

FACE/LEEAP FEE *(Facilities & Campus Enhancements/Legal Education Enhancement & Access Program)*

2022-23

DEPARTMENTAL REPORT TO THE COUNCIL ON STUDENT AFFAIRS AND FEES (COSAF)

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

Contact: Carol Huang, Operations Director

Referenda verbiage regarding allocations to this department: *Facilities, staff support and programming to assist and support student-led outreach and retention efforts.*

1. 2021-22 Use of Fee | 2022-23 Projected Use of Fee

Expense	2021-22 Actuals	2022-23 Estimated Allocation
a. Student Salaries (including benefits)	\$151,150	\$300,000
b. Career Staff Salaries (including benefits)	\$283,932	\$381,198
c. Programs, Information Technology, Administration	\$141,852	\$300,000
d. Facility/Maintenance Expenses	\$1,135	\$0
e. Fixed Expenses ()	\$0	\$0
f. Contribution to Reserves	\$188,795	\$100,000
g. Other (please list) SSO, CGA	\$42,411	\$42,411
TOTAL	\$809,275	\$1,123,609

2. Please describe the department's programs, services and/or facilities funded by FACE/LEEAP:



About

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.

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 10 voting members: 7 undergraduate students, including 1 ASUCD representative, 2 graduate students, plus 1 FTE Student Affairs representative.

Mission

We **educate, engage, and empower** students to act as dynamic leaders for their communities so that we can all **transform knowledge into action.**

Values

Community. Advocacy. Knowledge. Equity. Support.

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, 4 FTE career staff, and receive the support of approximately 200 community volunteers and interns every year.



These programs include and serve the following communities:

- 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** Chicax/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

Highlights

- **Campus partnerships**
 - **Undergraduate Admissions:** We have worked closely with Undergraduate Admissions to offer more culturally relevant outreach and yield services to our communities. We have been consultants to the staff in UA, offering our programming models, served as student panelists for several events, and we often will take up some campus tour requests that they are unable to accommodate. With our new virtual outreaches, we were able to work with communities throughout the United States in weekly outreaches, peer mentorship opportunities, one-day seminars, and three day conferences. Having the opportunity to be virtual opened up the opportunity to reach a larger audience and provide them with our services that empower communities and sets them on a path for life after high school. We were also able to reward participating students by mailing them resources and university gear in order to promote a college going culture. Our work in the SRRC over the last 20 years and our close partnership with UA has absolutely had an impact on the amount of students of color who are ready to commit to UC Davis.
 - **Graduate Studies:** Graduate students are an integral part of our community and also pay a portion of FACE/LEEAP fees, and we have been enjoying our partnership with Grad Studies over the years in order to offer holistic and culturally relevant support to Graduate Students of Color. Each year since 2016, we offer a Graduate Student of Color summer fellowship, and we have now provided research funding to about 60 students. This work is necessary for our To Boldly Go strategic plan.
 - **AB540 and Undocumented Student Center:** Creating inclusive fellowship options for students without work authorization to be able to gain leadership and professional development skills in the SRRC.
- **Basic Needs Support & Advocacy**
 - Last year, in our report to COSAF, we stated that we wanted to be able to utilize more FACE funds to attune our resources to be responsive towards emergency situations for our communities. Some of the ways in which we accomplished this goal was by ensuring material resources were available through gift cards and care package giveaways. We bridged a partnership with Aggies Grow Veggies to create an accessible, edible garden and green learning space. We also wanted to expand our resources by creating a new basic needs resource satellite that supplemented what The Pantry and AggieCompass provides.
 - We brought back Community Meals to serve hot meals to students at the end of each month when funds and EBT may be low for students that we serve. We selected options that could be grab-and-go to ensure food safety and minimize COVID-19 exposure for students.

