



CALIFORNIA STATE UNIVERSITY  
**FULLERTON**

STUDENT AFFAIRS



# 2021 - 22 Annual Report

Division of Student Affairs

California State University, Fullerton



# Division of Student Affairs 2021-2022 Annual Report

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**Produced, Edited, and Designed by:** Daniel Ramirez

**Cover Designed by:** Nancy Gajjar

**Editorial Team:** Chalea Forgues, Chelsea Strohm, and Gavin Kane

**Content Provided by:** Division of Student Affairs staff

**Photography:** Matt Gush and Strategic Communications at Cal State Fullerton

## **About the Division of Student Affairs**

The purpose of the Division of Student Affairs at California State University, Fullerton is to transform the lives of students academically, personally and professionally, aiming to offer knowledge, cultivate skills and offer resources that will help each student succeed while enrolled and beyond degree completion.

Thanks to a team of 400+ staff members, the Division of Student Affairs is able to provide student-centered services and resources that provide rich learning opportunities for students, giving opportunities for community involvement, intercultural experiences, leadership training, and career development.



@CSUFstudents  
@FullertonTitans  
@ASlcsuf



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Dear Titan Family,

Thank you for all that you do in support of and care for the Division of Student Affairs at Cal State Fullerton. In a 2021-22 Academic Year filled with transitions and challenges as well as hopes and triumphs, you were valued proponents of our work to serve students. For that, we are so deeply grateful.

Continuing with the standard set in the 2020-21 Annual Report, we want to present you with an updated approach to telling the story of our team's work in supporting student success over the past year. Our publication reflects the progress made on goals set for the Division of Student Affairs at the beginning of the previous academic year. The goals were established by the Office of the President for Student Affairs and vetted by the CSUF President's Cabinet. Our hope is that this presentation will shine a light on the work that we do and bring increased insight and understanding of our work

Thank you again for being such a valued partner and member of our Titan Family!

Be well, be joyous!

