

California State University,
Los Angeles

Student Success Fee

Program Outcomes and Accountability Report

2014-15

Executive Order 1070

Established the Student Success Fee, which became effective in the fall 2012.

Adm. Procedure 205

Established the policies and guidelines for the allocation and reporting of resources generated through the Student Success Fee.

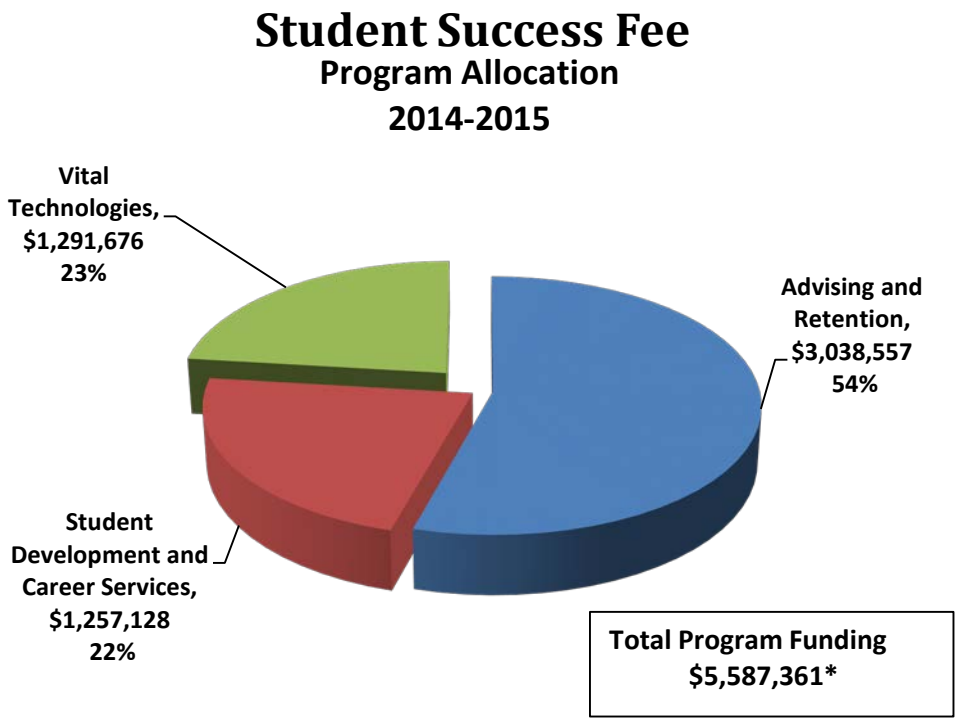
During 2014-15, more than $5.59 million was allocated to student program initiatives.

The Student Success Fee supports program initiatives that strengthen academic advisement, enrich student learning, foster community engagement, and expand access to critical technology infrastructure and software. All of these support student success, student engagement, and improving pathways toward graduation.

Under the authority of Executive Order 1070, the University established the Student Success Fee, which became effective in the fall of 2012. The fee supports the Campus Student Success, Graduation and Career Placement Initiative. This initiative places emphasis on four key priorities for student success: Advising and Retention, Student Development and Career Services, and Vital Technologies.

At the University, Administrative Procedure 205 establishes the policies and guidelines for the allocation and reporting of resources generated through the Student Success Fee.

During 2014-15, approximately $5.59 million was allocated to student program initiatives. As shown on the graph below, funding was allocated to the four program priorities. Advising and Retention was awarded $3.04 million or 54%; Student Development and Career Services was awarded $1.26 million or 22%; and Vital Technologies was awarded $1.29 million or 23%.



*This figure includes compensation increase.

Academic Advisement and Retention

Academic Advisement and Retention was allocated $3.04 million for academic advisement, graduate student completion support, student engagement in research and scholarship activities, mentoring and tutoring support, student scholarship coordinator, college HHS academic advisement, community-based learning, student parent academy, peer mentor international students, technology enhancements, professional development for graduate students, and extended library hours. Highlights from some of the programs funded by Student Success Fee are as follows.

