Institutional Advancement

STUDENT SUCCESS FEE (SSF) FUNDING PROPOSAL SUMMARY
Fiscal Year: 2013-14

Division: Institutional Advancement

VP Ranking	New	Fund #	Dept ID	College / Unit	Dept	Activity	Proposer Last Name	Program Cost (New/Ongoing) *	FY 2012-2013 Base Funded	FY 2013-2014 Request	RAAC Recommend
								A	B	(A-B)	
1	No	SF008	691005	I.A.	Alumin Relations	Students Engaging with Alumni: Academic and Professional Opportunities and Programs	Button	$ 83,750.00	$ 63,000.00	$ 20,750.00	
1	No	SF008	691005	I.A.	Alumin Relations	Students Engage with Alumni: Infrastructure Content Coordinator	Button	106,000.00	78,000.00	28,000.00	
1	No	SF008	691040	I.A.	Public Affairs	Student Success Communication Interns	Button	16,000.00	-	16,000.00	
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TOTAL								$ 205,750	$ 141,000	$ 64,750	$ -

*** Includes salaries and benefits and other continuing commitments**

STUDENT SUCCESS FEE (SSF) FUNDING REQUEST

Fiscal Year 2013-14

(Responses Limited to Space Provided)

NEW	No
FUND #	SF008
DIV RANK	1

COLLEGE/UNIT: Institutional Advancement

ACTIVITY: Student-Alumni Engagement:Academic&Professi

DEPARTMENT: Alumini Relations

PREPARED BY: Maria Ubago

1. Description of activity, including specific program objectives:

The Office of Alumni Relations in collaboration with the Career Development Center and Associated Students, Inc. held several successful: career panels, workshops , mentoring, leadership and professional development student-alumni programs. These types of programs provide an opportunity to invite alumni professionals back to campus to connect and to speak with students to provide them with career guidance to better prepare them for the work force. To expand on these student success program and services, the Alumni Relations office is coordinating efforts with the Career Development Center to develop a Student-Alumni Job Shadowing Intern Program. This program aims to maximize student success by placing current students in alumni owned and alumni led companies to help students enhance their professional skills and obtain on the job-training experience. The Alumni Relations office respectfully requests funding to maintain the Coordinator, Academic and Professional Opportunities and Programs position to oversee enhancement and expansion of these academic and professional development student success programs and services. Continue support of these programs will help strengthen collaborative efforts between the Alumni Relations office, Career Development Center, Student Affairs and Academic Affairs to service 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.

Program objectives were met through the various programs and activities sponsored by the Alumni Relations office that facilitated the connection between students and alumni professionals. These programs helped strengthen campus collaboration between the Alumni Relations office, the Career Development Center and Associated Students, Inc., as several joint mentoring, leadership and professional development programs were held to better service current students and strengthen alumni affinity to the University. These events provided a venue for students to received valuable firsthand career and education-related information from alumni to help them succeed at Cal State L.A. and after graduation. Program attendance and satisfaction was tracked with surveys distributed and collected during the events.

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

STUDENT SUCCESS FEE (SSF) FUNDING REQUEST DETAIL
Fiscal Year 2013-14

FUND #: SF008

COLLEGE/UNIT: Institutional Advancement

DEPARTMENT: Alumni Relations

ACTIVITY: Student-Alumni Engagement: Academic & Professional

PREPARED BY: Maria Ubago

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

Salaries

Supplies

Materials, office	$ 6,000.00
supplies and	
printing	

Services

Program and	$ 14,750.00
Services:	
Alumni Proff. Day	
Career Wrkshops	
Alumni Mentoring	
Job Shadowing	
Career Panels	

Travel

Equipment

Supplies: $ 6,000.00

Salaries Total	Services	Travel Total	Equipment Total
$ 0.00	$ 14,750.00	$ 0.00	$ 0.00

SSF FUNDING REQUEST TOTAL: $ 20,750.00

STUDENT SUCCESS FEE (SSF) FUNDING REQUEST

Fiscal Year 2013-14

(Responses Limited to Space Provided)

NEW	No
FUND #	SF008
DIV RANK	1

COLLEGE/UNIT: Institutional Advancement **ACTIVITY:** Student-Alumni Engagement:Infrastructure & Con

DEPARTMENT: Alumni Relations

PREPARED BY: Maria Ubago

1. Description of activity, including specific program objectives:

The Alumni Relations office respectfully requests funding to maintain development, implementation and expansion of the Student-Alumni Network.This network of alumni resources helps to fulfill the need of students to connect with alumni professionals. Alumni volunteers and mentors identified through this network are connected to students to provide valuable firsthand career and education-related information to help student success at Cal State L.A. and beyond graduation. The Technical Support Coordinator oversees the activities to enhance and expand digital resources in support of Student and Alumni Engagement programs and services and the expansion of the Student-Alumni Networks system. Program objectives will be accomplished through survey distribution and implementation of Accu Data (Alumni Finder) search engine to gather, update and grow alumni demographic information. Employing these methods will help research and update alumni information to support maintenance and database expansion of alumni available to connect with students and to help facilitate effective communications among students and alumni. Looking ahead, we plan to expand on the alumni resources available to students by coordinating activities with the Career Development Center to develop the Student-Alumni Job Shadowing Intern Program. Alumni demographic data gathered through surveys and Accu Data will help identify alumni to participate in this new Intern Program where students will be placed at alumni led or owned companies to enhance their professional skills and obtain on the job training experience.

