Institutional Advancement

STUDENT SUCCESS FEE (SSF) FUNDING PROPOSAL SUMMARY
Fiscal Year 2012-2013

Division: Institutional Advancement

VP Ranking	NEW	Fund #	Dept ID	College/ Unit	Dept	ACTIVITY	PROPOSER LAST NAME	FY 11/12 ALLOC	FY 12/13 Request	RAAC Recommend
1	yes	SF008	600005	I.A.	Alumni Rel.	Students Engage with Alumni: Infrastructure Content Coordinator	Button		$ 106,000.00	
1	yes	SF008	600005	I.A.	Alumni Rel.	Students Engaging with Alumni: Academic and Professional Opportunities and Programs	Button		$ 83,750.00	
2	yes	SF008	600040	I.A.	Pub. Af.	Student Success Communication Interns	Button		$ 15,000.00	
		TOTAL						$ -	$ 204,750.00	

STUDENT SUCCESS FEE (SSF) FUNDING REQUEST
FISCAL YEAR 2012 - 2013
(Responses Limited to Space Provided)

NEW yes
FUND # SF008
DIV RANK 1

COLLEGE/UNIT: Institutional Advancement

ACTIVITY: Students Engaging with Alumni: Infrastructure & Content Coordinator

DEPARTMENT: Alumni Relations

PREPARED BY: Maria Ubago

1. Description of activity, including specific program objectives:

Research and literature reveal that universities that invest resources on early student engagement programs increase the odds that their students will remain enrolled in their institutions, support student academic and professional development, and increase student graduation rates. The initial student assessment conducted by the Alumni Relations o August 2011, revealed that participating in the Alumni Mentoring Program, Alumni Networks and Career Panels and Seminars are extremely valuable to students. Our student demographics, as well as our large commuter population, together with the current economic environment, are strong indicators that students will benefit from participating in early engagement programs. The Alumni Relations Office respectfully request funding for a Networks Coordinator to manage development, maintenance, and expansion of digital resources to support Student and Alumni Engagement Programs and Services, and the development and expansion of the Student-Alumni Networks System. This objective will be met surveying alumni and employing the Accu Data (Alumni Finder) search engine to gather and update demographic information. This process will support development, maintenance and database expansion to link alumni with students and manage effective communications among students and between students and alumni.

2. How many matriculated students will be served by this activity?

All CSULA students will be served and invited to participate in these early engagement student programs and services.

3. To which SSF program activity is this proposal related, and how will this activity further student success?

Through building and maintaining a functional and relevant infrastructure, we will support student development and career services by increasing the number of alumni professionals and mentors available to assist students with their academic and professional goals.

4. What assessment tools will be used to determine whether the activity will meet the objectives outlined in #1 above?

The assessment plan will consist of evaluating current alumni database integrity to determine the number of records that need to be updated, maintained, and researched. Program success will be determined on the number of new information found and integrated in the Student-Alumni Network System as well as the number of networks established and number of users in networks.

5. If this activity has been previously funded, detail how the program objectives were met.

NA

6. If this activity has been previously funded, provide justification for increased funding.

NA

STUDENT SUCCESS FEE (SSF) FUNDING REQUEST DETAIL
Fiscal Year 2012-2013

Appendix 8.2.

FUND #: **SF008**

COLLEGE: Institutional Advancement
DEPARTMENT: Alumni Relations

ACTIVITY: Students Engaging with Alumni: Technical Infrastructure
PREPARED BY: Marla Ubago

Use the form below to detail projected expenses for Student Success Fee Activities
For requests for new fulltime permanent positions add in benefits costs of 47%.