- **Academic Advisement:**
  Academic Advisors are a campus advisement resource that respond to students, staff and faculty's academic inquiries as well as assist in the resolution of an individual's academic problems and/or concerns. Advisors provide a wide range of academic advisement services to undeclared and undergraduate students through quarterly mandatory appointments, precisely responding to any General Education (GE) issues. Advisors also assist students in comprehending and adhering to University policies and procedures that may directly or indirectly effect the students ability to make timely progress toward a degree completion. There is also assistance to undergraduate students for: (1) Course selection; (2) transfer credit advisement; (3) help with University general education petitions; (4) and referrals to other Unviversity Student Support Services. Lastly, as we move closer to semester conversions, advisors are also working hard to update and develop forms and informational video tutorials to inform and engage the Cal State LA community.

  In 2014-15, the satisfaction rate for academic advisors and staff were near perfect. The overall service was outstanding with each advisor working on projects to keep the University Academic Advisement Center as a primary advisement resource for the campus community. The number of students, staff and faculty served by the center increased by nearly 10,000 since 2013-14.

  In addition to advising and retention, Student Support Professionals (SSP) also help guide students. Advisors counsel students with their major acedemic plan and GE requirements to ensure students remain on track to graduate on time. This has helped raise the graduation rate from 33% to nearly 44%, which is near the target rate of 45%. With good advisors and sound advisement, students continue to benefit while Cal State LA see's more of it's students graduate in a timely matter.

- **Professional Development for Graduate Students:**

  The GRC Programming and GRC Program Coordinator have significantly helped graduate students with the completion and submission of a thesis/manuscript/project. Duties include, but are not limited to: (1) Providing students with guidance on formatting and electronic submission to ProQuest; (2) assisting the Associate Dean with training and coordination of the thesis reviews, (3) presenting workshops and consultations to graduate faculty advisors, (4) collecting approval forms and keeping statistical records, (5) updating and maintaining GSR website with deadlines for thesis submission, thesis reviewer office hours, information on workshops and instructional materials, (6) and informing and referring students to resources in support of degree completion. In 2014-15, this programming proved to be very successful in building a supportive intellectual community for graduate students on campus.

Research, Scholarship, Creative Activities

In 2014-15, 104 students representing 22 departments presented their work at professional conferences with faculty members or independently. Fifty-four graduate students presented at professional conferences and other venues; and 21 undergraduate students presented at professional meetings.

- **Student Engagement in Research and Scholarship Creative Activities (RSCA):**

  The objective of the RSCA is to provide supplemental support to 100-150 graduate students who are participating in a research, scholarship, or creative activity. Support is provided for costs of travel required for participation in RSCA activities or completion of a thesis or a project. Funding is also used to host the Annual Graduate Student and Faculty Mentor Recognition Reception. One faculty member from each College will be acknowledged for their research/RSCA mentorship.

  In 2014-15, RSCA met its objective by funding 104 students representing 22 departments across six colleges. Fifty-four graduate students presented at professional conferences and other venues, 21 undergraduate students presented at professional meetings and 14 graduate students were funded up to $750 to support completions of their thesis, dissertation or creative project.

Mentoring, Tutoring, and Writing Support:

University Tutorial Center

The objective of the program is to improve student course grades and thereby increase student retention by means of peer tutoring. The Tutoring Center provides the following services to students: (1) certified tutors in mathematics, natural sciences, business, social sciences, and humanities; (2) evening online math tutoring; (3) In-Center and classroom presentations on time management, note-taking and test-taking; (4) and In-Center and online collection of printed study skills materials and website links. In 2014-15, at least 75% of the students tutored earned a passing grade. In mathematics, the passing rate was 80%, for chemistry 88%, for physics 86% and accounting was 86%.

University Writing Center
The SSF funding was used to hire and pay tutors, WPE consultants, clericals and a full-time SSP II (UWC Coordinator). The Center offers writing assistance to all Cal State students. Service include one-to-one and in-class tutoring, WPE workshops, and assistance to faculty to improve writing instruction and assessment. In 2014-15, 70% of students stated to feel more confident about their writing skills.

