California State University
Los Angeles



2013-14
Student Success Fee
Outcomes and Accountability Reports

University Advancement

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

California State University, Los Angeles
Student Success Fee (SSF)
Program Outcomes and Accountability Report
Fiscal Year: 2013-14

Division:	University Advancement		
College/Dept.:	Alumni Relations	**Dept ID:**	691005
Contact Person:	Maria Ubago	**Program ID/Name:**	SSF-Stdts
Program Activity:	Students Engaging with Alumni: Academic and Professional Opportunities and Programs		

1. What are the objectives of the program for which SSF funding was awarded?

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 last year. These types of programs provide an opportunity to invite alumni professionals back to campus to connect them 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 in collaboration with the Career Development Center launched an Alumni Job Shadowing Intern Program. The 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. With Student Success Fee funding received in 2013-2014, the Alumni Relations office was able to maintain the Coordinator of Academic and Professional Opportunities and Programs position to oversee enhancement and expansion of these academic and professional development student programs and services. The program objective is to support student academic development and career services. The Alumni Mentoring Program, Alumni Career Panels, and newly launched Alumni Job Shadowing Intern program all help 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.

2. How well did the activity meet established program objectives? What are the major benefits and/or impact of the SSF funded program?

The Student Success Fee funding helped the Alumni Relations office retain the Coordinator of Academic and Professional Opportunities and Programs that was hired the prior year to oversee enhancement and expansion of the early engagement student programs and services. Program objectives were accomplished through the various joint or stand-alone mentoring, leadership and professional development programs offered by the Alumni Relations office to support student academic development and career services (for a summary listing of programs and events held, please refer to attachment 1).

3. Did the assessment tools identified in the SSF Funding Request provide sufficient evidence to support #2.

The Alumni Relations office utilized surveys and in person feedback to track student and alumni program participation and satisfaction. The Alumni Mentoring Program grew from 550 mentor-mentee participants to 616 participants. The Alumni Job Shadowing Intern Program was successfully launched with Student Success Fee funding in collaboration with the Career Development Center. Alumni" job hosts" were identified, recruited and screened by the Alumni Relations office. The goal of this program is to match current students or recent graduates with alumni professionals. Once matched, the student or recent graduate visits the alums employment site for a day to ask questions, acquire information to enhance their professional skills and to obtain on the job-training experience for their career of choice. In its first year, 24 students and two alums enrolled in the program and 18 alumni served as job hosts. Students spent the day meeting with professionals in the fields of law enforcement, entertainment law, media, education and comedy. Student participants indicated the program was a wonderful experience and would recommend it to other students. In fact, one student was hired as a resident outreach coordinator after shadowing an alumni host in the South Bay Center for Community Development. And as beneficial as the program is for current students, alumni job hosts participants also indicated they found the program to be rewarding.

4. How well did the activity further institutional goals?

The Student Success Fee funding provided the Alumni Relations office with financial support to provide students and alumni programs and activities such as the Alumni Mentoring Program, Job Shadowing Intern Program and professional development workshops. These services directly benefit the University by providing access to students to participate in programs that may help them success academically and professionally by connecting them with alumni professionals who can mentor them in their chosen field of

interest and by providing a platform for alumni to re-connect and engage with the school by helping current students. These students and alumni interaction in the long run will provide greater student and alumni participation that will result in better data maintenance for the University that can be used to improve alumni tracking and alumni surveys associated with program review and donor giving.

5. Was the approved funding sufficient to support the activity? Explain.

With Student Success Fee funding, the Alumni Relations office was able to hire the Coordinator for Academic and Professional Opportunities and Programs responsible to oversee the Early Engagement programs and services that include the Alumni Mentoring Program, Alumni Career Panels, Career Workshops and the Alumni Job Shadowing Intern Program. The SSF funding allocated in 2013-2014, helped retain the Coordinator for Academic and Professional Opportunities and Programs by covering the salary and benefits expenses associated with this position and also helped cover the early engagement programmatic costs and outreach.