**Tonantzin Oseguera**  
Vice President  
Division of Student Affairs

2021-22

# VPSA Cabinet



**Jim Donovan**  
Athletics Director for  
Titan Athletics



**Dave Edwards, Ed.D.**  
Executive Director of  
Associated Students, Inc.



**Martha Enciso, Ed.D.**  
Associate Vice President of  
Identity and Belonging



**Chalea Forgues, M.A.**  
Chief of Operations



**Rob Scialdone, M.A.**  
Assistant Vice President of  
Resource, Budget, and Planning



**Chelsea Strohm, M.S.**  
Executive Assistant to the  
Vice President for Student Affairs  
and Chief of Operations



**Vincent Vigil, Ed.D.**  
Sr. Associate Vice President of  
Engagement and Well-Being  
& Dean of Students

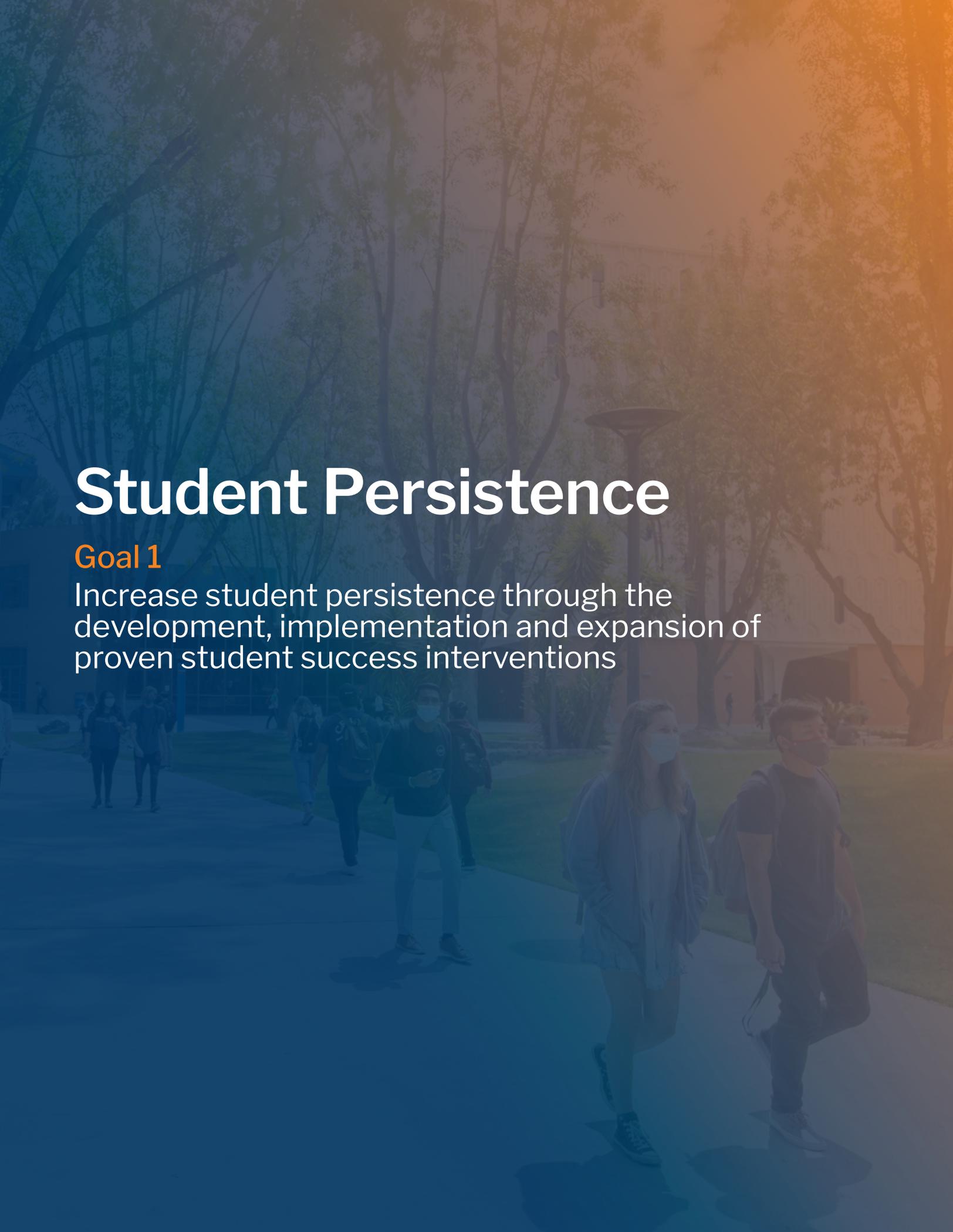


**Elizabeth Zavala-Acevez, Ph.D.**  
Associate Vice President of  
College Access and  
Career Pathways

# Student Persistence

## Goal 1

Increase student persistence through the development, implementation and expansion of proven student success interventions





## GOAL 1 STRATEGY

1. Facilitate the third year of programmatic development for Tuffy's Graduation Scholars (TGS) and begin plans for conclusion of this program at the end of the fourth year

- » Awarded 108 Summer grants to support students needing 3-6 units. Classes were critical to degree completion
- » Reduced scholars non-enrollment rate for Fall 2021 from 24.4% to 9.4% through financial support via the Core Logic grant received in Summer 2021
- » Awarded grants to enroll students in Winter 2022 courses and helped clear financial/tuition balances
- » TGS Peer Mentors hosted community discussions with students on variety of topics to help offer support and connection on campus
- » Gave 24 scholars success grants to assist with outstanding balances due to tuition and fee expenses, ensuring Fall 2021 enrollment

2. Continue the work around goals of Graduation Initiative 2025 (GI 2025) alongside the Division of Academic Affairs

- All work around this goal utilized the following tactics:
  - » Tiered approach of support and check-ins for all cohort-based programs
  - » Continuation of Summer Completion Grants
  - » Education on Satisfactory Academic Progress (SAP) around the campus
  - » Focused and targeted Supplemental Instruction for certain courses
  - » Continuing to address administrative barriers (Stop Out Policy and Academic Year Deadlines)
- Awarded Summer Completion Grants from the Center for Scholars (23 students received), Athletic Academic Services (17 students received), and Tuffy's Graduation Scholars (108 students received)

