

# CSUEB Student Affairs Assessment Report

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| Name of Dept/Program | Diversity and Inclusion Student Affinity and Resource Center<br>Asian Pacific Islander Student Success Center |
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1) DEPARTMENT MISSION  
Dent/Program Lead

Director, Dr. Cookie Garrett

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

AVP/Dean of Students, Dr. Martin Castillo

Departmental Mission Statement

2) ASSESSABLE DEPARTMENTAL OUTCOMES

i.e., what measurable impact(s) will the department demonstrate related to effectiveness and 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 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 | <i>Description of the signature program or service</i> | <i>Which departmental outcomes from prompt #2 does the program or service address?</i> |
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[Event] Unstoppable Summit (APISSC)

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 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 Welli Earth: Cultural Identity and Empowerment, Fire: Professional Development and Fueling Your Passion. Sessions involved collaborative efforts across 15+ departments/campus groups and requiPoupsah

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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

[Event] APIMESA  
Extravaganza (APISSC)

4) ASSESSMENT ACTIVITY/DATA ANALYSIS

i.e., how has the department evaluated its effectiveness (e.g., surveys, dashboards, other



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|  |  |  | <p>connect with people from different parts of campus</p> <p>Provides commuters place to connect and activities</p> <p>Community building</p> <p>Being able to make friends and socialize: good for mental health and confidence</p> |
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*Assessment Type: Qualtrics Survey*

[Pre-/Post Student Staff Assessment](#) Provided to student staff on the first and last day of Student Staff Development sessions



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   | <i>Data/Evidence of contribution/impact</i>  |
|---|--|
| DISARC as a physical space and its services promote student interest in DEI and instills a sense of belonging | <p>Data Retrieved From:<br/> <a href="#">DISARC Needs Assessment</a></p> <p>I feel a sense of belonging at CSUEB through the connections I have made within DISARC. (Strongly Agree: 60.3 %)</p> <p>The DISARC has helped develop my personal experience and/or growth outside of academics. (Strongly Agree: 50%)</p> <p>Students who indicated interest in: "increasing knowledge to include diversity, inclusion, equity in my future" or "developing cultural understanding." (35.14%)</p> |

DISARC promotes opportunities to engage and increase socialization beyond



| Key Takeaways   | <i>Specific data that justify effectiveness or area of growth</i>   | <i>Action plan/next steps related to your takeaway</i> |
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| <p>[Effectiveness]</p> <p>Programming designed to connect students with the campus community and promote a sense of belonging, given that collaborations for events increased from 43 to 15+.</p> | <p>Data Retrieved From:<br/> <a href="#">DISARC Event Evaluation</a></p> <p>I feel a sense of belonging at CSUEB through the connections I have made within DISARC. (Strongly Agree: 60.3 %)</p> <p>Data Retrieved From:<br/> <a href="#">DISARC Needs Assessment</a></p> <p>I gained more connections within the</p> |  |

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| <p>[Effectiveness]<br/>Intentionality in Center Promotions, Marketing &amp; Engagement</p>  | <p>Data Retrieved From:<br/><a href="#">DISARC Needs Assessment</a></p> <p>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."</p> <p>Student Comment: "More snack options like halal versions of snacks like marshmallows and gummies"</p> <p>Note on SocialMedia Stats:<br/>[Instagram Account Handle: csuebapi]<br/>Increase account following from 0 to 628</p> | <p>Develop a comprehensive and sustainable marketing plan/strategy for DISARC with coordinators and student staff at Student Staff Development sessions</p> <p>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</p> <p>Acquire, purchase, and provide snacks/food items (with respect to budget constraints) representative of students who utilize the Center</p> <p>Create engagement opportunities for students to increase active follower count by utilizing BayAdvisor</p> |
| <p>[Effectiveness]<br/>Engaging students to partake in volunteer/organizing opportunities through the creation of Center traditions which related to their culture or personal interest</p> | <p>Data Retrieved From:<br/><a href="#">DISARC Testimonial Videos</a></p> <p>Summation of Comments:<br/>Students would participate again in events that they had a hand in leading/supporting in collaboration with the APISSC</p> <p>Students enjoy events that celebrate their cultural heritage or personal interest</p>  | <p>Acquire 1-2 testimonial videos post event from student participants for archival and assessment purposes</p> <p>Continue to deliver events that students ask for as long as events support the Center's mission</p> <p>Ensure there are opportunities for new participation of student leadership volunteers</p>   |
| <p>[Area of Growth]<br/>Event Planning:<br/>Improve Collection of Post-Event Feedback Assessment</p>  | <p>Data Retrieved From:<br/><a href="#">DISARC Event Evaluation</a></p> <p>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.</p>  | <p>Construct specific and designated time during each APISSC hosted event for event evaluation and assessment and provide incentive for participation</p> <p>Design promotions via social media engagement to increase participation in event feedback responses</p>  |

Data Retrieved From:  
[DISARC Needs Assessment](#)

[Area of Growth]  
Event Planning:  
Develop Annual Survey to Support Event Planning