students themselves and from students and family members calling about a distressed student.

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<sup>1</sup> There are other visit types not included in this chart, so total visits are not the sum of other categories.

**STUDENT SUCCESS FEE FUNDING:**

Current year allocation for Counseling Services was \$238,300.

Current year-to-date expenditures (through June 2013) are \$234,329 and encumbrances are at \$3,565.

Month	Academic Salaries/Benefits	ProtoCall	Counselor Office Furnishings (one-time)	IT <sup>2</sup>
September	\$0.00	\$0.00	\$0.00	\$2,652
October	\$22,569	\$0.00	\$7,979	\$5,659
November	\$15,940	\$0.00	\$4,310	\$0.00
December	\$18,405	\$2,835	\$0.00	\$0.00
January	\$23,491	\$2,111	\$0.00	\$0.00
February	\$22,571	\$1,407	\$0.00	\$872
March	\$23,801	\$1,723	\$0.00	\$0.00
April	\$28,280	\$1,275	\$0.00	\$0.00
May	\$23,048	\$750	\$0.00	\$0.00
June	\$23,301	\$750	\$0.00	\$0.00
<b>TOTAL</b>	<b>\$201,406</b>	<b>\$10,851 <sup>3</sup></b>	<b>\$12,289</b>	<b>\$9,782</b>
<b>Allocation <sup>4</sup></b>	<b>\$210,000</b>	<b>\$7,500</b>	<b>\$12,000</b>	<b>\$8,800</b>

Future full-year expenses are estimated at \$267,200. **With below deductions: \$248,000.**

\$250,000 – Salaries/benefits for three additional AY full-time counselors (benefits are estimates only and could be higher or lower). **With our current three counselors, the salary/benefit expenses would only be \$233,750.**

\$12,000 – “ProtoCall,” the after-hours crisis response line, specializing in behavioral health of college students, based on a call volume of 50 students per month. This is a higher than previously submitted estimate as we are unsure of the number of calls we can expect. There is a per call charge once we reach our monthly contracted limit of 50 calls. **Unless we exceed our 50 calls per month, the annual cost will only be \$9,000.**

\$5,200 – Software licensing cost for three additional counselors (annual expense).

<sup>2</sup> These expenditures include one-time expenses of IT hardware \$3,600 and annual software licensing fees of \$5,200.

<sup>3</sup> Expenses higher than future-year estimated expenses due to start-up expenses and full-year encumbrance.

<sup>4</sup> These do not reflect future, full-year allocations. Current year allocations are lower due to delayed hiring of counselors and contracting with ProtoCall.



## **Student Life and Leadership Student Success Fee**

### **Unit: Service Learning**

#### **Program Description:**

The Service Learning initiative supported by the student success fee has been approved to support expansion of Service Learning to focus on addressing the WASC recommendation related to diversity. The approach will be to increase the number of Service Learning courses, review current service learning courses for alignment with the Diversity Learning Objectives (DLOs), and gather evidence to document the linkage between Service Learning and the DLOs.

**ALLOCATED FUNDING: \$47,000**

#### **Outcomes:**

##### **1. Course expansion**

###### SSF Outcome:

Center for Community Engagement will work with faculty to identify 10 new Service Learning courses with an emphasis in connecting the STEM disciplines with activities to serve marginalized populations in San Luis Obispo County.

###### SSF Deliverable:

The following courses were converted in Winter 2013:

PHYS 121  
PHYS 131/141  
BIO 114  
ES 112  
IME 270  
IME 240  
COMS 102

The following courses were converted in Spring Quarters 2013:

SS 121  
PHYS 122  
PHYS 132  
PHYS 104  
MATE 270  
MU 120  
ENGL 145

## 2. Community Partner Expansion

### SSF Outcome:

Center for Community Engagement will identify and cultivate new community partner relationships in the north and south regions of the county, where ethnic, racial and socioeconomic diversity is the greatest.

### SSF Deliverable:

Center for Community Engagement and SUSTAIN organized community gatherings in Spring and Winter 2013 with new community partner agencies throughout the County.

## 3. Faculty Development

### SSF Outcome:

Center for Community Engagement will partner with the Center for Teaching and Learning to develop a Professional Learning Community opportunity to support faculty in developing Service Learning courses that clearly connect learning objectives to the DLOs. Each faculty member will receive a \$1,000 stipend for his or her participation.

### SSF Deliverable:

Four faculty fellows were selected in Spring 2013: Anurag Pande (Civil and Environmental Engineering), David Watts (Landscape Architecture), Jim Widmann (Mechanical Engineering), and Julie Herron (Education). These faculty fellows developed service learning course proposals and presented at the President's Community Service Awards.

## 4. Evaluation

### SSF Outcome:

Center for Community Engagement will develop an evaluation system to collect data to capture how Service Learning enhances student learning in the area of diversity competence.

