

CSU

The California State University
OFFICE OF THE CHANCELLOR

STUDENT ACADEMIC OUTREACH PROGRAMS

2015-2016
ANNUAL REPORT



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INTRODUCTION

The California State University (CSU) is the largest four-year university system in the country, with 23 campuses, approximately 474,600 students and 49,000 faculty and staff. The CSU's mission is to provide high-quality, affordable education to meet the ever-changing needs of the people of California. Since the system's creation in 1961, it has awarded over 3 million degrees.

The CSU plays a critical role in preparing outstanding candidates for the job market. CSU graduates help drive California's aerospace, healthcare, entertainment, information technology, biomedical, international trade, education, and multimedia industries. In 2014-2015, for example, the CSU conferred 95 percent of California's bachelor's degrees in hospitality and tourism, 76 percent of its bachelor's degrees in agriculture, 45 percent of its bachelor's degrees in business and professional services and 41 percent in nursing. Altogether, nearly half the bachelor's degrees and a quarter of the master's degrees awarded each year in California are from the CSU. For more updated information on systemwide degrees granted, visit www.calstate.edu/value/systemwide.

One key feature of the CSU is its affordability. For 2015-2016, the CSU's systemwide fee for full-time undergraduate students was \$5,472. With individual campus fees added in, the CSU's total fees averaged \$6,778 which is the lowest among any of the CSU's comparison public institutions nationwide. 80 percent of the students who attend CSU receive financial aid, and 61 percent of CSU undergraduates receive enough financial aid to cover mandatory fees. As of 2015-2016, CSU students who borrowed money owed 32 percent less than the state average and 49 percent less than the national average.

EXECUTIVE SUMMARY

CSU outreach and student academic preparation programs provide information and academic support to California's diverse population of elementary, middle, secondary and post-secondary students.

Student academic outreach programs target students who are disadvantaged educationally and economically, who are enrolled in public schools that have low college-going rates, and who need assistance in strengthening basic skills in mathematics and English. These programs provide services that raise aspirations and improve the academic performance of students, advise students about courses needed to meet admission requirements, help students acquire English and mathematics skills needed to succeed in college, provide instructional programs for students requiring academic support before they matriculate at a CSU campus, and provide retention services to students after they enroll in the CSU. All of these services are offered through a variety of systemwide and campus-based initiatives and programs that are described in this report, *The CSU Student Academic Outreach Programs 2015-2016 Annual Report*.

Additionally, CSU is raising awareness of college opportunities by reaching future students where they are - in their homes, their churches, and their communities. Partnering with community leaders and the state's K-12 system, administrators are targeting low-income and minority students and putting higher education within their reach.

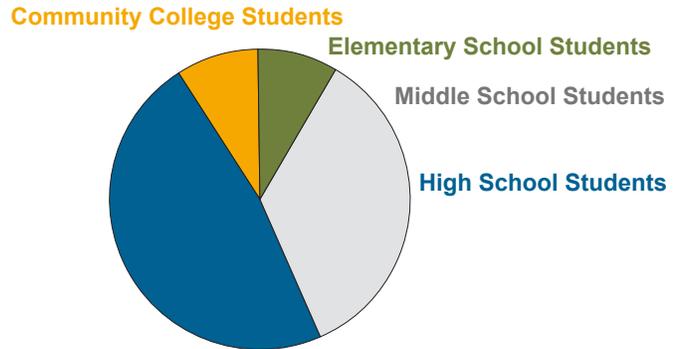
An informative "How to Get to College" poster available in English, Spanish, Chinese, Hmong, Khmer, Korean, Lao, Tagalog, and Vietnamese outlines the step-by-step process students and parents can begin to get ready for college as early as the eighth grade. These posters have been distributed to the state's middle and high schools and contain helpful information on the admission process, applying for financial aid, and appropriate courses to take in high school to best prepare students for collegiate-level learning. To complement this "How to Get to College" poster, an interactive website has been developed to assist prospective students and families with relevant college preparation information. In addition, the "Think College" poster was designed to introduce middle school students on how to prepare to take rigorous coursework as they move up through high school. The poster introduces students to commonly used college terms, provides guidance on what they should be thinking about while in middle school to prepare for the rigors of a high school curriculum, and offers a "to do" list for career exploration, setting goals and planning. The "Think College" poster is the first step towards having students think about long term academic goals. Students who follow these guidelines will help the CSU meet its ambitious Graduation Initiative 2025 goals.