Salaries	
Technical Support	$ 63,000.00
Coordinator	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -

Supplies	
NA	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -

Services	
AccuData	$ 10,000.00
Surveys	$ 18,000.00
	$ -
	$ -
	$ -
	$ -
	$ -

Travel	
NA	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -

Equipment	
Software, License & Maint.	$ 15,000.00
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -

$ - **Supplies**

$ 63,000.00 **Salaries Total**

$ 28,000.00 **Services**

$ - **Travel Total**

$ 15,000.0 **Equipment Total**

SSF REQUEST TOTAL: $ 106,000.00

7/6/2012

STUDENT SUCCESS FEE (SSF) FUNDING REQUEST
FISCAL YEAR 2012 - 2013
(Responses Limited to Space Provided)

NEW yes
FUND # SF008
DIV RANK 1

COLLEGE/UNIT: Institutional Advancement

ACTIVITY: Students Engaging with Alumni: Academic and Professional Opportunities and Programs

DEPARTMENT: Alumni Relations

PREPARED BY: Maria Ubago

1. **Description of activity, including specific program objectives:**

An initial student survey conducted by the Alumni Relations Office on August 2011, revealed that the Alumni Mentoring Program, Alumni Networks Career Panels and Seminars would be extremely valuable to students. **Alumni Career Panels, Alumni Professors for a Day, and Workshops** hosted in collaboration with the Career Development Center will invite alumni professionals back to campus to speak with students and provide them with career advice to better prepare them for the work force. **Student-Alumni Job Shadowing Intern Program,** in collaboration with the Career Development Center, aims to place current students in alumni owned and alumni led companies. This program will help students enhance their professional skills and obtain on the job-training experience. The **CSULA Mentoring Program** pairs students with alumni professionals working in the student's field of study and serves as a forum where students receive firsthand insight and direction on career choices. Award undergraduate and graduate scholarships to support student's academic success at CSULA. The Alumni Relations office respectfully requests funding to support the Coordinator, Academic and Professional Opportunities and Programs to manage academic and professional programs for students and alumni. Support of these programs will strengthen collaborative efforts between the Association, Career Development Center, Student Affairs and Academic Affairs to serve students and increase alumni involvement.

2. **How many matriculated students will be served by this activity?**

All CSULA students will be served and invited to participate in these early engagement student programs and services.

3. **To which SSF program activity is this proposal related, and how will this activity further student success?**

The SSF program activity related to this proposal is student development and career services. The Alumni Mentoring Program, Alumni Career Panels, Alumni Professors for a Day, workshops, and job shadowing opportunities will further student success by connecting students with alumni professionals that can provide them with valuable firsthand career and education-related information to help them succeed at Cal State L.A. and beyond graduation.

4. **What assessment tools will be used to determine whether the activity will meet the objectives outlined in #1 above?**

Surveys will be employed to assess program impact relating to student participation and satisfaction. Survey results will support program modifications and re-direction. Student event participation and attendance will be tracked by employing a database system. Student attendance at Career panels, Alumni Professor for a Day, and workshops will determine program success. The Student-Alumni Job Shadowing Intern Program success will be determined by the number of students and alumni enrolled in this program. The Alumni Scholarship Program success will be determined by the number of scholarships awarded annually to undergraduate students and graduate students. The Alumni Mentoring Program success will be evaluated based on the number of students and alumni enrolled and the number of mentor-mentee pairings.

5. **If this activity has been previously funded, detail how the program objectives were met.**

NA

6. **If this activity has been previously funded, provide justification for increased funding.**

NA

STUDENT SUCCESS FEE (SSF) FUNDING REQUEST DETAIL
Fiscal Year 2012-2013

Appendix 8.2.

FUND #: **SF008**

COLLEGE: Institutional Advancement

ACTIVITY: Students Engaging with Alumni: Academic and Professional Opportunities and Programs

DEPARTMENT: Alumni Relations

PREPARED BY: Marla Ubago

Use the form below to detail projected expenses for Student Success Fee Activities
For requests for new fulltime permanent positions add in benefits costs of 47%.

