

CSUEB Student Affairs Assessment Report

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| <i>Name of Dept/Program</i> | Diversity and Inclusion Student Affinity and Resource Centers Asian Pacific Islander Student Success Center |
| <i>Dept/Program Lead</i> | Director, Dr. Cookie Garrett Coordinator, Marie Alexandra R. Ibarra |
| <i>Dept/Program AVP</i> | AVP/Dean of Students, Dr. Martin Castillo |

1) DEPARTMENT MISSION

(i.e., What is the purpose of the department? How does the department serve East Bay?):

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| Departmental Mission Statement |
| <p>The Asian Pacific Islander Student Success Center (APISSC) uses a holistic approach to strengthen an environment that values culture, identity, social change, and transformational experiences to promote social, cultural and academic success at Cal State East Bay. The APISSC was created to acknowledge the unique needs of our API students and to create opportunities for personal growth, leadership, cultural awareness, community building, and the development of constructive social change.</p> |

2) **ASSESSABLE DEPARTMENTAL OUTCOMES**

i.e., what measurable impact(s) will the department demonstrate related to effectiveness? List additional outcomes as needed.

| Departmental Outcome Statement |
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| <i>Students who engage with the APISSC will have a yearly retention rate that is at least 5% higher than the institutional average of their corresponding racial/ethnic group (as defined on Pioneer Insights dashboards)</i> |
| <i>The first-year departure of frosh students who engage with the APISSC is at least 5% lower than the institutional average of their corresponding racial/ethnic group (as defined on Pioneer Insights dashboards)</i> |
| <i>At least 75% of student indicate that they established a meaningful connection at East Bay through engagement with the APISSC (will be measured by an end-of-term/year survey)</i> |
| <i>At least 90% of Peer Leaders (i.e., student staff who are hired with these funds) will indicator their positions increased leadership skills and cultural competency</i> |
| <i>90% of Peer Leaders will be retained (or graduate) East Bay</i> |

3) **SIGNATURE PROGRAMS or SERVICES**

i.e., what are the department's key programs or services? Complete the chart below by giving a short description of each signature program or service, and then indicate which of the departmental outcomes identified in prompt #2 align with the program or service.

| Name of Signature Program or Service | Description of the signature program or service | Which departmental outcomes from prompt #2 does the program or service address? |
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| <p><i>[Event] Unstoppable Summit (APISSC)</i></p> | <p>An immersive student cultural and identity empowerment, wellness, and leadership experience where students build community and network with peers, meet faculty/staff/community leaders who support the Asian and Pacific Islander Community. Each year, the summit revolves around a theme such as Pokémon (2022), Avatar: The Last Airbender (2023). For this past year’s theme, there are Four Nations (air, water, earth, fire) which were used as foundational pillars for the event involving workshop sessions on: Air: Networking and Engagement, Water: Cultural Healing and Wellness, Earth: Cultural Identity and Empowerment, Fire: Professional Development and Fueling Your Passion. Sessions involved collaborative efforts across 15+ departments/campus groups and required student peer leadership to support event facilitation.</p> | <p>At least 75% of student indicate that they established a meaningful connection at East Bay through engagement with the DISARCs (will be measured by an end-of-term/year survey)</p> <p>At least 90% of Peer Leaders (i.e., student staff who are hired with these funds) will indicator their positions increased leadership skills and cultural competency</p> <p>The first-year departure of frosh students who engage with the DISARCs is at least 5% lower than the institutional average of their corresponding racial/ethnic group (as defined on Pioneer Insights dashboards)</p> |
| <p><i>[Event] Moon Festival (APISSC)</i></p> | <p>The API Student Success Center, Pacific Islander Asian American (PIAA), and the Department of Modern Languages and Literatures collaboratively hosted the 2023 Moon Festival to celebrate a cultural event with over 200 attendees for the Mid-Autumn Festival which is observed widely throughout China, Taiwan, Korea, Japan, Singapore, Vietnam, Cambodia, Malaysia, Indonesia, and Thailand, and to which is celebrated among CSUEB students, domestic and international.</p> | <p>At least 75% of student indicate that they established a meaningful connection at East Bay through engagement with the DISARCs (will be measured by an end-of-term/year survey)</p> <p>At least 90% of Peer Leaders (i.e., student staff who are hired with these funds) will indicator their positions increased leadership skills and cultural competency</p> |
| <p><i>[Event] Cherry Blossom Festival (APISSC)</i></p> | <p>The API Student Success Center, the Department of Modern Languages and Literatures, off-campus partners, and registered student organizations collaboratively hosted the 2024 Cherry Blossom Festival which acknowledged students’ requests for an on-campus celebration which brought awareness and knowledge of Japanese culture and traditions in alignment with faculty courses taught on-campus.</p> | <p>At least 75% of student indicate that they established a meaningful connection at East Bay through engagement with the DISARCs (will be measured by an end-of-term/year survey)</p> <p>At least 90% of Peer Leaders (i.e., student staff who are hired with these funds) will indicator their positions increased leadership skills and cultural competency</p> |