- **Student/Parent Academy for First Generation College Students:**
  The objective of the program is to provide parents of freshmen information that helps them engage and support their son/daughter more effectively and with a greater degree of understanding and empathy. More specifically, to help parents: (1) gain an understanding about what their son/daughter will experience in college; (2) learn what it takes for students to be successful; (3) learn how they can help them be successful; (4) learn about the resources available, at no cost, which enable students to be more successful; (5) and provide an opportunity for parents to meet and talk with other parents, current students, professors and staff.

  Evaluations of the three Parent Academy programs offered in 2014-15 indicate that the program objectives were effectively being met. The results of the program for spring 2015 were consistent with the evaluations of fall 2014 and winter 2015 programs. 100% of the parents who attended and completed an evaluation were either satisfied or very satisfied.

Student Development and Career Services

About $1.26 million was allocated to enhance services and accommodations for students with disabilities, offer educational opportunity programs for Summer Bridge students, provide training and wellness programs for veteran students, and provide a wide array of networking, empowerment, community engagement, and skill-building workshops and programs for our students.

- **Students with Disabilities and Accommodations**
  The number of students with disabilities continues to rapidly grow. The objectives of the Office for Students with disabilities (OSD) is to provide support services to students of diverse disabilities as mandated by the Americans with Disabilities Act (ADA) of 1990. It's important to the Cal State LA community to be able to accommodate students who are registered as deaf, have a hard time hearing and assist those students who require alternative testing services. One of the support services available is real-time captioning and American sign-language interpreters. Alternative testing services are also provided to students with diverse disabilities, visual disability, mobility disability and other functional disabilities. Alternative testing includes extended time of exams, which may also include direct support from test proctors and readers. OSD currently serves approximately 800-900 students, a population which increased by 25% during 2014-15. The program experienced a corresponding increase in the number of request for accommodations. Such requests were filled through the SSF funding.

- **Veterans Resource Center**
  The objective of this program is to provide a Benefits Coordinator that is responsible for (1) assisting student veterans and dependents with navigating educational benefits, (2) using campus based resources, (3) referring to off campus veteran support services and (4) assisting with the university admission process. Other duties include, but are not limited to: providing programming activities designed to enhance the educational, social and cultural wellness experience for veteran students and dependents. And facilitating training for Veterans Resource Center staff and the campus community on relevant student veteran issues.

  Participant's feedback of the program continues to be positive. Commemorative events and student veteran recognition events designed to elevate the campus' awareness of the growing student veteran body continues to have more attendees each year. The rate of usage of the Veterans Resource Center has progressively risen. The total number of visits for the fall 2013 term was 1,164. By comparison, the winter 2015 term saw 1,629 visits to the Center for the same services. The visits increased by 465,

  With continued support, the Benefits Coordinator and the Veterans Resource Coordinator will continue to provide necessary programs and services designed to strengthen student veteran support services and improve student success. The staff will continue to participate in professional development activities to learn from the best practices of veterans support services nationwide.

Veterans Resource Center

The rate of usage of the Veterans Resource Center has progressively risen. The total number of visits for the fall 2013 term were 1164. By comparison, the winter 2015 term saw 1629 visits to the Veterans Resource Center for the same services. The visits increased by 465 which represents a 39% increase. Furthermore, based on figures for fall 2015, it is anticipated that approximately 120 new student veterans and 90 dependent student veterans will enroll. This represents a 32% increase when compared to fall 2014 figures.

- **Health Education and Wellness**
  Health status can have a significant effect on a student's ability to academically be successful. For this reason, it is important to be able to increase the number of students who receive health enhancing knowledge and skills, which increases students' ability to be academically efficacious. The student Health Center aims to assist students in achieving and maintaining health goals in support of their academic success. To be able to improve the campus community, many activities are conducted through collaborations with faculty, other campus entities and student organizations. Programming includes: individual health counseling, workshops, guest lectures, trainings, policy advocacy, information tabling, participation in health fairs and educational resource development. During 2014-15, the Health Education Assistant (HEA) presented in the following: (1) 23 guest lectures which reached 954 students; (2) 23 workshops and trainings with a total attendance of 376 participants; (3) participated in 15 informational fairs resulting in a total of 1,877 contacts; (4) and presented at 15 student orientation sessions, reaching 2,714 primarily new Cal State L.A. students.