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.

Program objectives have been achieved through survey distribution and employment of Accu Data (Alumni Finder) to research and gather alumni data. The CSULA alumni information researched and collected was integrated into the Student/Alumni Network system which helped increase the number of alumni professionals and mentors available to guide CSULA students to succeed at CSULA and beyond graduation. We plan to grow and strengthen the student-alumni network by continuing to gather and grow the number of alumni available to connect with students.

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

N/A

STUDENT SUCCESS FEE (SSF) FUNDING REQUEST DETAIL
Fiscal Year 2013-14

FUND #: SF008

COLLEGE/UNIT: Institutional Advancement
DEPARTMENT: Alumni Relations
ACTIVITY: Student-Alumni Engagement:Infrastructure & Content Coo
PREPARED BY: Maria Ubago

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

Salaries

Supplies

Materials and	$ 4,000.00
printing	

Services

AccuData and	$ 24,000.00
Surveys	

Travel

Equipment

Salaries Total	Supplies	Services	Travel Total	Equipment Total
$ 0.00	$ 4,000.00	$ 24,000.00	$ 0.00	$ 0.00

SSF FUNDING REQUEST TOTAL: $ 28,000.00

STUDENT SUCCESS FEE (SSF) FUNDING REQUEST

Fiscal Year 2013-14

(Responses Limited to Space Provided)

NEW	No
FUND #	SF008
DIV RANK	1

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

DEPARTMENT: Public Affairs

PREPARED BY: Paul Browning

1. Description of activity, including specific program objectives:

WORK TO DATE:Public Affairs has hired and trained two student interns who have developed and are successfully implementing a student-success communications plan. The interns have made major strides in branding the Here 4 You logo and concept on campus. They've established clear communications—through, a variety of methods—with students and staff in student-serving departments and centers to help students become aware of how CSULA may help them reach their academic goals. They have done this by utilizing one-on-one communication, by creating and distributing handouts, buttons and other materials, by developing and beginning to provide content for the Here 4 You webpage, by utilizing social media and other digital resources, and by speaking to student groups and during freshman orientation. The interns' early outreach has created increased awareness of the range of campus programs, activities and opportunities that serve to strengthen connections, rewards, recognition and affiliation among internal audiences.
MOVING FORWARD:The student interns will continue these efforts, while expanding their outreach to students by soliciting the help and advice of faculty, academic advisers, alumni and community partners by developing informal partnerships with the colleges, the Alumni Association and through connections with advisers at regional community colleges and high schools. These groups will serve as channels to student-focused events, scholarships, mentorship and curricula to promote to students and help them reach their academic goals. Utilizing their existing communication tools, the interns will also expand their outreach by growing their web presence on their webpage and in social media by featuring such content as academic adviser video interviews, extending the Here 4 You campaign by placing content and button links on the colleges' and other departments' webpages, GET, etc., with one-on-one outreach at student-focused events and venues, and by continually developing other tools to reach students, faculty and staff.
In addition, in partnership with the Divisions of Academic Affairs and Student Affairs, the interns will specifically focus on promoting Learning Community Programs to incoming students, which focus on those needing assistance with English 101, 96 and 95. They will also promote to students how to utilizing GET and the upcoming Milestones Program (plan approval expected at the end of May), as well as the importance of students declaring their majors early. These efforts will enable the interns to continue gaining valuable professional experience through the current goal-focused professional standards and approaches that are in place, with an ongoing focus on their overriding goal of strengthening the campus environment by promoting positive, campus-wide attention on graduation, collaboration and success.

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

Two students will reach out to thousands of CSULA students through a variety of communication methods.

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. The interns outreach will build awareness of services that increase student usage of resources to help them better work toward their academic goals and timely graduation.

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

Quantitative measures of success will include an analysis of web and other metric tools to review statistics such as open rates, web hits and impressions, user feedback, and trends that reflect increasing levels of engagement. We will also evaluate the many facets of the Student Success Communications Plan and how they were carried out, as well as the type and amount of content developed and how successful and well-received it was.

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

The objectives and goals are ongoing and not static, but they have been met to date by direct outreach to students and the groups that help the interns discover services, programs and information to share with students in person, through social media and on the web. As well as by developing collateral materials to deliver to students and staff on campus, and by creating partnerships with student groups, faculty, student service-providing organizations and the colleges.

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

N/A

STUDENT SUCCESS FEE (SSF) FUNDING REQUEST DETAIL
Fiscal Year

FUND #: SF008

COLLEGE/UNIT: Institutional Advancement
DEPARTMENT: Public Affairs
ACTIVITY: Student Success Communications Interns
PREPARED BY: Paul Browning

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

Salaries		Supplies		Travel		Equipment	
Student Inters	$ 15,000.00	Supplies	$ 1,000.00				

Services

$ 1,000.00
Supplies

$ 15,000.00	$ 0.00	$ 0.00	$ 0.00
Salaries Total	**Services**	**Travel Total**	**Equipment Total**

SSF FUNDING REQUEST TOTAL: $ 16,000.00

7/5/2012