Finally, the system has a dedicated website (www.csumentor.edu) to help students and families navigate the college admission and financial aid application processes. Additional information regarding CSU outreach and recruitment may be obtained at www.calstate.edu or <http://www.calstate.edu/sas/outreach.shtml>.

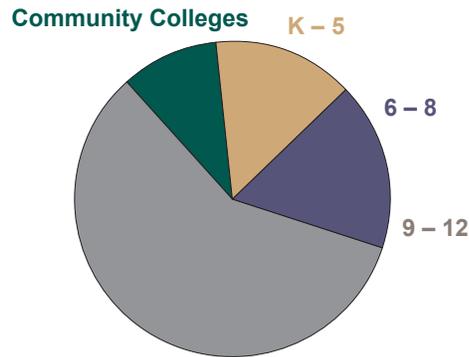
SUMMARY OF OUTREACH ACTIVITY REPORT

(Note: The number of schools and students served is duplicated due to CSU campuses hosting multiple programs at the same schools, and some students may participate in more than one program.)

| K-14 Students Served: 1,221,210 | |
|--|----------------|
| Elementary School Students | 108,482 |
| Middle School Students | 426,268 |
| High School Students | 579,067 |
| Community College Students | 107,393 |



| K-14 Schools Served: 11,568 | |
|------------------------------------|--------------|
| K - 5 | 1,703 |
| 6 - 8 | 1,970 |
| 9 - 12 | 6,740 |
| Community Colleges | 1,155 |



Parents, Families, Community Members and Organizations served: **135,465**

Early Assessment Program (EAP) Tests Administered in California High Schools:

CSU Early Assessment Program (EAP) English: **439,667**

CSU Early Assessment Program (EAP) Mathematics: **438,518**

2015-2016 Funds Invested in Outreach Activities:

State General Funds: **\$24,537,230**

Lottery Funds: **\$3,147,884**

Federal Funds: **\$35,986,335**

Other: **\$10,085,684**

Total: **\$73,757,133**

A statistical summary by program is provided on page 7 followed by a description of each CSU student academic outreach program. Questions about this report may be directed to Carolina C. Cardenas, Director, Academic Outreach & Early Assessment, Academic Affairs, Student Academic Support, 401 Golden Shore, Long Beach, CA 90802. Carolina Cardenas may also be reached at (562) 951-4724 or ccardenas@calstate.edu.

STUDENT ACADEMIC OUTREACH PROGRAMS SUMMARY 2015–2016

| | America Reads-Counts | CAMP Outreach | CMIH | CCE | ETS (Talent Search) | GEAR UP | MESA | PIQE ¹ | CSU Initiatives | Troops to College | Upward Bound ² | Upward Bound-Math & Science ² | Transitional Programs | All Other K-12 Programs ³ | All Other Community College Programs | TOTAL |
|-------------------------------------|----------------------|---------------|-------|--------|---------------------|---------|--------|-------------------|----------------------|-------------------|---------------------------|--|-----------------------|--------------------------------------|--------------------------------------|-----------|
| Schools Served ⁴ | 175 | 513 | 283 | 1588 | 164 | 46 | 224 | 108 | | 29 | 84 | 34 | 2489 | 5144 | 687 | 11,568 |
| K-5 | 123 | 21 | 63 | 845 | 0 | 0 | 11 | 27 | | 0 | 0 | 0 | 3 | 610 | 0 | 1,703 |
| 6-8 | 44 | 33 | 142 | 224 | 59 | 11 | 107 | 32 | | 0 | 0 | 0 | 55 | 1,263 | 0 | 1,970 |
| 9-12 | 8 | 456 | 77 | 510 | 105 | 32 | 94 | 49 | | 11 | 77 | 34 | 2,100 | 3,180 | 7 | 6,740 |
| CCC ⁵ | 0 | 3 | 1 | 9 | 0 | 3 | 12 | 0 | | 18 | 7 | 0 | 331 | 91 | 680 | 1,155 |
| Students Served ⁴ | 15,829 | 24,243 | 5,790 | 95,002 | 12,183 | 25,408 | 11,351 | 5,385 | | 1,341 | 1,970 | 426 | 29,999 | 898,502 | 93,781 | 1,221,210 |
| K-5 | 9,899 | 560 | 422 | 51815 | 0 | 0 | 517 | 1046 | | 0 | 0 | 0 | 373 | 43850 | 0 | 108,482 |
| 6-8 | 3234 | 763 | 4,448 | 14,889 | 2,100 | 7,510 | 6,045 | 1,366 | | 0 | 0 | 0 | 450 | 385,463 | 0 | 426,268 |
| 9-12 | 2,696 | 22,848 | 919 | 27,525 | 10,083 | 17,883 | 4,201 | 2,973 | | 210 | 1,755 | 426 | 24,038 | 463,130 | 380 | 579,067 |
| CCC ⁵ | 0 | 72 | 1 | 773 | 0 | 15 | 588 | 0 | | 1,131 | 215 | 0 | 5,138 | 6,059 | 93,401 | 107,393 |
| Public | | | | | | | | | 135,465 ⁶ | | | | | | | |