### SSF Deliverable:

Eight Service Learning Scholars/student assistants were hired in winter quarter to collect data about service learning in the College of Science and Math. All COSAM faculty were contacted and the majority were interviewed one-on-one by students.

Center for Community Engagement and SUSTAIN collected electronic project portfolios from the converted courses. These portfolios demonstrate the results of integrated STEM/DLO and community engagement in projects involving sustainability as an overarching aim and are available to view via the Internet.

**STUDENT SUCCESS FEE FUNDING:**

Service Learning was allocated \$47,000. Following represents expenditures for 2012-2013.

<b>Month</b>	<b>Faculty/Staff support</b>	<b>Student Assistant/Staff</b>	<b>Clerical</b>	<b>Faculty Stipend</b>	<b>Supplies</b>	<b>SSF Fund Total</b>
Fall 2012	None	None	None	None	None	\$ 0.00
Winter & Spring 2013	\$ 17,850.01	\$ 2,736.00	\$ 12,608.13	\$ 4,000.00	\$ 460.24	\$37,654.38
<b>TOTAL</b>	<b>\$ 17,850.01</b>	<b>\$ 2,736.00</b>	<b>\$ 12,608.13</b>	<b>\$ 4,000.00</b>	<b>\$ 460.24</b>	<b>\$37,654.38</b>

## **Student Life and Leadership**

### **Student Success Fee**

#### **Unit:** Gender Equity Center

**Program Description:** The Gender Equity Center (GEC) provides educational events and workshops focused on human development and social justice topics including positive masculinities, feminism, physical and emotional wellness, healthy relationships, sex, and positive gender identity. The GEC employs a full-time staff Coordinator and an Assistant Coordinator whom advise the university on gender identity through their service on the Status of Women Committee and the Women's and Gender Studies Board as well as multiple student assistants, volunteers and interns. The GEC staff advises Triota, the Women's and Gender Studies honors society and other campus clubs and organizations that address gender-related topics, and oversee students working within the Center. The Gender Equity Center is the primary source for education and resources about gender identity and human development at Cal Poly through this dissemination of workshops and educational events.

**Allocated Funding:** \$58,091

#### **Goals:**

- Raise awareness of issues of gender identity, eating disorders, unhealthy behaviors of student development, self-esteem and social justice;
- Support the academic mission of the University;
- Challenge existing definitions of gender and gender roles;
- Build coalitions on- and off-campus;
- Develop visibility;
- Develop a sense of community;
- Educate Cal Poly community on self-esteem, gender roles, healthy eating and exercise, masculinity and sexual health; and
- Work to eliminate low self-esteem, heterosexism, homophobia, gender identity oppression, and discrimination.

#### **Outcomes:**

##### 1. Staffing

SSF Outcome: Establish a permanent Assistant Coordinator position and a Graduate Student Assistant position to allow for greater staff consistency for students and to support a needed increase in programs and services.

SSF Deliverable: The Student Life and Leadership Department developed a position description for an Assistant Coordinator and began recruiting in October. Positions were accepted in mid-December. Staff began work in late December. In addition, the Gender Equity Center was able to hire a Graduate Student Assistant position which has allowed for better supervision of undergraduate student assistants as well as more structured and higher-quality programming.

Additionally, a need was established to have administrative assistance to serve our growing programs. The staff member began work in mid-February. This Administrative Support Assistant will serve the Pride Center, MultiCultural Center, Gender Equity Center, and Safer.

## 2. High-Quality Programming

SSF Outcome: Deliver high quality programming by bringing in experts from related fields to host workshops or presentations.

SSF Deliverable:

In the spring, Student Success Fee funding was used to bring in two keynote speakers for the Gender Symposium conference. The conference has been able to increase its professionalism by developing multiple tracts for students and for faculty/professional staff. Due to this increase in high-quality programming, the conference has gained recognition from outside universities and attendance spanned across Cal Poly faculty/staff and students, community members, and outside University faculty/staff and students.

## 3. Attendance

SSF Outcome: Increase unique event attendance by 10-20%

SSF Deliverable: The Gender Equity Center used SSF monies for promotional items in order to bring more awareness to the Center’s programming. Following represents how our promotional efforts affected event attendance.

Month 2012-13	Coffee and Careers	Gender Buffet	Let’s Talk Sex	Phallacies	Other Programming	Totals
September	-	-	-	-	-	-
October	25	25	15	-	255	320
November	30	20	25	60	40	175
December	-	-	-	-	-	-
January	7	25	2	-	61	95
February	25	25	30	60	1,118	1,258
March	-	35	12	-	46	93
April	-	18	20	-	-	38
May	8	15	18			41
June				-		
ANNUAL	95	163	122	120	1,520	2,020

