Departmental Report to the Council on Student Affairs and Fees
2019-20
FACE (Facilities and Campus Enhancements)
LEEAP (Legal Education Enhancement and Access Program)

Department Name: **Student Recruitment and Retention Center**

REFERENDUM VERBIAGE FOR ALLOCATIONS TO THIS DEPARTMENT (abbreviated):
Facilities, staff support and programming to assist and support student-led outreach and retention efforts.

1. PLEASE LIST THE DEPARTMENT'S PROGRAMS, SERVICES OR FACILITIES FUNDED BY FACE/LEEAP:

The **Student Recruitment & Retention Center (SRRC)** was established in 2000 with the goal of performing **student-led outreach and retention** for **historically underrepresented, educationally disadvantaged, and low-income communities**. Our **student-initiated** programs created **by students for students** foster holistic, academic and personal development while raising political and cultural awareness for youth and college students. We **educate, engage, and empower** students to act as dynamic leaders for their communities so that we can all **transform knowledge into action.**

Our unique structure of being **student-run** refers to our governing board, the **Recruitment & Retention Organizing Committee (RROC)** which oversees the goals, programming, fiscal, and administrative responsibilities of the SRRC. The board is comprised of 9 voting members, 7 of which are undergraduate students and 1 of which are graduate students, plus 1 FTE Student Affairs representative.

SRRC Programs
We have **7 community programs** in the SRRC that are all led by UC Davis student leaders. Each of our students develop and implement recruitment and retention programs for students in our communities. We are staffed by over 40 paid students, 3.5 FTE career staff, and receive the support of approximately 200 community volunteers and interns every year.

Our programs include:
- African Diaspora Cultivating Education **(ACE)**
- American Indian Recruitment & Retention **(AIRR)**
- **BRIDGE** Pilipinx Outreach & Retention
- **COLLECTIVE** Transfer & Nontraditional Student Empowerment
- Graduate Academic Achievement & Advocacy Program **(GAAAP)**
- Southeast Asians Furthering Education **(SAFE)**
- **SOL y LUNA** Chicanx/Latinx Holistic Support

Services

In the SRRC, we recognize that students have many identities and needs, and that as a department run by and for students, we are called to support our community's academic journeys through our unique positionality and understanding as students ourselves. As students we have a unique understanding of the dynamic needs of our communities. This allows us to give personal attention to our peers through our **Holistic Support model** and the services we provide which allow us to do the work that the educational system does not accomplish/provide directly. We accept the challenge of creating a society that provides a **quality, culturally sensitive, comprehensive education** for students of all backgrounds in the following ways:
- **Recruitment:** K-12 outreach, community college outreach, campus visits experience, college admission information and mentorship, pathway to college support, reservation outreach, 4 overnight youth conferences, 1 one-day youth conference, 2 yield events (Aggie Senior Weekend Trip, Aggie Transfer Weekend Trip)
- **Retention:** academic support & advocacy, overnight community leadership/empowerment retreats, counseling support, graduate writing support, peer mentorship programs, reservable conference room for study groups, testing materials, study halls, test bank, social events
- **Community Empowerment**: community development, community advocacy, support for student activism, student organization and department grants, volunteer and internship program

Further, SRRC has been called to serve the needs of the Filipinx American and Southeast Asian communities across campus due to the growing disparities in services provided by the university compared to their peers. We have coordinated and funded the following programs prior to the creation of the API Retention Initiatives and will continue to do so since they do not have the capacity to acquire these programs:
- Fil-Am Pages/Resource Guide: a resource guide to highlight the Filipinx American student experience
- SEA Pages/Resource Guide: a resource guide to highlight the Southeast Asian student experience
- Filipinx Graduation Celebration: 57 graduates, 300 attendees
- Southeast Asian Graduation Celebration: 30 graduates, 300 attendees