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| <p><i>[Event] APIMESA Extravaganza (APISSC)</i></p> | <p>The API Student Success Center, the Pacific Islander Asian American (PIAA) Program, and Associated Students, Inc. hosted an art festival by highlighting student and alumni artists in digital and physical art, a talent showcase of instruments, spoken word, and voice, accompanied with cultural foods representative of Asian, Pacific Islander, Middle Eastern, and Southeast Asian foods/snacks as well as honor student artist submissions of API representation and what it means to be Asian and/or Pacific Islander and represent their student success center.</p> | <p>At least 75% of student indicate that they established a meaningful connection at East Bay through engagement with the DISARCs (will be measured by an end-of-term/year survey)</p> <p>At least 90% of Peer Leaders (i.e., student staff who are hired with these funds) will indicator their positions increased leadership skills and cultural competency</p> |
| <p><i>[Event] Culture Fest (DISARC)</i></p> | <p>This welcome event hosted by the Diversity and Inclusion Student Affinity and Resource Centers involved collaborative efforts across the department to host culturally specific food and promote community engagement and solidarity across Centers as well as provide information and visibility of services offered by the department.</p> | <p>At least 75% of student indicate that they established a meaningful connection at East Bay through engagement with the DISARCs (will be measured by an end-of-term/year survey)</p> <p>Students who engage with the DISARCs will have a yearly retention rate that is at least 5% higher than the institutional average of their corresponding racial/ethnic group (as defined on Pioneer Insights dashboards)</p> |
| <p><i>[Event] Student Staff Training</i></p> | <p>DISARC Student Staff Training involved the coordinators of each center to provide the necessary information, tools, and resources for all student staff responsible for being a liaison and student leader for students serving their respective Center as well as the overall department as a whole. This intensive 2-day training provided a benchmark of the required expectations for student staff as well as promote orientation, support, and community building across centers.</p> | <p>At least 90% of Peer Leaders (i.e., student staff who are hired with these funds) will indicator their positions increased leadership skills and cultural competency</p> <p>90% of Peer Leaders will be retained (or graduate) East Bay by the fall 2024 term</p> |
| <p><i>[Service] Student Staff Development</i></p> | <p>Student Staff Development was provided as a service to student staff on the 2nd Friday of each month to cover content areas for support needed around topics such as leadership, customer service, event facilitation and planning, marketing and communication strategy.</p> | <p>At least 90% of Peer Leaders (i.e., student staff who are hired with these funds) will indicator their positions increased leadership skills and cultural competency</p> <p>90% of Peer Leaders will be retained (or graduate) East Bay by the fall 2024 term</p> |

4) **ASSESSMENT ACTIVITY/DATA ANALYSIS**

i.e., how has the department evaluated its effectiveness (e.g., surveys, dashboards, other assessment methods) in meeting the stated outcomes in #2? Please attach or link to the assessment activity/data analysis.