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 Strategic Asian and Pacific Islander Retention Initiatives (SAandPIRI) and will continue to do so since they do not have the capacity to acquire these programs:

- Filipinx Graduation Celebration
- Southeast Asian Graduation Celebration

3. Please provide information on any substantial variance between 2021-22 and 2022-23:

Student staff salaries have increased to accommodate for the state and federally mandated minimum wage increases, and will increase from \$15.25 base. We have added a 0.25 differential to these positions for peer supervision responsibilities and difficulty recruiting, especially since returning to campus after the COVID-19 pandemic. 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.

Career staff salaries have increased to account for changes/transitions of staffing. In 2021-2022, we budgeted for 3.5 FTE. The Community Advisor, Recruitment (1 FTE) resigned in January 2022, thus accounting for salary savings; we hired a 1000 hour contract employee to support our team in Spring/Summer 2022 (ended September). Over the summer, we had our Office Coordinator (0.5 FTE) go on leave (May-October). Due to our staffing shortage, we decided to hire an employee from Temporary Employment Services to assist with office and operational needs during our transitioning times (October - December). Our new Community Advisor, Recruitment has been selected and projected to come onboard mid-October remotely, and in-person beginning January 2023. Currently, we have 4.5 employees budgeted (1 Operations Director, 2 Community Advisors, 1 Office Coordinator who will transition from 0.5 FTE to 1 FTE in 2022-2023 academic year, and 1 TES employee [end Jan 6, 2023]); these staff members will provide critical support to scholar staff and community members during this time of transition to an almost fully in-person academic environment.

Typically, we project to spend anywhere from \$150,000 to \$200,000 on **Programs, Information Technology, and Administration**.

- We spent a little less last year because we were unable to host overnight conferences/retreats and we were remote for 5 weeks and had a slow start in Winter quarter. For 2022-2023, we anticipate higher expenses since we are mostly returning to in-person activities. We plan to bring back retreats, youth conferences, and campus visits which incur lodging, meal, and transportation costs. We hope to also implement flexible/hybrid programming initiatives to support a culture of community care and safety and be responsive to the needs of community members.
- This year, we will also put more emphasis on marketing since we finalized our new logo (e.g., purchasing a new tablecloth, branded tent, stickers, merchandise, etc.); we doubled our marketing budget in hopes of helping community members learn more about our services, expand our campus engagement, and increase awareness on campus.
- We also plan to replace several staff computers which are outdated (purchased in 2011) and no longer functional.

4. Does this department plan to use any FACE/LEEAP funds for items not intended by the referenda? 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 in section #1f:

The UC Davis campus and all of its departments must be able to revise our plans to support the communities we serve. This means that although we have been prepared to provide hybrid services year-round, we also need to be prepared to offer in-person services, especially as the campus hopefully has a fully in-person academic year. Our reserves allow us to be flexible to community and program development needs, while ensuring the safety and health of our communities.

Further, the SRRC would like to consider several opportunities to be a more inclusive space for our most marginalized communities:

- a. Providing additional funding to support recruitment and retention events co-hosted by our campus partners (including campus departments and student organizations).
- b. Providing a variety of in-person, remote, and hybrid opportunities for community engagement.
- c. Creating a safe and inclusive physical space to support the health and well being of staff and community members.
- d. Creating and funding additional leadership/community development opportunities to support staff and community members in adjusting and adapting to change.

We have had significant staffing issues over the past academic year, both professional and career staff. Reserve funding has given us the opportunity to hire a TES temporary worker to provide administrative support while we have been short-staffed and transitioning.

6. Please describe the need for a consumer price index (CPI) adjustment and include the departmental plan if CPI is not applied next academic year.

The CPI adjustment will allow the SRRC to continue to meet the demands of the UC Davis student community. 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 both the number of student staff and career staff positions to accommodate the demands of services; 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. In addition, we also had to adjust student staff salaries to meet California minimum wage requirements and recruiting difficulties. 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 also hope to bring back community retreats and youth conferences and improve our programming efforts this year to provide resources and learning opportunities to community members. We know that inflation has increased the price of goods and services, especially on food, transportation, lodging, and space rentals. While we have benefited from cost savings by hosting smaller scale events last year in the SRRC, we hope to bring back our larger community events as students become more eager to get involved this academic year.

