

# CSUEB Student Affairs Assessment Report

Name of Dept/Program	Diversity and Inclusion Student Affinity and Resource Center Asian Pacific Islander Student Success Center
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- 1) DEPARTMENT MISSION  
(i.e., What is the purpose of the department? How does the department serve East Bay?):
- Dept/Program Lead: Director, Dr. Cookie Garrett  
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
<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



			<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:  <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>
<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:  <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:  <a href="#">DISARC Needs Assessment</a></p> <p>I gained more connections within the</p>	

<p>[Effectiveness] Intentionality in Center Promotions, Marketing &amp; Engagement</p>	<p>Data Retrieved From: <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: [Instagram Account Handle: csuebapi] 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] 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: <a href="#">DISARC Testimonial Videos</a></p> <p>Summation of Comments: 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] Event Planning: Improve Collection of Post-Event Feedback Assessment</p>	<p>Data Retrieved From: <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