Salaries	
Coordinator, Academic	$ 54,000.00
and Professional	$ -
Opportunities & Programs	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -

Supplies	
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -

Services	
Career Panels	$ 3,000.00
Alumni Professor for a Day	$ 3,000.00
Career Workshops	$ 3,000.00
Alumni Mentoring Program	$ 12,000.00
Job Shadowing Program	$ 8,750.00
	$ -
	$ -

Travel	
NA	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -

Equipment	
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -
	$ -

$ - Supplies

$ 54,000.00 Salaries Total

$ 29,750.00 Services

$ - Travel Total

$ - Equipment Total

SSF REQUEST TOTAL: $ 83,750.00

STUDENT SUCCESS FEE (SSF) FUNDING REQUEST
FISCAL YEAR 2012 - 2013
(Responses Limited to Space Provided)

NEW **yes**
FUND # **FS008**
DIV RANK **2**

COLLEGE/UNIT: Institional Advancement **ACTIVITY:** Student Success Communication Interns

DEPARTMENT: Public Affairs

PREPARED BY: Nancy Miron

1. **Description of activity, including specific program objectives:**

Communicating clearly and effectively to students and targeted audiences regarding the implementation of initiatives geared toward student success is necessary for CSULA to reach its goals. To do so, Public Affairs will train and oversee two paid student interns to help develop and implement a student-success communications plan. The goal is to build awareness of a range of campus programs, activities and opportunities, serving to strengthen connections, rewards, recognition and affiliation among internal and external audiences. Through enhanced communication and dialogue, social media and related digital resources we will offer ongoing, interactive contacts with target audiences that, in turn, will strengthen the University's image. Student interns will gain valuable professional experience through a goal-focused practicum based on current professional standards and approaches, combined with extensive involvement in social media communications planning and practices. Student will benefit from better communication regarding programs, services, expectations and resources available to help them achieve their educational and professional objectives. The campus environment will, in turn, be strengthened through an ongoing positive, campus-wide focus on graduation, collaboration and success.

2. **How many matriculated students will be served by this activity?**

Two interns, enthusiastic about sharing relevant and important content, will reach out to targeted audiences, including all matriculated students. With strong spelling, grammar, and communication skills, and ability to follow established processes and standards, interns will gain career experience by learning about and serving the information/resource needs of all matriculated students.

3. **To which SSF program activity is this proposal related, and how will this activity further student success?**

Student Development, Wellness,and Enhanced Student Learning -- aimed at increasing awareness/usage of supportive programs, especially advisement, writing, tutorial, career and alumni mentoring, and a number of other services in a positive, user-friendly manner. Communications will help build awareness of services that increase student usage of resources that can help advance them toward their goals. Social media will be designed as a friendly, interactive campus voice that connects students and other audiences to the resources available to help them go forward, build connections and receive positive reinforcement.

4. **What assessment tools will be used to determine whether the activity will meet the objectives outlined in #1 above?**

Quantatative measures of success will include an analysis of web and other metric tools to review statistics such as open rates, numbers of gross impressions, growth trends for accessing digital resources, user feedback; a user survey, and related trends that indicate an increasing level of engagement. We will also evaluate the qualitative aspects of the student success communications plan preparation, implementation and the content generated.

5. **If this activity has been previously funded, detail how the program objectives were met.**

N/A.

6. **If this activity has been previously funded, provide justification for increased funding.**

N/A.

STUDENT SUCCESS FEE (SSF) FUNDING REQUEST DETAIL
Fiscal Year 2012-2013

Appendix 8.2.

FUND #: **SF008**

COLLEGE: Institutional Advancement
ACTIVITY: Student Success Communications Interns
DEPARTMENT: Public Affairs
PREPARED BY: Nancy Miron

Use the form below to detail projected expenses for Student Success Fee Activities
For requests for new fulltime permanent positions add in benefits costs of 47%.

Salaries			Supplies		Travel		Equipment	
Student Interns	#	$ 15,000.00		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -				$ -		$ -
		$ -	Services			$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -

$ -	$ 15,000.00	$ -	$ -
Supplies	Salaries Total	Services	Travel Total	Equipment Total

SSF REQUEST TOTAL: $ 15,000.00

7/6/2012