| <p>Type of Assessment</p> | <p><i>Description of the assessment activity (e.g., how data collected, when collected, who analyzes, how findings are shared, etc.)</i></p> | <p><i>List the signature programs/services from prompt #3 that this assessment evaluates:</i></p> | <p><i>What are the major findings/data elements that you consider as the “key takeaways” from this assessment?</i></p> |
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| <p><u>DISARC Needs Assessment</u></p> | <p><i>Assessment Type: Quantitative</i></p> <p>Student data captured via Google Form submitted responses in April 2024 which were then analyzed by DISARC Staff followed by findings shared via departmental shared Google Drive.</p> | <ul style="list-style-type: none"> ● [Event] Unstoppable Summit (APISSC) ● [Event] Moon Festival (APISSC) ● [Event] Cherry Blossom Festival (APISSC) ● [Event] APIMESA Extravaganza (APISSC) | <ul style="list-style-type: none"> ● Strongly Agree: I feel a sense of belonging at CSUEB through the connections I have made within DISARC. (60.3 %) ● The DISARC has helped develop my personal experience and/or growth outside of academics. (58.9%) ● The DISARC has helped expand my knowledge about multiculturalism, diversity, and social justice issues on campus. (64.4%) ● Biggest obstacles prevent you from engaging in support services and/or events within DISARC: <ul style="list-style-type: none"> ○ Always feeling tired (35.6%) ○ Easily distracted (32.9%) ○ Too Shy (32.9%) ● Free Food is factor for engagement (60.3%) |
| <p><u>DISARC Event Evaluation</u></p> | <p><i>Assessment Type: Quantitative</i></p> <p>Student data captured via Google Form submitted responses in April 2024 which were then analyzed by DISARC Staff followed by findings shared via departmental shared Google Drive.</p> | <ul style="list-style-type: none"> ● [Event] Unstoppable Summit (APISSC) ● [Event] Moon Festival (APISSC) ● [Event] Cherry Blossom Festival (APISSC) ● [Event] APIMESA Extravaganza (APISSC) | <ul style="list-style-type: none"> ● This event increased my awareness of other peoples' experiences outside of my own. (Strongly Agree: 69.05%) ● I gained more connections within the campus community by attending this event. (Strongly Agree: 65%) |

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| | | | <ul style="list-style-type: none"> • The content of this event was relevant to my personal experience and/or growth. (Strongly Agree: 66.67%) • The event was meaningful and stimulated further interest in multiculturalism, diversity, and social justice issues. (Strongly Agree: 78.57%) • Comment: Relationship and personal development education are always welcome on campus. It is a helpful resource. |
| <p style="text-align: center;"><u>DISARC Testimonial Videos</u></p> | <p style="text-align: center;"><i>Assessment Type: Qualitative</i></p> <p>Interview Questions provided to frequent users of DISARC Centers with media release form and QR code. Instructions for collection of responses provided with instructions to student staff who proceeded to identify, interview, and record students for uploading to specific departmental Google Drive.</p> | <ul style="list-style-type: none"> • DISARC Student Staff Training • Student Staff Development (2nd Friday of Each Month) | <p>Synthesis of Video Testimonial</p> <p>Q: APISSC-specific events that impacted student specifically:</p> <ul style="list-style-type: none"> • Cherry Blossom Festival • Moon Festival • Unstoppable Summit <p>Q: How did you learn about the center?</p> <ul style="list-style-type: none"> • Seeing physical space • Stopping by the space • Campus tours visits • Faculty/staff who connected them to the center • Word of mouth: student staff and on-campus marketing flyers/signs <p>Q: What makes you feel welcomed when you enter the center?</p> <ul style="list-style-type: none"> • People in the center • Vibes: decor, music, snacks, people • Comfortable space to work • Always someone greeting • Different resources <p>Q: How does coming to the centers and to our events help you as a student?:</p> <ul style="list-style-type: none"> • Reflects self/identity • Learning new things at events |

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| | | | <ul style="list-style-type: none"> • connect with people from different parts of campus • Provides commuters place to connect and activities • Community building • Being able to make friends and socialize: good for mental health and confidence |
| <p><u>Pre-/Post-Student Staff Assessment</u></p> | <p><i>Assessment Type: Qualtrics Survey</i></p> <p>Provided to student staff on the first and last day of Student Staff Development sessions</p> | <ul style="list-style-type: none"> • DISARC Student Staff Training • Student Staff Development (2nd Friday of Each Month) | <p>Data showed improvement and increased indication from Agree to Strongly Agree: [Question 3: I have a clear awareness and understanding of...]</p> <ul style="list-style-type: none"> • Identity • Values • Challenging Biases • Facilitating group discussions • Leading an event |
| <p><i>Preliminary first-year data compiled by the Department of Institutional Effectiveness and Research</i></p> | <p>Shared by DISARC Director, Dr. Cookie Garrett</p> | <ul style="list-style-type: none"> • [Event] Unstoppable Summit (APISSC) • [Event] Moon Festival (APISSC) • [Event] Cherry Blossom Festival (APISSC) • [Event] APIMESA Extravaganza (APISSC) • [Event] DISARC Culture Fest | <ul style="list-style-type: none"> • Notable Finding: Less than 5% of students that engage are in housing, most are commuters |

