

CAL STATE EAST BAY INSTITUTIONAL EXHIBIT #3 FOR WSCUC INSTITUTIONAL REPORT

STUDENT AFFAIRS ASSESSMENT DESIGN

EXECUTIVE SUMMARY

The purpose of assessment is to ensure the effectiveness of student services in advancing student success and fulfilling our campus mission. In 2020, Student Affairs and Institutional Effectiveness and Research (IER) launched a formal assessment process to address previously limited assessment activity in student programs and services, as noted in the 2015 WSCUC team report. This initiative aimed to improve data access through dashboard development, enhance data literacy, and to regularly assess operations in the division. Data dashboards, which include disaggregated demographic data and outcomes, inform a six-section assessment template. Results are presented annually at a Student Affairs leadership meeting. All programs will have engaged in a comprehensive assessment of their effectiveness by the '25-'26 academic year.

STUDENT AFFAIRS ASSESSMENT AT CAL STATE EAST BAY

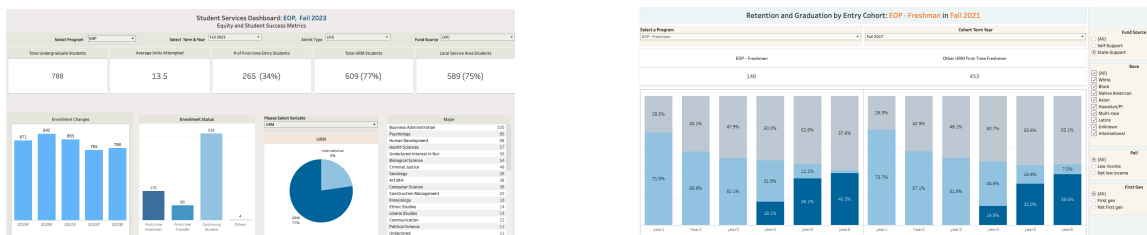
“Going through the assessment process has allowed us to share information about our students that we previously wanted to know but didn’t know how to find. This is going to be really helpful for us to learn more about where we need to focus our efforts.”

-Dr. Martin Castillo, AVP Equity & Belonging/Dean of Students

HIGHLIGHTS

Student Affairs and IER initiated a collaborative effort to develop a [formal assessment process](#) in 2020 to address observations in the 2015 WSCUC team report that there was limited activity related to evaluating student programs and services. This initiative resulted in an assessment plan to increase access to institutional data via dashboard development and enhance data literacy through individualized training with IER staff. The assessment structure integrated feedback from student affairs/IER staff and includes elements from the Council for Advancement of Standards (CAS) self-assessment guides, outcomes related to CSU’s Graduation Initiative 2025, and WSCUC criteria for disaggregated data to ensure alignment with institutional need and to meet external benchmarks of program effectiveness.

Each [student affairs program’s dashboard](#) includes demographic information about student participants disaggregated by first generation status, Pell-eligibility, race, etc. Retention and graduation outcomes are also disaggregated by the same demographic indicators and include the most recent six years of cohort data.



These dashboards, combined with pre-existing survey data and qualitative testimonials administered by student affairs departments provide the substance of each area’s assessment template. Each assessment template has six sections: 1) Dept/Program Mission, 2) Student Outcomes, 3) Signature Programs, 4) Data Analysis, 5) Contribution to DEI, and 6) Areas of Growth. Assessment results and key takeaways from each department are presented at an annual Student Affairs Leadership meeting in the fall term. Sixteen total student affairs programs have completed an assessment template (some programs combined multiple areas into one template) as of spring '24 with the remaining nineteen

departments scheduled to ensure assessment of the entire division occurs by AY '25-'26. Selected findings, evidence of effectiveness, and suggested areas of growth from departments who have completed their first round of assessment with IER are below:



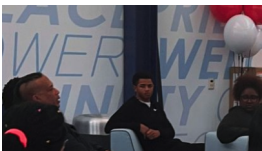
Counseling Services & Confidential Advocate: Based on their 2023-24 assessment, students who utilized Counseling services reported 33% reduced anxiety and depression and visits are up over 45% since the COVID-19 pandemic, specifically among Black & Asian students. Campus' confidential advocate has also seen a 250% increase in referrals with a 150% increase in intake appointments, connecting to the outcome related to increasing awareness of campus health and wellness resources. The small, but increasing number of students who self-harm and engage in suicide ideation are emerging concerns.



Rec and Wellness: GPA and retention outcomes are higher for participants of both recreation and wellness activities vs. nonparticipants. Men (across all racial/ethnic groups) are the predominant users of the recreation center while women (particularly Asian women who are juniors and seniors) are the main participants in wellness activities. While our Recreation and Wellness (RAW) Center is across the street from University Housing, only 25% of students who live on-campus use the recreation center.



University Housing and Residence Life: First-year retention of students who live on campus is lower than the CSUEB population for all students except for Black residents who previously cited high levels of satisfaction with community building and access to events and resources living on campus. The majority of students who live in campus housing are out-of-area (68%) and Pell-eligible students (56%), which are higher proportions than the undergraduate campus population.



Diversity and Inclusion Student Affinity and Resource Centers (DISARC): Within the first year of our affinity centers, 712 unique students (both undergraduate and graduate) were served, which is 5% of the campus population. Students who have visited the DISARC cite high levels of belonging. The DISARC provides distinct services to students who are not affiliated with campus equity programs (75% of students who visit the DISARC are not affiliated with a campus equity program).

FUTURE GROWTH

Increase Retention and Graduation Outcomes Through Strategic Data Sharing

- Despite significant improvements in assessment activities since the last reaffirmation, Student Affairs can further enhance its impact by regularly sharing data and collaborating within the division beyond its annual assessment meeting. Increasing institutional action involves intentionally communicating success stories related to departmental effectiveness across the division and the entire institution to foster collaboration for student success given positive impacts are identified in all programs.

Invest in Data Literacy and Dashboard Utilization

- Continuing to invest in data literacy within the Student Affairs team is crucial for accessing data, assessing outcomes, and using these insights for proactive planning to address enrollment challenges. The development of program-specific dashboards has increased data accessibility for student affairs, but there is room for more proactive data engagement with dashboard data. Regularly viewing and analyzing data by student affairs can help tell comprehensive stories about the student experience, leading to deeper insights and practical applications.