2. 2018-19 USE OF FEE / 2019-20 PROJECTED USE OF FEE

Expense	2018-19 Actuals	2019-20 Estimated Allocation
Student Salaries (plus benefits)	$194,529	$271,665
Staff Salaries (plus benefits)	$192,828	$ 300,000
Programs, Admin, IT, Travel	$217,852	$ 280,640
Facility Expenses and Maintenance	$3,209	$3,176
Fixed Expense (debt service)	$0	$0
Other (please list: SSO & CGA)	$40,494	$41,600
Reserves	$196,610	$100,000
TOTAL Fee Revenue: (includes $98,670) from 17-18 reserves	**$845,522**	**$997,081**

3. **Please Provide Information on any Substantial Variance between 2018-19 and 2019-20:**

Student staff salaries have increased to accommodate for the state and federally mandated **minimum wage increases**, and will increase midyear from $12.25 to $13.25**.** The SRRC as a student-run and student-led department allows UC Davis student leaders to identify areas of opportunity for their communities and for the university, and we truly value the input, vision, and labor of our student staff. It is necessary for us to have student staff who represent the communities we serve and to support the amount of work we do in the SRRC.

Operations Director salary has been added to the SRRC Staff Payroll Expense. The SRRC has not had an Operations Director for the previous two academic years; this caused strain on career staff and students staff alike during those years due to career staff juggling Operations Director duties in addition to student staff advising. With an Operations Director, career staff are able to advise their respective recruitment and retention staff, and center operations can be overseen though the Operations Director and Program Directors.

Carry Forward from the prior year's RROC was higher than the 2018-2019 year. This is due to not having a full career staff and significant work study compensation.

4. **Do you have plans to use any FACE/LEEAP funds for items not intended by the referendum? If so, please explain:**
No. All FACE funds are used to meet the goals of the referendum and the SRRC.

5. **If Applicable, Please Provide Plans For Use of Reserves Listed Under Section #2:**

We are entering the 2019-2020 academic year with $196k in reserves. With this, we anticipate using the reserves for: pilot programming to address needs in the community that the campus and/or center has historically failed to provide; increased reactionary healing and action spaces for an *increasingly* charged political climate in our communities; support for students within our community programs affected by public charge rule; supportive programming in response to emergency situations such as wildfires, power outages. or ICE raids that may affect our students. RROC also recognizes potential investments such as liabilities and unforeseen structural changes such as facilities or staffing.

Moreover, as our center reaches its 20th year of service, we at the SRRC aim to proactively and critically consider the needs of our communities. The field of education at all levels (K-12, community college, and universities) has drastically changed since 2000, and the conversation about educational equity is evolving. We aim to be forward looking in addressing the inequities that our communities are facing and to continue to lead the conversation with other UC Student Initiated Programs about the direction of our work.

6. **Please describe the need for a CPI adjustment and include the departmental plan if CPI is not applied for next year:**

CPI adjustment will allow the SRRC to meet the demands of UC Davis' growing community. As the university's population continues to grow to match the diversity of California, the SRRC must also continue to grow to expand our capacity to serve students. Since relocating to the Student Community Center, our student reach has increased tremendously due to the exposure of the SRRC and its programs. The SRRC's open study space lounge is consistently at capacity with individuals and/or student groups throughout the week.

As a center, we aim to constantly build and improve our resources, programming, and opportunities to meet the needs of our communities. In recent years, we have increased the student staff positions we offer to accommodate the demands of programming; meet and follow University policies and procedures; manage risks involved with events; increase student contact; and increase leadership/professional development opportunities for UC Davis students in marginalized communities. As we increased staffing support and hired an Operations Director, we also had to adjust student staff salaries to meet California minimum wage requirements. Our budget is particularly impacted by these increases, and we can foresee needing further support for funding to ensure that we are meeting minimum wage policy.

We are an exemplary program within the UC system. The University of California Office of the President recognizes the SRRC and the work that we do at UC Davis as unique, efficient, and exceeding expectations; we are one of only seven programs in the system. We continually work to improve our best practices in student-initiated and student-led

recruitment and retention efforts, and aim to continue excelling in our area to meet the needs of student participants who connect to, and feel supported by, our community programs. The CPI adjustment would absolutely benefit our SRRC initiatives.