5) **CONTRIBUTION TO DIVERSITY/EQUITY/INCLUSION**

i.e., how does the department/program contribute to enhancing a culture of DEI at CSUEB and what data have been collected/assessed related to advancing DEI?

| Contribution to/Impact on DEI | Data/Evidence of contribution/impact |
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| <p><i>DISARC as a physical space and its services promote student interest in DEI and instills a sense of belonging</i></p> | <p>Data Retrieved From: <u>DISARC Needs Assessment</u></p> <ul style="list-style-type: none"> ● I feel a sense of belonging at CSUEB through the connections I have made within DISARC. (Strongly Agree: 60.3 %) ● The DISARC has helped develop my personal experience and/or growth outside of academics. (Strongly Agree: 50%) ● Students who indicated interest in: "increasing knowledge to include diversity, inclusion, equity in my future" or "developing cultural understanding." (35.14%) |
| <p><i>DISARC promotes opportunities to engage and increase socialization beyond individual affinity groups</i></p> | <p>Data Retrieved From: <u>DISARC Needs Assessment</u></p> <ul style="list-style-type: none"> ● This event increased my awareness of other peoples' experiences outside of my own. (Strongly Agree: 69.05%) ● The event was meaningful and stimulated further interest in multiculturalism, diversity, and social justice issues. (Strongly Agree: 78.57%) |
| <p><i>DISARC Student Staff who are required to partake in Student Staff Development comparatively show an increase in awareness and interest in learning about the experiences of others than students who attend events</i></p> | <p>Data Retrieved From: <u>Pre-/Post-Student Staff Assessment</u></p> <ul style="list-style-type: none"> ● I am open to considering perspectives different from my own. (Strongly Agree: 76.92%) ● I educate myself about the culture and experiences about diverse groups. (Strongly Agree: 61.54%, Agree: 30.77%) |

6) **ACTION PLANNING**

(List at least 3 takeaways related to your department's effectiveness or areas of growth that will inform continuous improvement. Identify the assessment findings that justify your effectiveness or areas of growth, and then indicate an action plan (e.g., changes to your practice, audiences to share findings, etc.) you will take as your next steps.

| Key Takeaways | Specific data that justify effectiveness or area of growth | Action plan/next steps related to your takeaway |
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| <p align="center">[Effectiveness] Programming designed to connect students with the campus community and promote a sense of belonging, given that collaborations for events increased from 1–3 to 15+.</p> | <p>Data Retrieved From: <u>DISARC Event Evaluation</u></p> <ul style="list-style-type: none"> I feel a sense of belonging at CSUEB through the connections I have made within DISARC. (Strongly Agree: 60.3 %) <p>Data Retrieved From: <u>DISARC Needs Assessment</u></p> <ul style="list-style-type: none"> I gained more connections within the campus community by attending this event. (Strongly Agree: 65%) | <ul style="list-style-type: none"> Create an APISSC-focused contact/collaborations contact list which includes CSUEB campus faculty/staff who support APISSC-related events, campus departments, API alumni, and off-campus partners Continue to design and execute events with at least 3+ collaborators per event, program, or workshop Provide opportunities during events to promote those involved as collaborators/campus partners whether it be designated time allotted or ideally integrated within the event agenda |
| <p align="center">[Effectiveness] Utilization of College Student Development Theory: Cultural Wealth Model (Yosso, 2005) to promote and build student capacity and leadership which in turn showed a retainment of student staff for at least two years (since the Center opened)</p> | <p>Data Retrieved From: <u>DISARC Needs Assessment</u></p> <ul style="list-style-type: none"> I gained more connections within the campus community by attending this event. (Strongly Agree: 65%) | <ul style="list-style-type: none"> Develop student staff training alongside DISARC that revolves around student staff needs across capacity building and resource support Continue weekly group check in and work support sessions, monthly check-ins with PIAA (student staff) for programmatic alignment, and bi-monthly one-on-one sessions Connect each designed event with one aspect of Yosso’s Cultural Wealth Model to ensure events align with the Center’s mission and connect back to the purpose of student staff in the Center |