**GEC-STUDENT SUCCESS FEE FUNDING:**

Month	Student Assistants and SSPII Salary	Supplies & Services	Training Staff Development	SSF Fund Total
July				
August				
September				
October				
November				
December				
January	\$5,662			\$5,662
February	\$5,678		\$83	\$5,761
March	\$4,486		\$134	\$4,620
April	\$4,486	\$879		\$5,365
May				
June				
<b>TOTAL</b>	<b>\$20,313</b>	<b>\$879</b>	<b>\$216</b>	<b>\$21,408</b>

Month	Admin & Staff Support	Student Assistants	Supplies & Services	Training Staff Development	SSF Fund Total
July	0	0	0	0	0
August	0	0	0	0	0
September	0	\$875	0	0	\$875
October	0	\$875	0	0	\$875
November	0	\$875	0	\$300	\$1,175
December	\$2,100	\$437	0	0	\$2,537
January	\$6,300	\$1,000	0	\$13,200 (MVP)	\$20,500
February	\$4,400	\$1,000	\$523	\$75	\$5,998
March	\$5,400	\$800	\$503	0	\$6,703
April	\$5,400	\$800	0	0	\$6,200
May	\$5,400	\$800	0	0	\$6,200
June	\$5,400	0	0	0	\$5,400
<b>TOTAL</b>	<b>\$34,400</b>	<b>\$7,462</b>	<b>\$1,026</b>	<b>\$13,575</b>	<b>\$56,463</b>

## Student Life and Leadership Student Success Fee

**Unit:** MultiCultural Center

**Program Description:** The MultiCultural Center (MCC) cultivates a campus-wide community that represents and celebrates the diversity of Cal Poly's student body. The MCC empowers students to grow beyond their personal barriers, strengthen their understanding of diversity and social responsibility, and develop leadership skills, while fostering a sense of belonging. Through cross-cultural dialogues and examining the issues relevant to diversity and social justice, we hope to nurture a generation of ethical and knowledgeable leaders who contribute to a global society.

**Allocated Funding:** \$75,091

### Goals:

- Expansion of programs and services for students of color to assist with retention of at-risk students.
- Provide greater outreach and education to majority students on campus to develop cultural competency skills.
- Increase retention of staff to allow for greater progress with University diversity efforts.
- Allow for greater strategic planning to serve a more diverse campus population.

### Outcomes:

#### 1. Staffing

SSF Outcome: Establish a permanent Assistant Coordinator position to allow for greater staff consistency for students and to support a needed increase in programs and services.

SSF Deliverable: The Student Life and Leadership Department developed a position description and began recruiting in October. Positions were accepted in mid-December. Staff began working in late December.

Additionally, a need was established to have administrative assistance to serve our growing programs. The staff member began work in mid-February. She will serve the Pride Center, MultiCultural Center, Gender Equity Center, Safer, and Service Learning.

#### 2. Expanded Programming

SSF Outcome: Increase events by 10-20%

SSF Deliverable: In the Fall, Student Success Fee funding was used to expand the number of offerings during both Latino Heritage Month in October and Native American Heritage Month in November. In the Winter, events supported included Black History-related events in February.

Additionally, new events were established that exist outside of our heritage month cultures. These events have featured an Irish Cultural Discussion, an Afro-Latino Discussion, and Spanish Influences on Filipino Culture, Persian, Indian, Hmong, as well as Jewish and Muslim religions.

Also, community-building events were created, including a study break during dead week.

### Event Numbers

Month 2012-13	Latino Heritage Series	Native American Heritage Series	Asian Pacific Islander Heritage Series	Black History Series	Diversity Advocate Trainings	Other Cultures and Issues	Totals
September	0	0	0	0	2	4	6
October	6	0	1	1	2	3	13
November	1	4	0	0	2	2	9
December	0	0	0	0	0	1	1
January	0	0	1	1	0	1	3
February	0	1	0	5	4	4	14
March	0	0	0	1	0	3	4
April	1	0	0	0	1	11	13
May	3	0	4	0	1	0	8
June	0	0	0	0	0	0	0
<b>ANNUAL</b>	<b>11</b>	<b>5</b>	<b>6</b>	<b>8</b>	<b>12</b>	<b>29</b>	<b>71</b>

### 3. Attendance

SSF Outcome: Increase unique event attendance by 10-20%

SSF Deliverable: A marketing intern position was created under the Student Success Fee account to improve marketing materials and methods in an attempt to increase attendance numbers.

We developed marketing items and materials to increase our reach to the Cal Poly student community. These included banners, sandwich boards, SWAG giveaways, videos for the website, and increased collaborations with student organizations.