6. What challenges have you faced in connection with this program and how are they being addressed?

What will be done next year to improve the activity in its ability to further achieve stated goals?

Feedback from students and alumni indicate that particpating in the Alumni Mentoring Program and Alumni Job Shadowing program are beneficial and they would like to attend more of these programs. However, we have learned that having one full-time person overseeing all of these activities is too demanding. Therefore, to continue to provide these programs without jeopradizing their quality, the Alumni Relations office is evaluating its existing programs to see where we have high and low demand so that low demand programs can be revamped or tabled for a later date and high demand programs can be expanded.

Financial Summary (To be filled in by Budget Administration)

SSF Allocation: $84,390 **Amount Expended:** $75,534

Note: Please attach year-end financial summary.

Instructions

1. Your answers should be brief but complete. Please limit your report to three (3) pages.
2. Provide additional information essential to report program outcomes.
3. Attach a copy of the approved SSF Funding request (Appendices 8.2 and 8.3).
4. Submit completed report to the VP for Administration and Finance, CFO.

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: Alumni 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

LLEGE/UNIT: Institutional Advancement
EPARTMENT: 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		Travel		Equipment	
		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	

$ 6,000.00
Supplies

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

SSF FUNDING REQUEST TOTAL: $ 20,750.00

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: Academic and Professional Opportunities and Programs

DEPARTMENT: Alumni Relations

PREPARED BY: Marla 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: Maria 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	
ordinator, Academic	$ 54,000.00
d Professional	$ -
portunities & 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	$ 29,750.00	$ -	$ -
Salaries Total	Services	Travel Total	Equipment Total

SSF REQUEST TOTAL: $ 83,750.00

7/6/2012

California State University, Los Angeles
Student Success Fee (SSF)
Program Outcomes and Accountability Report
Fiscal Year: 2013-14

Division:	University Advancement		
College/Dept.:	Alumni Relations	**Dept ID:**	691005
Contact Person:	Maria Ubago	**Program ID/Name:**	SSF-Stdts
Program Activity:	Students Engaging with Alumni:Infrastructure and Content Coordinator		

1. What are the objectives of the program for which SSF funding was awarded?

Cal State L.A. students should have access to programs and services that will lead them to graduation and professional success. The Alumni Relations office offers programs and services that are able to provide these resources to students by connecting them with alumni professionals. In 2013-2014, the Alumni Relations office received Student Success Fee funding to maintain developmentment, implementation and expansion of the Student-Alumni Network. This network of alumni resources helps fulfill students need by connecting them with alumni professionals. Alumni volunteers and mentors identified through this network are connected with students to provide them with valuable firsthand career and education-related information to help them successed at Cal State L.A. and beyond graduation.

2. How well did the activity meet established program objectives? What are the major benefits and/or impact of the SSF funded program?

The Student Success fee funding, helped the Alumni Relations office retain the Technical Support Coordinator hired to oversee the Student and Alumni Engagement programs and services and the Student-Alumni Networks. Program objectives were accomplished through surveys and usage of Accu Data (Alumni Finder) search engine to gather, update and grow alumni demographic information. These methods helped acquire alumni data to grow the pool of alumni professionals and mentors available to connect with current students.

3. Did the assessment tools identified in the SSF Funding Request provide sufficient evidence to support #2.

With Student Success Fee funding, the Alumni Job Shadowing Intern Program was launched in collaboration with the Career Development Center. Alumni volunteers were identified, recruited and screened by the Alumni Relations office. In its first year, 24 students and two alums enrolled in the program and 18 alumni served as job hosts. Furthermore, through survey distribution and usage of Accu Data (Alumni Finder) participation in the Alumni Mentoring Program grew from 550 mentor-mentee participants to 622 participants.