- 1 Numbers reported under PIQE include both parents and students.
- 2 Federal TRIO Programs: Educational Opportunity Centers, Talent Search Program, Upward Bound, and Upward Bound Math and Science
- 3 "Other" represents campus-based outreach programs. Descriptions of representative examples are provided in this summary.
- 4 The number of schools and students served is large because one school may host multiple programs, and students may participate in more than one program.
- 5 California Community Colleges
- 6 Includes students, parents, families and community members.

CSU FUNDING SOURCE SUMMARY 2015–2016

| PROGRAM | GENERAL FUND | LOTTERY | FEDERAL | OTHER* |
|---|---------------------|--------------------|---------------------|---------------------|
| America Reads/Counts | \$124,530 | \$0 | \$1,082,170 | \$4,684 |
| AT&T Road to College Corps | \$0 | \$0 | \$0 | \$48,403 |
| California Academic Partnership Program | \$3,500,000 | \$0 | \$0 | \$0 |
| Center for Community Engagement | \$1,811,789 | \$140,665 | \$21,662 | \$208,002 |
| College Assistance Migrant Program (CAMP) | \$0 | \$0 | \$2,190,868 | \$437,340 |
| College Making It Happen (CMIH) | \$8,039 | \$19,502 | \$0 | \$8,000 |
| CSU Mentor | \$1,073,609 | \$0 | \$0 | \$0 |
| Early Assessment Program (EAP) | \$4,386,400 | \$0 | \$0 | \$0 |
| Educational Talent Search (ETS) | \$0 | \$0 | \$4,649,041 | \$4,030 |
| GEAR UP | \$0 | \$0 | \$7,524,686 | \$0 |
| How to Get to College Poster | \$58,000 | \$0 | \$0 | \$0 |
| MESA | \$240,000 | \$511,144 | \$12,000 | \$1,159,508 |
| Parent Institute for Quality Education (PIQE) | \$317,251 | \$26,700 | \$0 | \$101,400 |
| Summer Algebra Institute | \$300,000 | \$0 | \$0 | \$25,000 |
| Super Saturday/Sundays | \$13,784 | \$0 | \$0 | \$0 |
| Troops to College | \$125,834 | \$0 | 0 | \$95,440 |
| Upward Bound | \$15,000 | \$0 | \$8,899,934 | \$89,616 |
| Upward Bound Math/ Science | \$323,329 | \$0 | \$2,051,156 | \$22,198 |
| Transitional Programs | \$5,085,292 | \$1,015,926 | \$0 | \$1,365,592 |
| All Other K-12 Programs | \$5,982,321 | \$1,175,064 | \$7,808,605 | \$6,303,635 |
| Other Community College Programs | \$1,172,052 | \$258,883 | \$1,746,213 | \$212,836 |
| SUB-TOTAL | \$24,537,230 | \$3,147,884 | \$35,986,335 | \$10,085,684 |
| TOTAL | \$73,757,133 | | | |

*Selected examples of "Other" funding sources: Foundations, Corporations, Community Based Organizations

AMERICA READS/COUNTS

America Reads is a grassroots national campaign that seeks to challenge every American to help children learn to read, including English Language Learners and students with disabilities. America Reads sparks collaborations between educators, parents, librarians, business people, senior citizens, college students and community and religious groups.