Month 2012-13	Latino Heritage Series	Native American Heritage Series	Asian Pacific Islander Heritage Series	Black History Series	Diversity Advocate Trainings	Other Cultures and Issues	Totals
September	0	0	0	0	200	600	800
October	260	0	25	20	6	500	811
November	200	200	0	0	30	45	475
December	0	0	0	0	0	25	25
January	0	0	150	40	0	80	270
February	0	40	0	250	20	122	432
March	0	0	0	70	0	110	180
April	300	0	0	0	12	1,520	1,832
May	380	0	400	0	4	0	784
June	0	0	0	0	0	0	0
<b>ANNUAL</b>	<b>1,140</b>	<b>240</b>	<b>575</b>	<b>380</b>	<b>272</b>	<b>3,002</b>	<b>5,609</b>



#### 4. Faculty Collaborations

SSF Outcome: Increase collaborations with academic areas to offer more opportunities for enhancement of the curriculum by 10-20%

SSF Deliverable: Outreach efforts established under the Student Success Fee account include mailings to faculty who are teaching any course with diversity elements. Materials sent include quarterly calendars and informational letters. This will be continued throughout the year.

Our new student assistants have also developed collaborations with faculty and staff members for presentation of events. This has included assistance in research, preparing materials, and faculty presentation of materials at the events.

Month 2012-13	Business	English	Engineering	Ethnic Studies	Food Science	Journalism	Kinesiology	Psychology	Spanish	Womens and Gender Studies	Totals
September											
October		1		4		1	1	2	1	1	11
November		1		3		1	1	2	1	1	10
December											
January	1			1				2			5
February		1		1	1	1		2			6
March			1								1
April					1						1
May				1							1
June											
<b>ANNUAL</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>10</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>8</b>	<b>2</b>	<b>2</b>	<b>35</b>

## 5. Queer People of Color Dialogs (QPOC)

SSF Outcome: Establish QPOC discussion groups with attendance of 50 students over the academic year.

SSF Deliverable: The Pride Center and MultiCultural Center co-sponsored seven events under the title of QPOC Dialog Sessions. The total attendance numbers for the events were 47 students. Topics included the intersections of race and sexuality and cultural center roles. This transformed into student-led dialog with staff member facilitators present.

Month 2012-13	Number of Events	Number of Attendees
September	0	0
October	1	12
November	1	2
December	0	0
January	2	9
February	1	12
March	0	0
April	2	12
May	1	3
June	0	0
<b>ANNUAL</b>	<b>8</b>	<b>50</b>

### STUDENT SUCCESS FEE FUNDING:

Month	Admin & Staff Support	Student Assistants	Supplies & Services	Training Staff Development	SSF Fund Total
July	\$ -	\$ -	\$ -	\$ -	\$ -
August	\$ -	\$ -	\$ -	\$ -	\$ -
September	\$ -	\$ -	\$ -	\$ -	\$ -
October	\$ -	\$ -	\$ 250.00	\$ -	\$ 250.00
November	\$ -	\$ -	\$ 75.00	\$ -	\$ 75.00
December	\$ 2,094.00	\$ -	\$ 2,384.00	\$ -	\$ 4,478.00
January	\$ 5,443.00	\$ -	\$ -	\$ -	\$ 5,443.00
February	\$ 6,024.00	\$ 705.00	\$ 2,268.00	\$ -	\$ 8,997.00
March	\$ 6,420.00	\$ 440.00	\$ 118.00	\$ -	\$ 6,978.00
April	\$ 6,420.00	\$ 795.00	\$ 1,603.00	\$ 531.00	\$ 9,349.00
May	\$ 6,420.00	\$ 975.00	\$ 5,083.00	\$ 64.00	\$ 12,542.00
June	\$ 6,420.00	\$ -	\$ 1,964.00	\$ 477.00	\$ 8,861.00
<b>TOTAL</b>	<b>\$ 39,241.00</b>	<b>\$ 2,915.00</b>	<b>\$ 13,745.00</b>	<b>\$ 1,072.00</b>	<b>\$ 56,973.00</b>

## **Student Life and Leadership**

### **Student Success Fee**

**Unit:** Safer

**Program Description:** Safer is Cal Poly's sexual assault and relationship violence prevention program and first stop resource for faculty, staff, students, survivors, and loved ones. The Safer program works to create a healthy and respectful campus – regardless of gender identities, sexual orientation, and culture – through education, crisis referrals and advocacy. Safer supports the mission of Student Life and Leadership by creating socially responsible leaders who seek to break the silence surrounding sexual assault and relationship violence through education and facilitating connections within the Cal Poly community.

**Allocated Funding:** \$58,091

#### **Goals:**

- Educate the Cal Poly community on the prevalence and resolutions for change concerning sexual assault and intimate partners;
- Raise awareness concerning negative gender roles, sexual assault, intimate partner violence, healthy relationships, low self-esteem and social justice;
- Support the academic mission of the University;
- Challenge the idea that sexual assault is never going to stop;
- Build coalitions on- and off-campus;
- Develop visibility;
- Develop a sense of community; and
- Work to eliminate sexism, low self-esteem, heterosexism, homophobia, gender identity oppression, and discrimination based on gender.

#### **Outcomes:**

##### 1. Staffing

SSF Outcome: Establish a permanent Assistant Coordinator position and a Graduate Student Assistant position to allow for greater staff consistency for students and to support a needed increase in programs and services.

