# Student Recruitment & Retention Center

COSAF - FACE Presentation
February 19, 2016

# Mission Statement: Student-Led Student-Initiated

The Student Recruitment & Retention Center stands for educational equity.

- Student-run and student-initiated programs

- Foster holistic academic and personal development

- Empowering students to act as dynamic leaders for their communities

- Collective action to ensure the perpetuity of academic achievement among future generations.

**Community, Advocacy, Knowledge, Empowerment, Support (C.A.K.E.S)**

2000 **15**TH 2015

SRRC

ANNIVERSARY

THE SRRC STAFF IS HERE TO HELP!

# Community Programs

# Goals & Major Initiatives

**Recruitment-** We will promote and support academic preparation, leadership development and cultural enrichment activities for non-college tracked youth and community college students (k-12 & community college).

**Retention-** We will provide student-led, holistic retention support services to historically underrepresented, low-income or educationally disadvantaged enrolled students (undergraduate & graduate).

**Empowerment & Leadership Retreats**

**Study Lounge - Weekly**

**RSO Grants & Co-Sponsorships**

**Aggie Senior Weekend Trip [Yield]**

**Demystifying Academic Probation & Subject to Dismissal [Quarterly]**

**Queer Housing Mixer & Housing Day**

**Graduate Writing Retreat**

**Youth Conferences**

# Our Services

## Retention

- Academic Support & Advocacy
- Counseling Support
- Graduate Writing Support
- Peer Mentorship
- Social Integration
- Community Retreats
- Free Testing Materials
- Test Bank Archive
- The Study Lounge
- Reservable Conference Room

## Recruitment

- K-12 Weekly Outreach
- Community College Outreach
- Reservation Outreach
- Youth Retreats
- Aggie Senior Weekend Trip
- College Admissions Info & Support
- Campus Visits

## Community Empowerment

- Open Study Space
- Funding Opportunities
- Campus Resources
- Volunteer & Intern Program
- Community Support
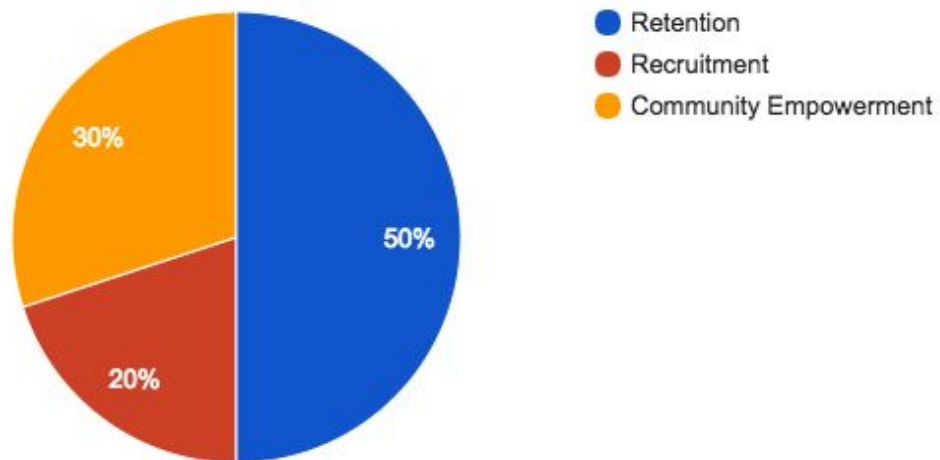- Collaboration Opportunities

# Holistic Support

- Academic Excellence
- Community Development
- Cultural Identity
- Gender & Sexuality
- Health & Wellness
- Leadership Development
- Peer Mentorship
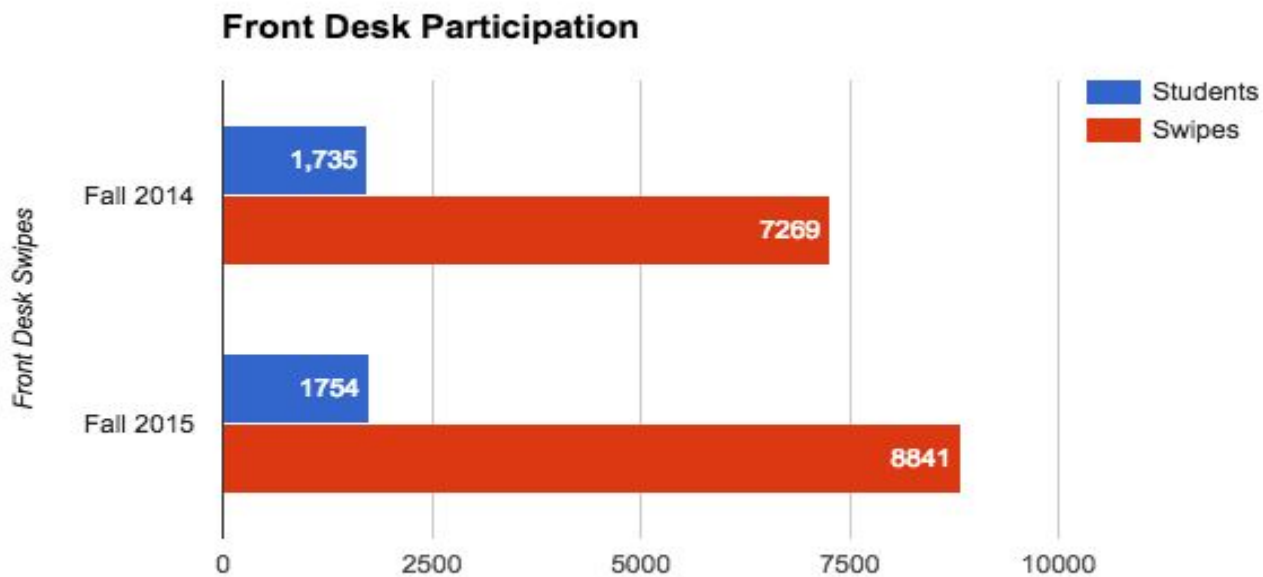- Life After College Success

# 2014-2015 Programming

**Overall SRRC Programming Summary (240 Total)**



- Retention
- Recruitment
- Community Empowerment

30%

50%

20%

# Student Participant Data



**Front Desk Participation**

Fall 2014 — Students: 1,735 — Swipes: 7269
Fall 2015 — Students: 1754 — Swipes: 8841

Front Desk Swipes

Legend: Students (blue), Swipes (red)

# Challenges

**Enrollment Growth**: 2020 Initiative, HSI Initiative, and UCOP Initiative.

¤Expected to grow by 1,000 students per year; increase URM students

**Funding**: Limited funding to fully staff the programs in order to create and implement efficient service models, in addition to the service costs. [Minimum Wage,Add'l Career Staff]

¤Number of students served per staff member

¤Number of student staff per FTE

**Student-Initiated**: Continuity of undergraduate involvement in development and implementation of outreach services [paid vs non-paid]

**Data Collection & Assessment**: Lack of common assessment tools for retention efforts.  Data collection is limited to basic parameters and criteria.  Need support identifying how the selected criteria and selection of potential participants can be linked to intended outcomes.

**Measuring success**: Lack of capacity (human resources and technical tools) required to implement assessment plan that would include annual performance metrics [baseline data, data collection, analyze and report student-level data]