- **Summer Bridge**
  The Summer Bridge is an Educational Opportunity Program (EOP) to 152 low income first-generation students of diverse ethnicity and cultures. The objective is to provide students a successful developmental transition from high school to university life. Additional goals the program strives to achieve is to work at the developmental level of the students to close the gap between math and writing skills. The first year, retention rates for the EOP students were at 86%. In addition, math skills increased by 25%, writing skills improved by 21% and there was a 13% learning gain for planning and organization of their essays.

Career Services

In 2014-15, 800 students were serviced, 13 career events were presented, 38 employer information sessions were held, 41 employers across the LA area were visited and 20 workshops were presented. Furthermore, career services social media presence has grown tremendously, with over 700 students and employers following, an average increase of approximately of 150%.

- **Career Services**

SSF Funding was allocated to the Career Development Center for the purpose of increasing student development and career opportunities. Enhancing career success to students is done in a variety of ways: (1) Increasing exposure to employers; (2) providing Internship and job opportunities; (3) providing career exploration resources; (4) and providing career preparation resources. In 2014-15 alone, over 800 students were serviced, 13 career events were presented, 38 employer information sessions were held, 41 employers across the LA area were visited and 20 workshops were presented. The activities carried out by the program were extremely successful in meeting the objectives of increasing student development and career opportunities. Eagle iJobs saw an increased growth and utilization by both students and employers, as follows:

New Students:	3,436, 19% increase
New Employers:	1,616, 32% increase
New Internships:	1,663, 36% increase
New Job Postings:	4,048, 8% increase

Furthermore, career services social media presence has grown tremendously, with over 700 students and employers following/, an average increase of approximately 150%.

Vital Technologies

Information Technologies Services received $1.29 million to provide students with a robust infrastructure and access to the important learning resources that prepare them for college and professional success. The resources included: Anywhere On-Demand Applications; Anytime, Anywhere Access; Just-In-Time Learning; Adobe Creative Cloud for Students; provisioning for a 24-Hour Open Access Lab; Wi-Fi Availability, Wireless Enhancements and Gigabit Wireless Pilot; Microsoft Office and Windows for Students; and a New Technology Vulnerability Assessment.

- **Anywhere On-Demand Application Delivery**
  This service was launched to expand students virtual access to campus-licensed third-party computing applications that could be retrieved by students from any location with Internet connection by means of myCSULA Tools. Applications such as Microsoft Office suite products were solely available from on-campus and can now be accessed from a variety of devices including PCs, MACs, iPads, Android tablets, iPhones, Android phones and a multitude of other devices. Students' access to the applications meet the highest computing security standards and are accessible 24-hours a day, 7-days a week. In all, the program has achieved the intended purpose.

- **Anytime, Anywhere Access**
  This service enables students' access anytime, anywhere. It allows students to securely connect to the campus network through a secure Virtual Private Network (VPN) connection with the ability to handle 500 concurrent users. The program has enabled students to leverage software libraries and campus computing resources without the hassle of having to travel to campus. It has also eliminated the need for students to purchase their own software for at-home use, therefore eliminating students additional expense and increasing student study time that would previously have been spent driving to and from campus. This service has had a positive outcome for the LA Campus community. It is apparent that there is a demand for this service as it continues to grow. In 2014-15, there were 7808 successful logins by 369 users compared to 3,349 logins by 301 users in 2013-14.

- **Just-in-Time Learning**
  Just in time learning systems provides training to students when and where they need it. It has been accomplished by successfully administering an online training program, Lynda.com. It allows students the ability to use online tutorials so they can learn information they need to solve problems, perform precise tasks and rapidly update skills. In 2014-15 the numbers of students using Lynda.com increased and the number of courses added to the library increased. Currently, there are about 3,765 online training courses on a variety of topics and applications. The growth and success of this project has surpassed expectations and continues to rapidly grow.