SSF Deliverable: The Student Life and Leadership Department developed a position description for an Assistant Coordinator and began recruiting in October. Positions were accepted in mid-December. Staff began working in late December. In addition, Safer was able to hire a Graduate Student Assistant position which has allowed for better supervision of undergraduate student assistants, as well as more structured and higher-quality programming.

Additionally, a need was established to have administrative assistance to serve our growing programs. The staff member began work in mid-February. This Administrative Support Assistant will serve the Pride Center, MultiCultural Center, Gender Equity Center, and Safer.

## 2. High-Quality Programming

**SSF Outcome:** Deliver high-quality programming by bringing in experts from related fields to host workshops or presentations.

**SSF Deliverable:** The Student Success Fee funding was used to develop and implement Bystander Intervention-focused presentations and workshops for students. All Safer presentations now include providing students with a skill set for being an active bystander. In addition, Safer was able to bring an expert in self-defense to campus to offer several free self-defense workshops for students.

## 3. Attendance

**SSF Outcome:** Increase unique event attendance by 10-20%

**SSF Deliverable:** Safer used SSF monies for promotional items in order to bring more awareness to Safer's services for students and programming. Following represents how our promotional efforts affected event attendance.

Month 2013-2014	Athletics	Class Presenta- tions	Housing Presenta- tions	Greek Life Presenta- tions	Awareness	Trainings and Workshops	Counseling*	Totals
August	115					300		415
September	267		20		4,300	150	5	4,742
October		240	60	50	560	30	11	951
November		190	20	50			4	264
December								0
January		260	20					280
February		148	40	75			10	273
March				150		68	5	223
April		150				544	12	706
May						4	8	12
June						4	4	8
<b>ANNUAL</b>	<b>382</b>	<b>988</b>	<b>160</b>	<b>325</b>	<b>4,860</b>	<b>1,100</b>	<b>59</b>	<b>7,874</b>

\*Counseling refers to Crisis Counseling and Safer's Men and Masculinities 6-week program

#### 4. Staff Training and Professional Development

SSF Outcome: Provide staff with training and professional development surrounding sexual violence and best practices for campus education dissemination methods.

SSF Deliverable: The Student Success Fee funding was used to train all Safer staff on Bystander Intervention through the Mentors in Violence Prevention agency. In addition, the funding provided Safer staff with the ability to attend the National Sexual Violence conference.

#### STUDENT SUCCESS FEE FUNDING:

Month	Admin & Staff Support	Student Assistants	Supplies & Services	Training Staff Development	SSF Fund Total
July	0	0	0	0	0
August	0	0	0	0	0
September	0	\$875	0	0	\$875
October	0	\$875	0	0	\$875
November	0	\$875	0	\$300	\$1,175
December	\$2,100	\$437	0	0	\$2,537
January	\$6,300	\$1,000	0	\$13,200 (MVP)	\$20,500
February	\$4,400	\$1,000	\$523	\$75	\$5,998
March	\$5,400	\$800	\$503	0	\$6,703
April	\$5,400	\$800	0	0	\$6,200
May	\$5,400	\$800	0	0	\$6,200
June	\$5,400	0	0	0	\$5,400
TOTAL	\$34,400	\$7,462	\$1,026	\$13,575	\$56,463

## Student Life and Leadership Student Success Fee

### Unit: Pride Center

**Program Description:** The Pride Center supports the mission of Student Life & Leadership by focusing on the unique academic, cultural, and social needs of lesbian, gay, bisexual, transgender, queer and questioning (LGBTQ) students to promote personal growth and education. We advocate for social justice, empower and retain our LGBTQ and ally students, and create opportunities for all students to be more culturally competent. Through a safe space, services, and programming the Pride Center contributes to the University's commitment to diversity and a more inclusive and welcoming campus.

**Allocated Funding: \$55,091**

### Goals:

- Expansion of programs and services for LGBTQ and Ally individuals to assist with retention of at-risk students.
- Provide greater outreach and education to majority students on campus to develop competency skills relating to sexual orientation and gender identity.
- Increase retention of staff to allow for greater progress with university diversity efforts.
- Allow for greater strategic planning to serve a more diverse campus population.

### Outcomes:

#### 1. Staffing

SSF Outcome: Establish a permanent Assistant Coordinator position to allow for greater staff consistency for students and to support a needed increase in programs and services.

SSF Deliverable: The Student Life and Leadership Department developed a position description and began recruiting in October. Positions were accepted in mid-December. Staff began working in late December.

Additionally, a need was established to have administrative assistance to serve our growing programs. The staff member began work in mid-February. This position serves the Pride Center, MultiCultural Center, Gender Equity Center, Safer, and Service Learning.

#### 2. Expanded Programming

SSF Outcome: Increase events by 10-20%.

SSF Deliverable: Eleven students were hired under the Student Success Fee funding. These additional students enabled us to plan and execute more programs for Cal Poly students. Their roles included event planning with focuses in ally-building, LGBT community building, first- and second-year LGBT

initiatives in University Housing, safe space monitoring, and peer counseling and support-related activities.