CPI adjustment will compensate for lost programming allocation due to increased staff payroll expenses. If CPI is not applied, programming—most notably our conferences and retreats—will require reimagining to successfully serve the community. Additionally, less staff may be hired, or positions removed in future years; this would cut down community contact, and student interaction with the center and UCD retention as a whole. We aim to promote a sense of home & community so that students feel like they truly belong at UC Davis. Thus it is imperative to grow and develop the services of the SRRC to move us towards educational equity.

7. IS THERE INFORMATION YOU WOULD LIKE TO PROVIDE REGARDING THE SCOPE OF STUDENT USE OF THE PROGRAMS/SERVICES/FACILITIES FUNDED BY **FACE/LEEAP.** (PLEASE LIMIT YOUR RESPONSE TO THOSE ITEMS FUNDED BY **FACE/LEEAP.**)

Every student on UC Davis' campus is welcomed at the SRRC and its events provided they choose to center the marginalized groups being served. The center, like the university, is open to all; however, the SRRC is optimized for marginalized student communities—similar to how the Student Disability Center services are optimized for students with disabilities. As UC Davis has fully embraced its journey toward achieving Hispanic Serving Institution (HSI) designation, UC Davis also will benefit immensely from the programming and student leadership opportunities of the Student Recruitment and Retention Center.

Overall Programming Summary 2018-2019

Service	# of Activities
Recruitment	139
Retention	200
Community Empowerment	64
Total	**403**

The SRRC is an integral part of the Community Resource and Retention Centers (Center for Student Involvement, Women's Resources & Research Center, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual Resource Center, Cross Cultural Center, MENASA Student Resources, and the AB540 & Undocumented Student Center) and the Student Community Center building's resources and services.

We offer a large open study space that is welcoming and offers resources such as a reservable conference room, quiet study space, napping spaces (we are identified on the Nap Map!), white boards, community books, and peer support.

Hours of Operation:

● **Monday-Thursday, 10am to 8pm; Friday, 10am-6pm**

Usage data:

● 2018-2019 Front Desk Total Swipes: **21,808**
● 2018-2019 Unique Students: **2,951**

Moreover, the student-led SRRC programs and services focus on a holistic support model that fosters academic and personal development to historically underrepresented, low-income, and educationally disadvantaged students. The unique model of holistic support that we use to develop our student-led outreach and retention efforts allows UC Davis to meet and align with our UC Davis Strategic Plan for Diversity & Inclusion, as well as Chancellor May's "To Boldly Go" vision. Our work is a commitment to diversity, equity, inclusion, and educational excellence.

Outreach:

- Overnight & Youth Conferences: **534**
- Campus Visits: **1,138** students ranging from elementary school to community college + 99 chaperones
- Student Organization Support: **159**
- **Total: 1,831**

Yield (students who SIR to UC Davis from our programs)

- Aggie Senior Weekend Trip: **70** SIR/141 Total Attendees = **49.6%** yield
- Aggie Transfer Weekend Trip: **48** SIR/69 Total Attendees = **73.8%** yield

Retention:

- Retreats: **189**
- Activities: **1,125**
- Student Organization Support: **1,139**
- Total: **2,453**

As far as how much each community program spent on programming, the numbers are as follows:

- African diaspora (ACE): **$21,573**
- American Indian/Native American (AIRR): **$19,374**
- Filipinx (BRIDGE): **$29,010**
- Transfer & Non-Traditional students (COLLECTIVE): **$29,117**
- Graduate students (GAAAP): **$21,599**
- Southeast Asian (SAFE): **$34,076**
- Latinx/Chicanx (SOL y LUNA): **$26,932**

Not included above are the general monies spent for recruitment and retention programs on behalf of the entire center.