- **Adobe Creative Cloud for Students**
  The program objectives of the Adobe Creative Cloud is to : (1) Renew and expand the contract with Adobe Systems, (2) keep Adobe application current on campus and make it available via myCSULA, (3) provide students access to the latest Adobe Creative Software Suite, (4) Expand installation of the Adobe suite to all student computers in the Open Access Labs (OALS), (5) increase student knowledge and skills, (6) continue to provide faculty and students a mean to explore and develop creative new ways to prepare individual and group assignments and (7) allow enrolled students to subscribe to the Adobe Creative Cloud software for home use at $40.00 yearly subscription fee and 2 GB of online storage. Students who are actively enrolled in classes have access to the software without having the burden of spending $360 yearly. In 2014-15 the estimated savings to students was $168,840.

- **24-hour Open Access Lab**
  The Simpson Tower Annex Open Access Lab (OAL) successfully opened in September 2014. Three full-time staff and students assistants were hired to staff the late night and early hours. The OAL is now open 24/7 with the exception of quarter breaks and holidays. Since the AOL has become a 24/7 lab, student headcount has increased by 68% from fall quarter to spring quarter. Usage statistics show an unexpected spike that occurs in the 6:00 am hour. More group meetings occurred in the middle of the night than were anticipated. The Group Study and Smart rooms were fully booked during peak times of the quarter and students created gathering spots around the lab to complete their group assignments. As each quarter progressed, more students became aware of the 24-hour OAL resulting in an increase in students staying later in the evening.