This Fall, 2 unique programs were created to support LGBT students. They were an Alternative Thanksgiving celebration for LGBT students, which featured a “family-style” meal and community building. Some of these students do not have happy and healthy family relationships based on tension related to their sexual orientation and gender identities. Additionally, the Pride Center hosted an appreciation night for students, centered on building community amongst gay and bisexual men. This event promoted bonding activities in a healthy environment.

This Winter, we collaborated to present an anti-bullying event in conjunction with the School of Education to educate area K-12 teachers. This event featured Pride Center and Disability Resource Center students sharing their stories of bullying in their K-12 environments. In addition, we collaborated with the Psychology Department to present Dr. Tania Israel’s work on ally identity development.

This Spring featured Cal Poly’s Pride Month, where the Pride Center hosted 31 events. Goals for the events varied, but aimed to dispel stereotypes and build a wider community. Twelve organizations and campus services collaborated with the Pride Center to provide events, most notably featuring Cal Poly’s Kennedy Library.

Event Numbers

Month 2012-13	Ally Building	LGBT Community Building	LGBT programs in Housing	Peer Counseling and Support-related	Queer People of Color Events (excluding Dialogs)	Academic and Community Collaborations	Totals
September	3	1	0	1	0	1	6
October	3	1	2	2	1	3	12
November	4	3	1	0	1	0	9
December	3	0	0	1	0	0	4
January	6	1	0	2	0	2	11
February	11	2	1	2	2	4	22
March	3	0	2	0	0	3	8
April	14	10	2	4	3	5	38
May	2	1	2	2	0	0	7
June	1	2	0	0	0	0	3
<b>ANNUAL</b>	<b>50</b>	<b>21</b>	<b>10</b>	<b>14</b>	<b>7</b>	<b>18</b>	<b>120</b>

### 3. Attendance

SSF Outcome: Increase unique event attendance by 10-20%.

SSF Deliverable: A marketing intern position was created under the Student Success Fee account to improve marketing materials and methods in an attempt to increase attendance numbers. We developed marketing items and materials to broaden our reach to the Cal Poly student community. These included SWAG items, increased printing, banners, sandwich boards, videos for the website and SOAR, a mass text messaging service, creation of social media accounts, and an increase in collaborations.

Month 2012-13	Ally Building	LGBT Community Building	LGBT programs in Housing	Peer Counseling and Support-related	Queer People of Color Programming	Academic and Community Collaborations	Totals
September	126	100	0	15	0	15	256
October	65	15	35	20	20	675	830
November	45	140	15	0	40	0	240
December	54	0	0	8	0	0	62
January	213	75	0	12	0	204	504
February	644	53	25	14	55	45	836
March	115	0	200	0	0	158	473
April	1,434	543	30	70	104	580	2,761
May	61	10	27	35	0	0	133
June	45	138	0	0	0	0	183
<b>ANNUAL</b>	<b>2,802</b>	<b>1,074</b>	<b>332</b>	<b>174</b>	<b>219</b>	<b>1,677</b>	<b>6,278</b>



#### 4. Faculty Collaborations

SSF Outcome: Increase collaborations with academic areas to offer more opportunities for enhancement of the curriculum by 10-20%.

SSF Deliverable: Outreach efforts established under the Student Success Fee account included mailings to faculty who teach any course with diversity elements. Materials sent included quarterly calendars and informational letters. This will continue throughout the year.

Our new student assistants developed collaborations with faculty and staff members for presentation of events. This included assistance in research, preparing materials, and faculty presentation of materials at the events.

This spring, collaborations with the Biology Department and Kennedy Library allowed us to provide more academically related events to the campus community.

Month 2012-13	Biology	Business	Education	Ethnic Studies	Kennedy Library	Psych	Recreation Parks and Tourism	Sociology	Theatre	Women and Gender Studies	Totals
September							1				1
October			1	1		1	1		1	1	6
November			1	1		2	1		1	1	7
December			1								1
January			1				1	1			3
February		1				1	1				3
March						1	1			1	3
April	1				7	2					10
May					1	1					2
June						1					1
<b>ANNUAL</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>37</b>

5. Queer People of Color Dialogs (QPOC)

SSF Outcome: Establish QPOC discussion groups with attendance of 50 students over the academic year.

SSF Deliverable: The Pride Center and MultiCultural Center co-sponsored seven events under the title of QPOC Dialog Sessions. The total attendance numbers for the events were 47 students. Topics included the intersections of race and sexuality and cultural gender roles. This transformed into student-led dialog with staff member facilitators present.