- The Office of Financial Aid did the following to support the goal:
  - » Launched a comprehensive SAP marketing campaign to promote criteria enabling students to remain eligible for financial aid
  - » Conducted trainings with staff to help spread awareness and knowledge of financial aid
  - » Saved 692 students from disenrollment (51% graduating seniors) in Fall 2021 and 946 students (40% graduating seniors) in Spring 2022
  - » Awarded \$50,400 in emergency grants to 72 students (\$700 each)
  - » Developed a new scholarship/stipends Business Process Guide (BPG) Plan for compliance and efficiency in order to disburse on time for Titan A deadline
- Supplemental Instruction supported 15 subjects (102 sections) in the Fall semester and 15 subjects (94 sections) in the Spring semester
- Educational Opportunity Program and Department of Admissions deadlines were realigned with general financial aid deadlines to remove barriers to receiving financial aid

### 3. Re-imagination and implementation structure of new Assistant Dean model

- Planning took place to shift Assistant Deans for Student Affairs to fulfill one of the following capacities – either Assistant Director for Student Conduct or Assistant Director for College Access and Transitions
  - » The Assistant Directors in the Office of Student Conduct will each serve as liaisons to two colleges beginning in the 2022-23 academic year
    - These individuals will focus on academic integrity and student-conduct related consultation, and also support Housing and Residential Engagement, among other responsibilities
  - » The Assistant Directors for College Access and Transitions will serve as liaisons to the colleges as well in the areas of outreach, recruitment, and new student orientation beginning in the 2022-23 academic year

### 4. Continue to work with University Advancement to fundraise for Student Affairs critical needs

- Student Affairs leadership placed heavy emphasis in fundraising around the following items in 2020-21:
  - » Tuffy's Basic Needs Services Center/Food Pantry
  - » Scholars programs
  - » Native/Indigenous student success
  - » Black Excellence scholarships





# Student Affairs Practices

## Goal 2

Ensure just, equitable, and inclusive practices across the Division of Student Affairs



## GOAL 2 STRATEGY

### 1. Support Black Titan Excellence

The Division of Student Affairs met this goal in the following ways:

- Launch of a peer mentoring program for the African American Resource Center (AARC)
- Launch of Ujima floor in Housing and Residential Engagement
- Fall in Love with Fullerton outreach/recruitment event for families
  - » Created opportunities for Black Titans to engage with students within AARC and at receptions

### 2. HSI Initiatives and First-Generation College Student Initiatives

#### HSI Initiatives

- Student Affairs leadership continued to focus on ways to advance community awareness around the important role Hispanic-Serving Institutions (HSI) and CSUF play in improving access to education and advancing equity practices
- The Office of the Vice President for Student Affairs and campus partners submitted an application for and received the Seal of Excelencia from *Excelencia in Education* for the university
- Additionally, the Division of Student Affairs celebrated HSI Week from September 13-19, 2022
  - » 13 unique events were hosted throughout the course of the week-long celebration



*“The Seal of Excelencia is a national certification awarded to institutions that strive to go beyond enrollment to intentionally serve Latinx students.”*

### **First-Gen Initiatives**

- VPSA spearheaded National First-Generation College Student Week programming in 2021-22
  - » A first-generation college student can be defined as someone who is the first in their family to attend or graduate from college
  - » National First-Generation College Student Week took place November 8-12, 2021
  - » Several Student Affairs departments came together to feature educational programming for students
  - » The goal of this week of celebration was to raise awareness of the first-generation college student experience and create opportunities for these students to develop community at CSUF
  - » Over 800 students attended the kick-off event
  - » Nearly 200 students participated in a Spring 2022 Career Center First-Generation graduation stole giveaway opportunity by attending specific Career Center workshops

- » CSUF received the First-Gen Forward designation from NASPA for commitment and continuous work supporting first-generation students