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| <p style="text-align: center;"><i>[Effectiveness]</i> <i>Intentionality in Center Promotions, Marketing & Engagement</i></p> | <p>Data Retrieved From: <u>DISARC Needs Assessment</u></p> <ul style="list-style-type: none"> ● Student Comment: “Love what you guys do. Definitely advertise more however you can, flyers or if you have a student in a class to ask for a quick moment to share an upcoming event. it Could help other students find you guys and be more aware if they aren’t on social media.” ● Student Comment: “More snack options like halal versions of snacks like marshmallows and gummies” <p>Note on Social Media Stats: [Instagram Account Handle: csuebapi]</p> <ul style="list-style-type: none"> ● Increase account following from 0 to 628 | <ul style="list-style-type: none"> ● Develop a comprehensive and sustainable marketing plan/strategy for DISARC with coordinators and student staff at Student Staff Development sessions <ul style="list-style-type: none"> ○ Monthly Cultural Events must have: an updated website/page, social media flyers, submitted street signs, mass mail announcement, and faculty/staff association support with promotions and encouragement of student participation ● Acquire, purchase, and provide snacks/food items (with respect to budget constraints) representative of students who utilize the Center ● Create engagement opportunities for students to increase active follower count by utilizing BayAdvisor |
| <p style="text-align: center;"><i>[Effectiveness]</i> <i>Engaging students to partake in volunteer/organizing opportunities through the creation of Center traditions which related to their culture or personal interest</i></p> | <p>Data Retrieved From: <u>DISARC Testimonial Videos</u></p> <ul style="list-style-type: none"> ● Summation of Comments: <ul style="list-style-type: none"> ○ Students would participate again in events that they had a hand in leading/supporting in collaboration with the APISSC ○ Students enjoy events that celebrate their cultural heritage or personal interest | <ul style="list-style-type: none"> ● Acquire 1-2 testimonial videos post-event from student participants for archival and assessment purposes ● Continue to deliver events that students ask for as long as events support the Center’s mission ● Ensure there are opportunities for new participation of student leadership volunteers |
| <p style="text-align: center;"><i>[Area of Growth]</i> <i>Event Planning:</i> <i>Improve Collection of Post-Event Feedback Assessment</i></p> | <p>Data Retrieved From: <u>DISARC Event Evaluation</u></p> <ul style="list-style-type: none"> ● Event Feedback: APISSC-specific responses (28.57%) which was ill-representative of the participation numbers, verbal feedback, and retention of students at events hosted by the APISSC. | <ul style="list-style-type: none"> ● Construct specific and designated time during each APISSC-hosted event for event evaluation and assessment and provide incentive for participation ● Design promotions via social media engagement to increase participation in event feedback responses |

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| <p style="text-align: center;"><i>[Area of Growth]</i> <i>Event Planning:</i> <i>Develop Annual Survey to Support Event Planning</i></p> | <p>Data Retrieved From: <u>DISARC Needs Assessment</u></p> <ul style="list-style-type: none"> ● Student Comment: “I love the events but would be cool if there was even more! Since certain events are on certain time and days, sometimes I would not be able to attend the event due to having a class during that time. I feel like other students experience that too. I'm just glad I was able to go to a few.” | <ul style="list-style-type: none"> ● Gather Data from Students regarding ideal times they would prefer to have events: <ul style="list-style-type: none"> ○ Students who frequent Centers ○ Student staff availability and DISARC staffing ○ Social media polling ● Factors to Consider by Event-Type <ul style="list-style-type: none"> ○ Does the event relate to a specific demographic (international, first-year, transfer, API)? ○ Does the event relate to a specific major(s)/areas of interest? |
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