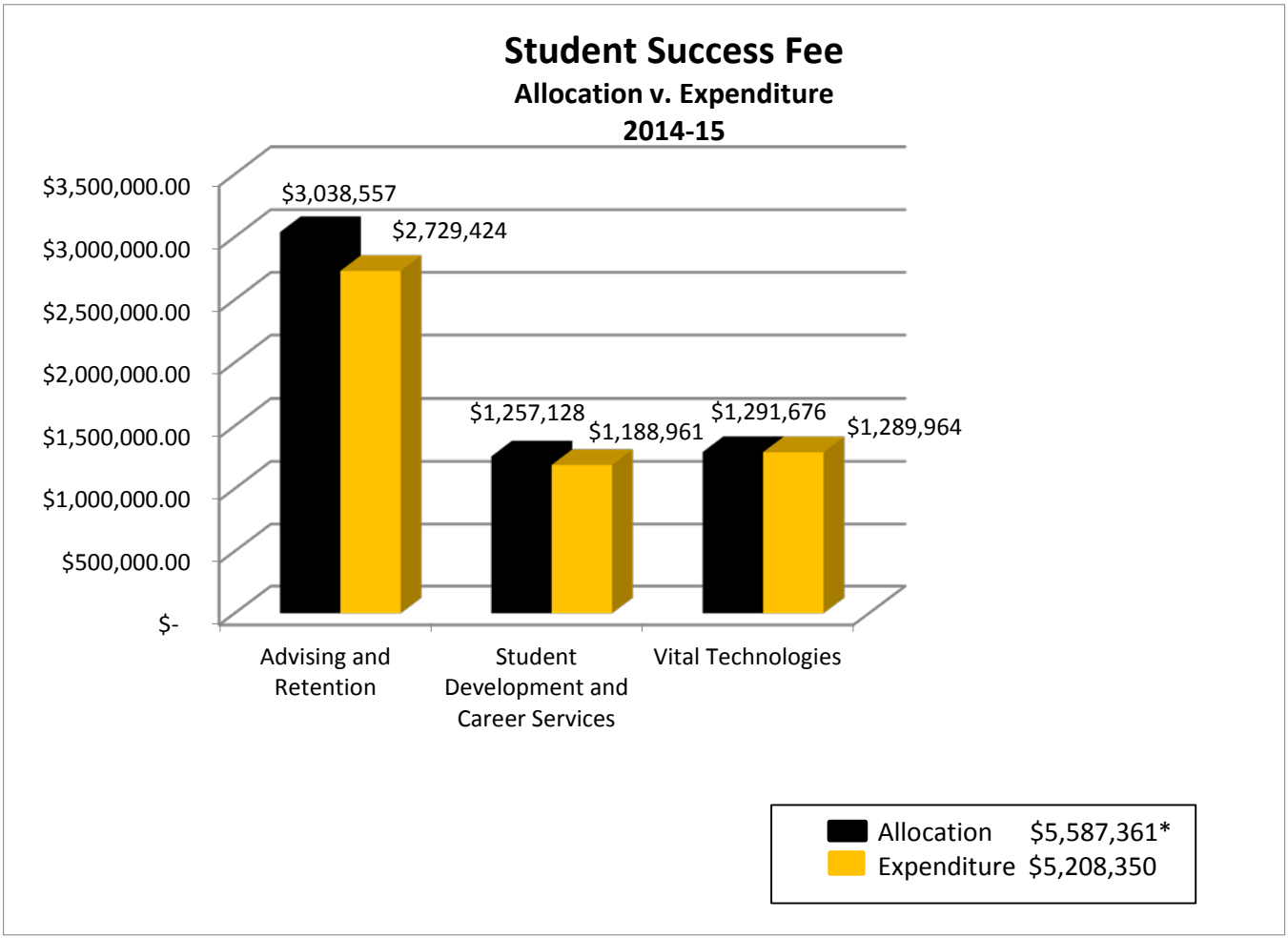
- **Wi-Fi Availability, Wireless Enhancements and Gigabit Wireless Pilot**
  The objective of the Campus Wireless Enhancement project for 2014-15 was to continue installation of the latest gigabit wireless standard (802.11ac) throughout the campus in order to improve wireless infrastructure. These upgrades ensured that students had adequate bandwidth capacity, faster network speed, full campus coverage, security, redundancy and the ability to use multiple devices. Furthermore, the wireless network was able to handle more student users and therefore achieved 99.98% uptime. The megabytes of data transmitted across the network increased approximately 50% between fall 2014 and spring 2015. Statistics show that students are becoming more reliant on accessing vital learning technologies, applications, tolls and campus resources from their personal computing and mobile devices and from any location on campus

- **Microsoft Office and Windows for Students**
  The program objectives were to: (1) add the Student Option to the existing CSU/Microsoft Agreement to allow enrolled students the ability to obtain individual license to Microsoft Office 365 ProPlus or Office 2013 Professional Plus; (2) allow the virtualization of the Microsoft Office software for access via myCSULA Tools; (3) eliminate the need for students to purchase Microsoft Windows 7 Operating System upgrade or Microsoft Windows 8 Operating System upgrade; (4) and make the Microsoft Office 2010 and Office 2013 applications available anytime and from anywhere with an Internet connection. Statistics indicated that there were 6,049 downloads of the Microsoft products during the year, saving students an estimated amount of $554.028 between the period November 19, 2014 through June 30, 2015.

- **Secure Password Alternative**
  The program objectives were to: (1) Provide a secured password alternative for students to alleviate the risks associated with students responding to phishing messages; (2) and find and implement a secure password alternative to replace the current password to authenticate users when logging into campus IT systems. The University will continue to expand the ability to provide a secure password alternative to students in an environment that ensures student access and information remain secured.

Allocations and Expenditures

Of the $5,587,361 in Student Success Fees allocated during 2014-15, a total of $5,208,350 or 93% was expended at year-end, as shown below. Some programs experienced challenges in recruiting qualified personnel, while other programs have phased in implementation. As a result, the expenditure is less than the allocation.



*This figure includes compensation increases.

Sources:
Appendices 8.2 and 8.3 – Student Success Fee Funding Request
Appendix 8.4 – Student Success Fee Program Outcomes and Accountability Report
Year-End 2014-15 Financial Report
2014-15 Resource Allocation Plan