Month 2012-13	Number of Events	Number of Attendees
September	0	0
October	1	12
November	1	2
December	0	0
January	2	9
February	1	12
March	0	0
April	2	12
May	1	3
June	0	0
<b>ANNUAL</b>	<b>8</b>	<b>50</b>

**STUDENT SUCCESS FEE FUNDING:**

Month	Admin & Staff Support	Student Assistants	Supplies & Services	Training Staff Development	SSF Fund Total
July	\$ -	\$ -	\$ -	\$ -	\$ -
August	\$ -	\$ -	\$ -	\$ -	\$ -
September	\$ -	\$ -	\$ -	\$ -	\$ -
October	\$ -	\$ 1,205.00	\$ 544.00	\$ -	\$ 1,749.00
November	\$ -	\$ 624.00	\$ 560.00	\$ -	\$ 1,184.00
December	\$ 1,068.00	\$ -	\$ 1,902.00	\$ -	\$ 2,970.00
January	\$ 4,584.00	\$ 316.00	\$ 1,715.00	\$ -	\$ 6,615.00
February	\$ 5,174.00	\$ 847.00	\$ 121.00	\$ 1,681.00	\$ 7,823.00
March	\$ 5,562.00	\$ 803.00	\$ 2,232.00	\$ -	\$ 8,597.00
April	\$ 5,562.00	\$ 1,218.00	\$ 4,012.00	\$ 651.00	\$ 11,443.00
May	\$ 5,562.00	\$ 2,037.00	\$ 2,615.00	\$ -	\$ 10,214.00
June	\$ 5,562.00	\$ 172.00	\$ 6,883.00	\$ -	\$ 12,617.00
<b>TOTAL</b>	<b>\$ 33,074.00</b>	<b>\$ 7,222.00</b>	<b>\$ 20,584.00</b>	<b>\$ 2,332.00</b>	<b>\$ 63,212.00</b>

# STUDENT SUCCESS FEE

"JOBS" – June 2013

**UNIT:** Career Services

**PROGRAM DESCRIPTION:** The "JOBS" initiative has been approved and funded through Student Success Fees. This program is designed to make available job opportunities and on-line resources that can assist students with the job search process.

## OUTCOMES:

### 1. JOB POSTINGS

SSF Outcome: Career Services will provide students with timely access to electronic job postings, thus keeping pace with the growing number of electronic job postings.

*Measure: 20% increase in job postings for career, pre-career (co-op, internship, and summer), local part-time, on-campus and Work Study jobs.*

SSF Deliverable: Career Services posted 11,023 jobs from September through June. This represented a 43.5% increase in job postings compared to a baseline of average job postings for 2010-2012. Career Services exceeded the proposed outcomes and measures for this area. The following chart shows a breakdown of job posting types:

Month 2012-13	Career	Pre-Career	Local PT	On-Campus	Work Study	2012-13	CUM	Baseline	CUM Increase
September	505	173	207	60	83	1,028	1,028	861	19.4%
October	697	206	196	27	15	1,141	2,169	639	44.6%
November	543	136	161	25	7	872	3,041	605	44.5%
December	397	142	86	33	3	661	3,702	477	43.4%
January	697	311	192	44	8	1,252	4,954	809	46.1%
February	613	286	168	34	11	1,112	6,066	743	46.7%
March	640	296	197	74	19	1,226	7,292	849	46.3%
April	754	319	286	64	22	1,445	8,791	1009	46.7%
May	694	283	259	56	5	1,297	10,088	949	45.3%
June	608	180	180	19	2	989	11,077	738	44.3%
ANNUAL	6,148	2,332	1,932	436	175	11,023	11,023	7,679	43.5%

### 2. EMERGING MARKETS

SSF Outcome: Career Services will research new emerging job markets, creating additional employment opportunities for students.

*Measure: Research and identify six new emerging job markets, distributing market information and creating new jobs.*

SSF Deliverable: Career Services developed the following emerging markets. The criteria established to evaluate the emerging markets will be based on potential growth (fact), whether it impacts a broad base of majors (fit), and whether it supports the mission of Cal Poly and Career Services (context).

The Emerging Markets Website was launched and can be found at:

<http://careerservices.calpoly.edu/content/ejm/emerging-job-markets>. As markets are researched and developed, they will be introduced to the website to educate students on job opportunities within each market.

A. *Cleantech (clean energy)* - Sustainability has been identified to include multiple emerging markets. But this term has broad implications. We have termed the emerging markets as "cleantech" which represents a diverse range of products, services and processes, all intended to:

- Provide superior performance at lower costs
- Reduce or eliminate negative ecological impact
- Make more efficient and responsible use of natural resources
- Improve quality of life by enhancing human health and promoting social justice

With this definition in mind, Cleantech is not simply another industry limited to specific sectors. Rather, it is an eco-innovation that applies to all industry sectors, encompasses non-profit organizations and public policy on community, state, national and international levels, and seeks answers to human problems for the benefit of future generations.

Cleantech was broken into multiple emerging markets that included: clean energy, efficiency, energy storage, water, transportation, clean industry and air & environment.