4. How well did the activity further institutional goals?

The Student Success Fee funding provided the Alumni Relations office with financial support to provide students and alumni programs and activities such as the Alumni Mentoring Program, Job Shadowing Intern Program and professional development workshops. These services directly benefit the University by providing access to students to participate in programs that may help them success academically and professionally by connecting them with alumni professionals who can mentor them in their chosen field of interest and by providing a platform for alumni to re-connect and engage with the school by helping current students. These students and alumni interaction in the long run will provide greater student and alumni participation that will result in better data maintenance for the University that can be used to improve alumni tracking and alumni surveys associated with program review and donor giving.

5. Was the approved funding sufficient to support the activity? Explain.

With Student Success Fee funding, the Alumni Relations office was able to hire the Technical Support Coordinator responsible to oversee the development, implementation and expansion of the Student-Alumni Network system. The SSF funding allocated in 2013-2014, helped retain the Technical Support Coordinator by covering the salary and benefits expenses associated with this position and also helped cover alumni volunteer outreach expenses.

6. What challenges have you faced in connection with this program and how are they being addressed?

What will be done next year to improve the activity in its ability to further achieve stated goals?

Identifying and recruiting alumni volunteers is a challenging task and difficult to accomplish by just one full-time staff member. Therefore, in the coming year to help with this effort, the Alumni Relations office is looking at feasibility of hiring a student assistant to help with these tasks as appropriate and to also explore expansion of alumni volunteer outreach employing social media.

Financial Summary (To be filled in by Budget Administration)

SSF Allocation: $106,640 **Amount Expended:** $85,331

Note: Please attach year-end financial summary.

Instructions

1. Your answers should be brief but complete. Please limit your report to three (3) pages.
2. Provide additional information essential to report program outcomes.
3. Attach a copy of the approved SSF Funding request (Appendices 8.2 and 8.3).
4. Submit completed report to the VP for Administration and Finance, CFO.

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

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.

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.

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.

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.

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.

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

EGE/UNIT: Institutional Advancement
ARTMENT: 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		Travel		Equipment	
		Materials and printing	$ 4,000.00				

Appendix 8.2.

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: Marla 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

Appendix 8.2.

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

FUND #: **SF008**

COLLEGE: Institutional Advancement
ACTIVITY: Students Engaging with Alumni: Technical Infrastructure
DEPARTMENT: Alumni Relations
PREPARED BY: Maria 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	
echnical 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	$ 28,000.00	$ -	$ 15,000.0
Salaries Total	Services	Travel Total	Equipment Total

SSF REQUEST TOTAL: $ 106,000.00

7/6/2012

California State University, Los Angeles
Student Success Fee (SSF)
Program Outcomes and Accountability Report
Fiscal Year: 2013-14

Division:	President's Office		
College/Dept.:	Communications and Public Affairs	**Dept ID:**	600040
Contact Person:	Elena Stern	**Program ID/Name:**	
Program Activity:			

1. What are the objectives of the program for which SSF funding was awarded?

The SSF was used to fund the Here 4 You campaign, which aimed to support academic student success by informing students about free workshops, events, and resources available on campus. Interns provided messaging on social media as a form of outreach to promote student activities and campus news to an even broader audience online, that not only targeted current students, but also prospective students, alumni, and local community.

2. How well did the activity meet established program objectives? What are the major benefits and/or impact of the SSF funded program?

Staff from across campus at the student resource centers noted that the partnership with Here 4 You helped them to better communicate their services to students, and in fact they saw an increase in the number of students seeking support. They also commented on the benefits of having the peer to peer interaction. Social media followers increased significantly, with more brand awareness and student engagement. The primary benefit was a more connected student population.

3. Did the assessment tools identified in the SSF Funding Request provide sufficient evidence to support #2.

With the SSF, the Interns redesigned and revamped Here 4 You brochures, and printed 8,000 of them that are now available in all resource centers. They were also distributed to 3,000 new students at Fall orientation. They increased followers on university's official Instagram account by 500% (+1000 followers) in five-month period during the term of SSF to reach students where they are. They helped spread the word about the Cal State LA mobile app, with 3,300 downloads during week of investiture. With continuation from one hire of the Here 4 You intern, downloads are at 13,000. currently. University Times wrote about the initiative of the SSF funded Here 4 You campaign and its interns two times during its term of SSF and how we with the team are bringing a more connected campus.