### **3. Native and Indigenous Student Success**

- The Office of the Vice President bolstered its efforts to support and strengthen Native and Indigenous student populations on campus
  - » A full-time coordinator was hired to lead these efforts, focusing on programmatic offerings, reviving the Inter-Tribal Student Council as an official campus organization, and spreading awareness of initiatives through organic outreach
  - » Two large-scale events were hosted during the course of the year
    - In Fall 2021, the Native American Heritage Festival brought together local community members for a rich celebration of native customs and traditions
    - In Spring 2022, the Inter-Tribal Spring Celebration took place in similar fashion, showcasing native dances, traditional food, land acknowledgement, and more
  - » VPSA hosted the first ever campus cultural graduation celebration for Native and Indigenous students



**FIRST-GEN**

California State University, Fullerton





# Strategic Enrollment Management

## Goal 3

Collaborate with partners to implement a Strategic Enrollment Management model to meet University goals and best serve student needs



## GOAL 3 STRATEGY

**1. Continue to assess areas that are critical for the University, such as the Office of Admissions and Office of Financial Aid, to increase service opportunities for students**

- Office of Financial Aid
  - » Over the last four years, the department has met and exceeded all expectations, as demonstrated through recent audit findings
- Office of Admissions
  - » Continued to advance recommendations received from external audit to ensure compliance and effectiveness

**2. Enhance outreach and recruitment efforts to expand CSUF networks and reach with special populations and increase enrollment numbers among Black/African American Students and Native/Indigenous Students**

- Hosted Fall in Love with Fullerton on Oct 23, 2022 for Black Student outreach
- The Office of the Vice President for Student Affairs attended the Black History Unity Festival College Fair and Super Sunday church outreach events
- Hosted the Black College Expo on February 19, 2022

- Moderated Super Sunday Follow-up Webinars on March 9 and March 16, 2022

- Presented to Young Black Scholars through 100 Black Men of Los Angeles

- Outreach and Recruitment along with Titan Orientation Programs and other departments hosted Experience CSUF Day: Become a Titan

- » The largest new student yield event of the year brought 5,704 guests to campus

- 3,142 guests took a campus tour

- » The event also saw 2,040 unique virtual visitors at Experience CSUF Day

- » Hosted a reception for Center for Educational Partnerships and their community partners

- » Held receptions with the African American Resource Center and for Native and Indigenous guests