Moreover, in addition to maintaining the current level of work that we do with regards to recruitment, retention, and community empowerment, the ideas listed above, in response to question 5, require additional funds from FACE.

If CPI is not applied, then we will need to re-evaluate our spending plan and service expansion goals since the cost of goods and services have increased significantly since last year.

7. Is there information this department 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.)

The SRRC offers 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.

The center, like the university, is open to all; however, the SRRC is particularly a comforting home to students of color. Additionally, we are one of few spaces that specifically fosters a space for graduate students (of color) to feel safe enough to conduct work, office hours, and workshops in our space.

2021-2022 Usage Data: Front Desk/Open Study Space	
Unique Students Served	1,290
Total Swipes	5,462

*Winter 2022 front desk/open study space data sparse due to COVID-19 closure of physical center and limited operational hours. We were not open on Fridays in the Spring 2022 quarter.

Our new operational hours for Fall 2022 are Monday - Thursday, 10am - 5pm and Fridays 10am-2pm. We opted to close early on Fridays due to low utilization over the years on Friday afternoons, noticing that it was mostly staff members present during that time. The SRRC is now available after hours for programs/events, community-led study jams, and staff meetings. Student organizations affiliated with SRRC Community Programs can request after hours reservations as long as there is a staff member available to host them in the center. Since the start of Fall 2022, we have noticed a steady

flow of visitors to our center. Students have been coming to study, spend time with community members, and access resources (basic needs supplies, free testing materials, nap stations, etc.)

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. This unique model aligns to our UC Davis Strategic Plan.

While it's been a difficult year for many students, the SRRC made huge efforts in to transform our work to be more accessible, supportive, and healing for our communities:

- **Recruitment:** We shifted our annual Aggie Senior Weekend Trip from a weekend long program serving 50 students from all over California to a one day visit, with the intention of having students SIR to UC Davis. We provided in-person youth outreach in the Greater Sacramento area and virtual services to youth outside the Greater Sacramento area. We hosted 4 youth conferences (2 fully in-person, 1 hybrid, and 1 virtual).
- **Retention:** Community Programs collectively provided 250 gift cards to community members in need. We enhanced basic needs supplies to community members by providing culturally relevant snacks, toiletries, academic supplies, PPE materials, pantry foods, sexual wellbeing resources, and more to supplement materials made available to us by campus partners (The Pantry, Aggie Compass, Aggie Grow Veggies, LoveLabs, etc.).
- **Community Empowerment:** 16 interns completed their Transcript Notation process; we had a total of 51 participants in our Volunteer Internship Program (Winter/Spring). Provided \$11,300 towards funding 9 in-person Affinity Graduation Celebrations. Funded 12 programs hosted by RSOs or Campus Departments. GAAAP provided 12 summer fellowships ranging from \$250 to \$750 to graduate students conducting research over the summer.

We provided both virtual and in-person programs in 2021-2022 and plan to use what we have learned to offer both in-person and virtual services for the upcoming academic year. We engaged students with over 100+ programs and reached ~5000 participants.

2021-2022 Total Number of Programs Offered	
Fall 2021 Total: 44	<ul style="list-style-type: none"> ● Retention - 16 ● Recruitment - 11 ● Community Empowerment - 7 ● Co-sponsorships/Collaborations - 1 ● Staff Development - 9
Winter 2022 Total: 37	<ul style="list-style-type: none"> ● Retention - 7 ● Recruitment - 6 ● Community Empowerment -10 ● Co-sponsorships/Collaborations - 7 ● Staff Development - 7
Spring 2022 Total: 60	<ul style="list-style-type: none"> ● Retention - 16 ● Recruitment - 11 ● Community Empowerment - 11 ● Co-sponsorships/Collaborations - 9 ● Staff Development - 13

We are incredibly proud of the work that we have accomplished through virtual engagement and our in-person services years past, and we have also learned a lot of new things about the work that we want to continue to do and provide for our communities.