4. How well did the activity further institutional goals?

Here 4 You campaign helped students transition into university by providing information about available services in a clear and engaging way. Through peer-to-peer communications (brochures, emails, social media), students felt a connection to campus activities and participated as part of the university community in a more meaningful way.

5. Was the approved funding sufficient to support the activity? Explain.

The SSF provided to the Office of Communications and Public Affairs sufficiently funded two interns and the production of materials.

6. What challenges have you faced in connection with this program and how are they being addressed?

What will be done next year to improve the activity in its ability to further achieve stated goals?

The program was a significant success but was only intended to be a one year project and will not continue next year.

Financial Summary (To be filled in by Budget Administration)

SSF Allocation: $16,000 **Amount Expended:**

Note: Please attach year-end financial summary.

Instructions

1. Your answers should be brief but complete. Please limit your report to three (3) pages.

2. Provide additional information essential to report program outcomes.
3. Attach a copy of the approved SSF Funding request (Appendices 8.2 and 8.3).
4. Submit completed report to the VP for Administration and Finance, CFO.

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

LLEGE/UNIT: Institutional Advancement

:PARTMENT: 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	
Student Inters	$ 15,000.00

Supplies	
Supplies	$ 1,000.00

Services	

Travel	

Equipment	

$ 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

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	
tudent Interns	#	$ 15,000.00		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -				$ -		$ -
		$ -	Services			$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -
		$ -		$ -		$ -		$ -

$ -
Supplies

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

SSF REQUEST TOTAL: $ 15,000.00

Year-End Financial Summary 2013-14

California State University, Los Angeles
Financial Accounting System
SF008 Budget Summary Report for: 2014-06-30
VP_INST_ADV - VP Institutional Advancement

Time run: 7/30/2014 8:54:52 AM
File Name: SF008-VP_INST_ADV - VP Institutional Advancement-DSUM.xlsx
Instance Directory: c:\assessment\outgoing
Fiscal Year 2013-2014
Year-End

			Actuals					
Dept ID	**Original Budget**	**Adjusted Budget**	**Current Month**	**Fiscal Year**	**Encumbrances**	**Total Expended**	**Budget Available**	**% Achieved / % Used**
691005 - IA-SSF-Stdts Engage w/Alumni	141,000.00	190,998.00	14,830.82	177,821.68	(16,956.40)	160,865.28	30,132.72	84.22%
691040 - IA-SSF-Communication Interns	0.00	16,000.00	2,834.00	14,234.06	0.00	14,234.06	1,765.94	88.96%
VP_INST_ADV - VP Institutional Advancement Total	**141,000.00**	**206,998.00**	**17,664.82**	**192,055.74**	**(16,956.40)**	**175,099.34**	**31,898.66**	**84.59%**

California State University, Los Angeles
Financial Accounting System
SF008 - Student Success Fee Assessment Report for: 2014-06-30
691005 - IA-SSF-Stdts Engage w/Alumni