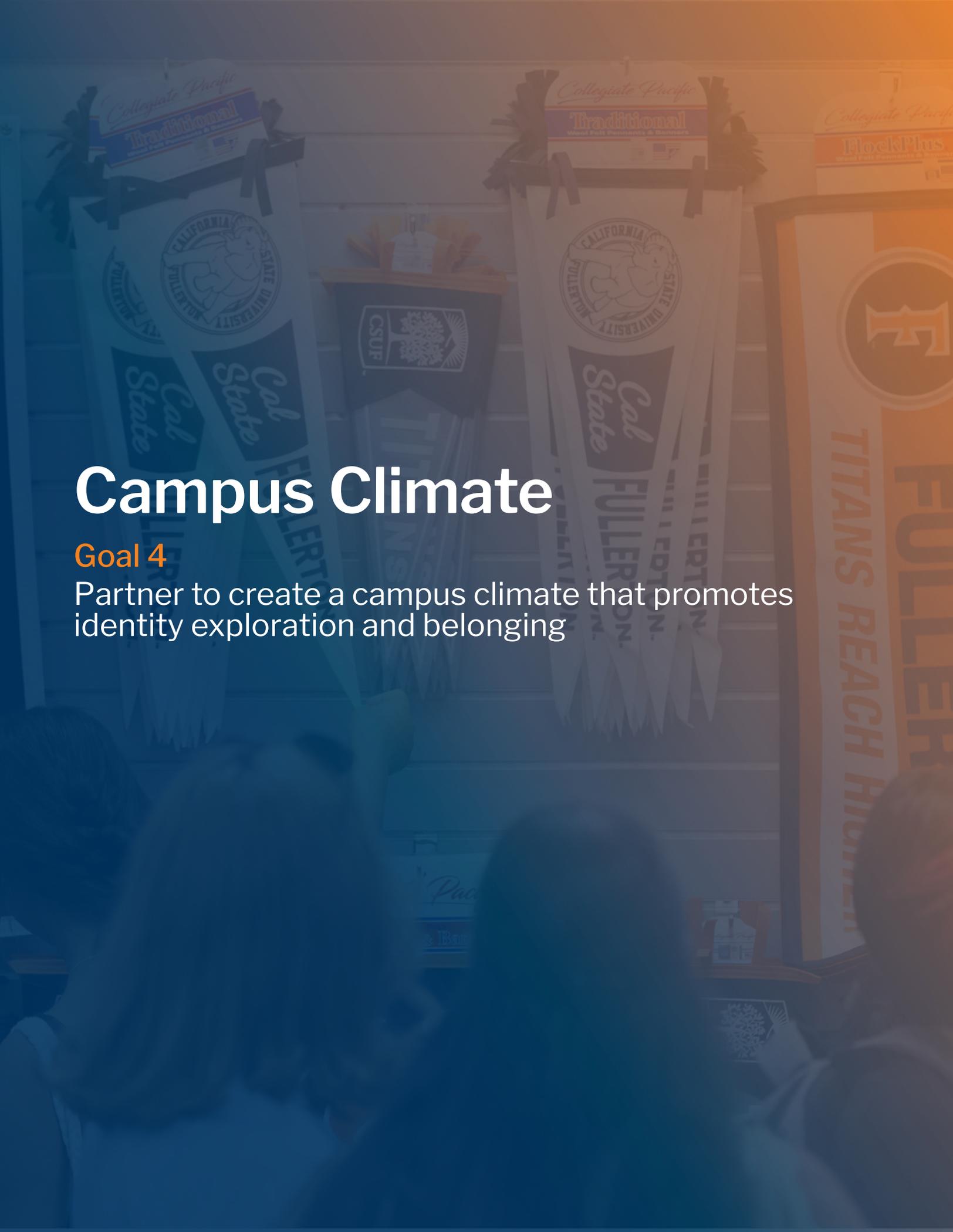
- » Attended various Pow Wows and college fairs to recruit Native and Indigenous students, such as Sacramento college fair, Chumash Day Pow Wow event, and the American River College college fair

**3. Provide guidance to Strategic Enrollment Management groups as we re-engineer Admissions to a Multi-Factor Admissions (MFA) model**

- The area of College Access and Career Pathways along with the Office of Institutional Effectiveness and Planning held meetings with campus partners to work through admissions by college
- Implemented MFA for incoming freshman this year
- Student Affairs met most recommendations from AACRAO for the roll out of college-based admission

**4. Continue to enhance pre-enrollment to orientation efforts- via strategies that provide a seamless transition for students**

- Utilized Sales Force communication with students who indicated interest in applying to CSUF and begin or finish applications
- Working intentionally through Center for Educational Partnerships partners schools and school districts, were able to increase application to CSUF and Intent to Enroll numbers



# Campus Climate

## Goal 4

Partner to create a campus climate that promotes identity exploration and belonging



## GOAL 4 STRATEGY

**1. Revitalize EOP programming focused on Graduation Initiative 2025 goals, marketing of the program externally and internally, and ensuring that scheduling matches Admissions and Financial Aid deadlines**

- Fall 2021 grade point average for EOP students increased to 3.07 from 2.58 in Fall 2020
- In Summer Bridge 2021, 74% of students passed Math 110 and have completed their GE Math requirement. Similarly, 77% of students passed Math 115A and can continue into their next course
- In Fall 2021, EOP Learning Communities began, including two sections of University 100 and two sections of Read 290