The following actions were designed to supplement the development of these emerging markets:

- EPA Renewable Energy – Career Services hosted the Environmental Protection Agency (EPA) on November 13, 2012. The EPA reported on renewable energy and educating students about career opportunities in federal government, including pathways to these opportunities and the rewards of federal service. Results: 155 students and 15 faculty/staff participated in the event.
- Careers in Clean Energy – Career Services hosted an employer panel of industry professionals on Careers in Clean Energy on February 14, 2013. The following companies participated and provided insight into careers in clean energy: REC Solar, SLO County/Energy Program, Siemens Energy, Topaz Solar Farm, Center for Resource Solution, California Utilities Commission, and Technica Communications. Results: 80 students participated in the event.
- Clean Energy Website – Career Services launched the clean energy website, providing information on career paths and job search links.

B. *Social Media* – Social Media was identified as an emerging market. According to Wikipedia, social media means "media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue." The Pew Internet and American Life Project published "The Demographics of Social Media Users – 2012" in February 2013, reported that 67% of online adults (83% of those 18-29 years of age) use social networking sites. The prevalence and power of social media is undeniable and careers related to this phenomenon are found in every sector of our economy.

There is an enormous range of opportunities that exist within Social Media. Possibilities range across majors including finance, sales, business development, communications, human resources, web and graphic design, product management, software engineering, analytics, copy editing and many more.

Information was presented through an image-driven webpage solution, which included a web form for employers and students to use for adding new/additional information to our base of information.

The following actions were taken to supplement the development of this emerging market:

- Careers in Social Media – Career Services hosted an employer panel of industry professionals on Careers in Social Media on April 16<sup>th</sup>. Six panelists were represented: PostRocket, Rosetta, InternMatch.com, Etna Interactive, Mom Central Consulting and Agri Valley Irrigation. Results: 40 students, staff and other representatives participated in the event.
- Social Media Website – Career Services launched the social media website, providing information on career paths and job search links.

Between CleanTech and Social Media, Career Services was able to exceed the measures and outcomes for this area.

C. Transportation – To be continued and developed in 2013-14

D. Food & Agriculture – To be continued and developed in 2013-14

### 3. ON-LINE RESOURCES

SSF Outcome: Career Services will provide students with access to on-line search resources to assist the job search process.

*Measure: Provide access to three on-line resources that will assist students with the job search process.*

SSF Deliverable: Career Services implemented three on-line resources that assist students with the job search process. Career Services met the proposed outcomes and measures for this area.

- A. *Vault: Career Insider* – Career Services introduced “Vault: Career Insider” to the campus community. Vault’s primary focus is employer job postings. It offers company profiles and professional reviews to assist graduates with their selection process. This on-line resource also includes downloadable e-books, career advice articles and guides.
- B. *Going Global* – Career Services incorporated “Going Global” to the campus community, assisting students to explore international opportunities. This resource provides country-specific career and employment information, including worldwide internships and job postings, employer listings, corporate profiles and cultural advice.
- C. *BIG Interview* – Career Services introduced “BIG Interview” to the campus community. This resource provides on-line job interview training that would assist students with the

interview process. This includes interview training, practice interviews (mock interview record and playback feature), question library and answer builder.

**STUDENT SUCCESS FEE FUNDING:**

SSF Outcome: Career Services was allocated \$71,844 for the JOBS Initiative for 2012-13. Career Services subsidized the project in the amount of \$651. Total project allocation = \$72,497.

*Measure: Fully expend SSF funds through the delivery of services.*

SSF Deliverables: Career Services has fully expended all SSF funding, while meeting and/or exceeding proposed outcomes and deliverables.

Year to Date Expenditures (through June 2013) = \$72,497.

This includes expenditures for an administrative support position, graduate and student assistant wages, computer workstation and on-line resources (annual subscriptions\*).

<b>Month</b>	<b>Admin Support</b>	<b>Student Assistants</b>	<b>Resources &amp; Support</b>	<b>SSF Fund Total</b>
September	\$ 5,035	\$ 0	\$ 6,995 *	\$ 12,030
October	\$ 5,035	\$ 361	\$ 2,900 *	\$ 8,296
November	\$ 5,035	\$ 694	\$ 985	\$ 6,714
December	\$ 5,361	\$ 624	\$ 0	\$ 5,985
January	\$ 5,456	\$ 96	\$ 0	\$ 5,552
February	\$ 5,323	\$ 1,325	\$ 0	\$ 6,648
March	\$ 5,323	\$ 1,697	\$ 0	\$ 7,020
April	\$ 5,323	\$ 953	\$ 0	\$ 6,276
May	\$ 5,323	\$ 1,677	\$ 0	\$ 7,000
June	\$ 5,323	\$ 1,653	\$ 0	\$ 6,976
<b>TOTAL</b>	<b>\$ 52,537</b>	<b>\$ 9,080</b>	<b>\$ 10,880</b>	<b>\$ 72,497</b>