Time run: 7/30/2014 8:26:01 AM
Fiscal Year 2013-2014
Year-End

Account	Description	Original Budget	Adjusted Budget	Actuals: Current Month	Actuals: Fiscal Year	Encumbrances	Total Expend	Budget Available	% Achieved / % Used
	660830 - Supplies and Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
- - - Total		**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00%**
	601303 - Student Assistant	0.00	0.00	1,040.40	16,677.10	0.00	16,677.10	(16,677.10)	0.00%
	601854 - F/T Support Staff	117,000.00	118,248.00	3,897.00	86,918.74	0.00	86,918.74	31,329.26	73.51%
	603001 - OASDI	0.00	0.00	236.42	5,330.52	0.00	5,330.52	(5,330.52)	0.00%
	603003 - Dental Insurance	0.00	0.00	47.31	1,065.53	0.00	1,065.53	(1,065.53)	0.00%
	603004 - Health / Welfare	0.00	0.00	644.31	14,615.79	0.00	14,615.79	(14,615.79)	0.00%
	603005 - Retirement	0.00	0.00	826.28	18,212.05	0.00	18,212.05	(18,212.05)	0.00%
	603011 - Life Insurance	0.00	0.00	1.50	34.50	0.00	34.50	(34.50)	0.00%
	603012 - Medicare	0.00	0.00	55.29	1,246.61	0.00	1,246.61	(1,246.61)	0.00%
	603013 - Vision Care	0.00	0.00	7.50	172.50	0.00	172.50	(172.50)	0.00%
	606802 - Travel Mileage	0.00	0.00	34.81	104.21	0.00	104.21	(104.21)	0.00%
	608001 - Books	0.00	0.00	0.00	12,648.00	(13,080.00)	(432.00)	432.00	0.00%
	613001 - Contractual Services	0.00	0.00	4.60	2,055.35	(3,375.00)	(1,319.65)	1,319.65	0.00%
	616003 - Info Tech Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
	616820 - I/T Hardware	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
	619813 - Equipment Under $5000	15,000.00	15,000.00	0.00	0.00	0.00	0.00	15,000.00	0.00%
	660041 - Space Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
	660800 - Postage / Freight	0.00	0.00	0.00	370.84	0.00	370.84	(370.84)	0.00%
	660820 - Printing	0.00	0.00	0.00	1,317.43	0.00	1,317.43	(1,317.43)	0.00%
	660830 - Supplies and Services	9,000.00	57,750.00	2,596.71	9,460.97	(501.40)	8,959.57	48,790.43	15.51%
	660839 - Office Max	0.00	0.00	1,885.64	4,038.49	0.00	4,038.49	(4,038.49)	0.00%
	660855 - UAS Dining Services	0.00	0.00	776.14	776.14	0.00	776.14	(776.14)	0.00%
	660873 - Facilities Charges	0.00	0.00	2,397.98	2,397.98	0.00	2,397.98	(2,397.98)	0.00%
	660940 - Expenses-Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
	660951 - Parking Costs	0.00	0.00	378.93	378.93	0.00	378.93	(378.93)	0.00%
11801 - Std Development & Career Svcs Total		**141,000.00**	**190,998.00**	**14,830.82**	**177,821.68**	**(16,956.40)**	**160,865.28**	**30,132.72**	**84.22%**
691005 - IA-SSF-Stdts Engage w/Alumni Total		**141,000.00**	**190,998.00**	**14,830.82**	**177,821.68**	**(16,956.40)**	**160,865.28**	**30,132.72**	**84.22%**

Prepared by: Budget Admin.

California State University, Los Angeles
Financial Accounting System
SF008 - Student Success Fee Assessment Report for: 2014-06-30
691040 - IA-SSF-Communication Interns

Time run: 7/30/2014 8:26:01 AM
Fiscal Year 2013-2014
Year-End

Account	Description	Original Budget	Adjusted Budget	Actuals: Current Month	Actuals: Fiscal Year	Encumbrances	Total Expend	Budget Available	% Achieved / % Used
	601303 - Student Assistant	0.00	0.00	2,834.00	13,605.80	0.00	13,605.80	(13,605.80)	0.00%
	601854 - F/T Support Staff	0.00	15,000.00	0.00	0.00	0.00	0.00	15,000.00	0.00%
	660820 - Printing	0.00	0.00	0.00	628.26	0.00	628.26	(628.26)	0.00%
	660830 - Supplies and Services	0.00	1,000.00	0.00	0.00	0.00	0.00	1,000.00	0.00%
11801 - Std Development & Career Svcs Total		**0.00**	**16,000.00**	**2,834.00**	**14,234.06**	**0.00**	**14,234.06**	**1,765.94**	**88.96%**
691040 - IA-SSF-Communication Interns Total		**0.00**	**16,000.00**	**2,834.00**	**14,234.06**	**0.00**	**14,234.06**	**1,765.94**	**88.96%**

Prepared by: Budget Admin.