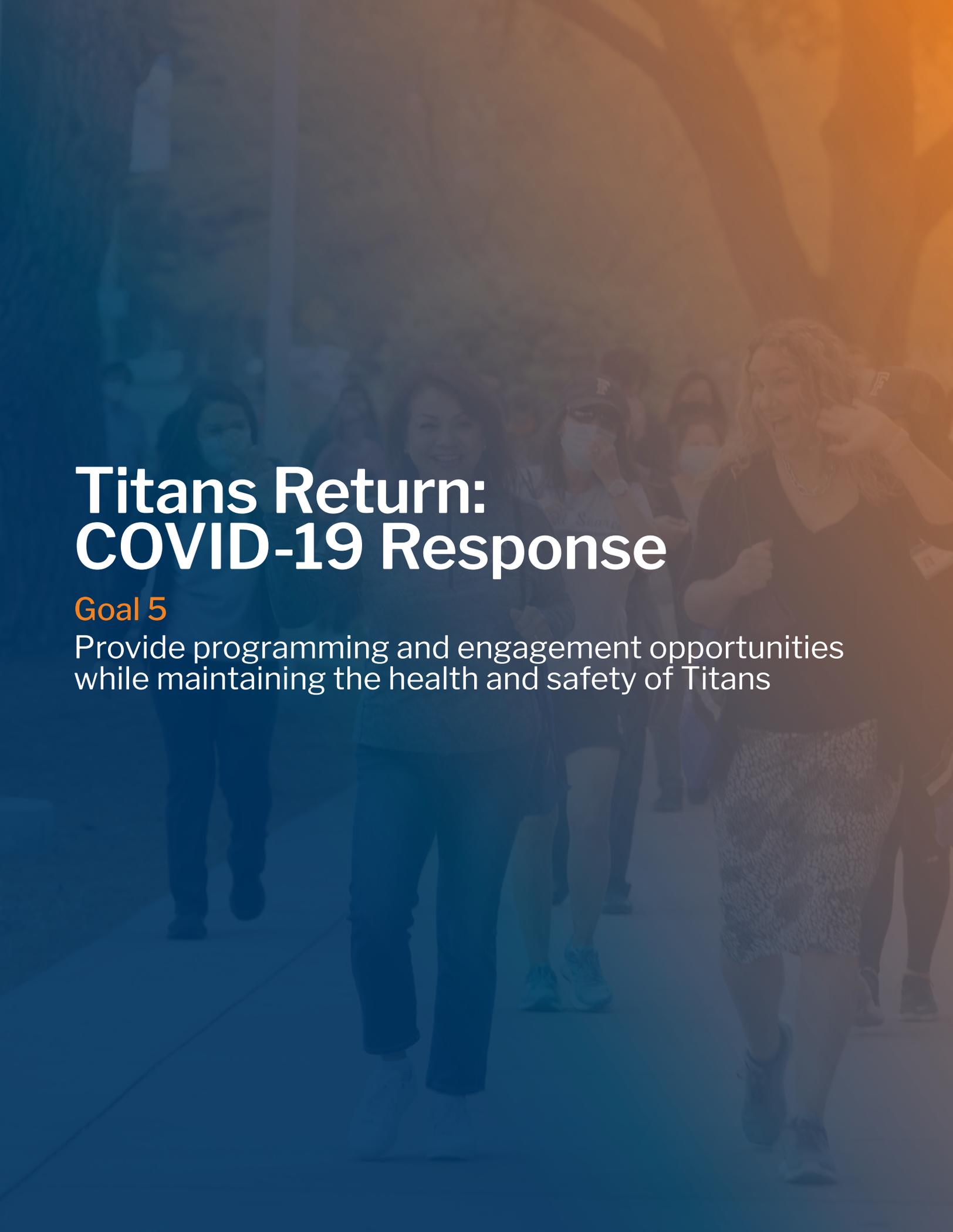
**2. Generate a plan for how Center for Scholars will incorporate more academic support services and grow as a program**

- Existing Center for Scholars (CFS) programs and support services were reimagined
  - » Class level programming started in Fall 2021 and CFS models of student support and development were revised to ensure students thrive individually and collectively throughout their tenure at CSUF and post-graduation
  - » CFS programming and department collaborations expanded to provide additional intentional student support

- CFS advising efforts shifted from academic advising to academic planning
  - » Advising models will move from transactional to transformational academic planning and development modes
  - » CFS staff guide scholars through the process of creating academic success plans and achieving personal goals

- Student Learning Outcomes were developed this year for the students within the Center for Scholars
    - » Academic Development
      - Academic Coaching: Scholars will receive annual academic coaching
      - Academic Planning: Scholars will create and maintain an Academic Success Plan
      - Academic Skill Building: Scholars will identify skills they wish to develop such as study skills, public speaking, time management, goal setting, research, writing skills etc. and participate in applicable workshops
    - » Professional Development
      - Career Preparation: CFS will collaborate with campus faculty, staff and departments to facilitate workshops and connect scholars with career-specific resources
      - Scholars will explore career paths, engage in career readiness labs and workshops. Scholars will identify a career goal and be connected to an appropriate major
      - Scholars will create and maintain a resume
      - Graduate/Professional School Preparation: CFS will collaborate with campus faculty, staff and departments to facilitate workshops and connect scholars with graduate and professional school resources
  - Scholars will explore and engage in graduate/professional school resources
  - Scholars will develop a personal statement
  - » Personal Development and Sense of Belonging
    - Leadership: Class level programming will build upon and expand leadership roles each year with the goal of scholars having a minimum of two leadership roles
    - DEI: Expanding world view to be inclusive. Scholars will attend a multicultural program or ally training and participate in a reflection activity
    - Campus Connection and Network Building. Scholars will attend one campus event or program per month
- 3. Develop a new housing plan that will increase our bed spaces and be ready for development within one year**
- Housing and Residential Engagement (HRE) has begun planning for the next phase of housing
  - HRE completed a needs assessment with students to understand needs for future housing
- 4. Student Affairs began collaboration with Athletics, Alumni, and ASI to launch a new Titan Experience year-long, on-going campaign to build campus pride**





# Titans Return: COVID-19 Response

## Goal 5

Provide programming and engagement opportunities while maintaining the health and safety of Titans



## GOAL 5 STRATEGY

### 1. Welcome two classes of new students by hosting four total largescale events through partnerships with Titan Athletics and Associated Students, Inc.

- Hosted a large welcome back event, hosting 7,832 people in Titan Stadium at a soccer game
- Held Explore CSUF, an event for incoming first-year students, sophomores, transfer students, and their families
  - » 1,565 guests attended on Saturday, 1,417 attended on Sunday, and there were 351 walk-ins total for both days
- Several campus partners, including TitanWell, Counseling and Psychological Services, TitanHut, Titan Athletics, Office of Alumni, and Parent Family Relations, collaborated to welcome and connect incoming students to campus

- » Provided approximately 240 campus tours
- » Titan Orientation Programs partnered with Housing and Residential Engagement to host a movie night in the Piazza (172 students attended)

### 2. Vaccine promotion for students and accountability for testing protocol

- 85% of students are vaccinated against COVID-19 and the others have approved exemptions
- COVID-19 testing for students stopped in the Spring 2022 semester

The background of the slide is a photograph of the entrance to California State University Fullerton. The entrance features a large sign that reads "CALIFORNIA STATE UNIVERSITY FULLERTON". In the foreground, several students are walking across the entrance. One student in the center is riding a scooter, while others are walking or looking at their phones. The image is overlaid with a blue-to-orange gradient that transitions from left to right.

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# VP SA Operations

## Goal 6

Advance operations resources and processes



## GOAL 6 STRATEGY

**1. Revitalize VPSA website and make a destination for current information as well as dynamic virtual engagement.**

- The Office of the Vice President for Student Affairs website, [fullerton.edu/students](http://fullerton.edu/students), continues to be a hub for information
  - » In 2021-22, VPSA added Hispanic Serving Institution Initiatives, First-Generation College Student Initiatives, and a Faculty Resource page

**2. Continue to streamline communication and processes within the division, in particular around hiring, exit interviews, recognition.**

- Hosted three virtual Division-wide meetings to share updates and highlights
- Created a shared Dropbox for with managers and administrative staff that work with CHRS for hiring of both best practices and How To's
- Started hosting Budget and human resources information sessions for our division
- Created a Student Affairs onboarding packet for new hires
- VPSA monthly reports were developed and information was shared widely across campus

**3. Find ways to communicate with campus the ongoing good work of our division. Such as adding DSA newsletter/email to be shared with stakeholders and Impact Reports for Donors**

- Created and sent out five Transforming Titans newsletters from Vice President Oseguera
- Recorded and shared 13 total Timeout with TO video messages to more than 4,500 students on social media