America Counts is a multifaceted, federal initiative that focuses on six strategic areas: equip teachers to teach challenging mathematics through high-quality preparation and on-going professional growth, provide personal attention and additional learning time for students, support high-quality research to inform best practices of mathematics teaching and learning, build public understanding of mathematics today's students must master, encourage a challenging and engaging curriculum for all students based on rigorous standards, and promote the coordinated and effective use of federal, state, and local resources.

In 2015-2016, 10 CSU campuses participated in America Reads/Counts programs receiving funding totaling approximately \$1.2 million. CSU America Reads/Counts programs worked with 175 schools and served 15,829 students.

Funding source: General, Federal and Other Funds
Cost per student: \$76

AT&T–CSU COLLEGE CORPS PROGRAM

The CSU, in partnership with AT&T, implemented the CSU College Corps Program. The participating CSU campuses, Bakersfield, East Bay, Fresno, Los Angeles and San Marcos collaborated with high schools and supplemented the work of high school guidance counselors to promote college awareness, financial aid literacy and academic preparation. The participating CSU campuses trained and supervised college students to serve as Precollege Advisors. Each participating CSU campus served over 200 high school students who participated through their four years of secondary education. The total cohort consisted of 1,000 high school students. Approximately 87 percent of the students in the cohort reported that they were attending a post-secondary institution.

In 2015-2016, the participating CSU campuses awarded AT&T CSU College Corps scholarships to select students attending Bakersfield, East Bay, Fresno, Los Angeles, San Marcos and San Luis Obispo.

AT&T funded the grant for a total of \$1,280,000 (2008-2015). Scholarship Funding for the 2015-2016 year totaled \$48,403.

Funding source: Other Funds

CALIFORNIA ACADEMIC PARTNERSHIP PROGRAM (CAPP)

The California Academic Partnership Program (CAPP) was established by the California State Legislature in 1984 for the purpose of developing cooperative efforts of the education segments to improve the academic quality of public secondary schools and improve access and preparation of all students for college. CAPP is administered by the Trustees of the CSU, in cooperation with the Regents of the University of California, the Board of Governors of the California Community Colleges and the State Superintendent of Public Instruction.

CAPP grants support development of strengthened curriculum and improved classroom instruction that lead to improved academic preparation and motivation of middle and high school students to attend and succeed in college. CAPP receives annual funding totaling \$3.5 million from state general funds. With advice from a statutorily created intersegmental advisory committee, CAPP develops and funds projects in high schools and their feeder middle schools and post-secondary partners to address student achievement, college access, and generate lasting change. CAPP annually works directly with approximately 20 to 30 high schools and associated middle schools and post-secondary partners, focusing on schools with academic performance below the state average, low college-going rates, and high percentages of students from groups underrepresented in California post-secondary education.

Recognizing the importance of local and regional partnerships of the various education segments, CAPP also supports establishment and sustainment of Pre-K – Post-secondary collaboratives through Alliance for Regional Collaboration to Heighten Educational Success (ARCHES). CAPP's statute also specifies support for cooperative diagnostic assessment programs of secondary students. The intersegmental Mathematics Diagnostic Testing Project (MDTP) has received funding to work with secondary math teachers to administer, score and use results of diagnostic assessments to address student needs.

Since 1984 CAPP has funded more than 100 inter-segmental projects involving hundreds of faculty and secondary school teachers and thousands of high school students. Summaries on CAPP's major projects and recent publications are provided below. Additional material, including a map of project sites and descriptions and copies of publications, is available at www.calstate.edu/capp.

Specific ongoing projects for 2016-2017 include:

College Going Culture Extension Grant

The purpose of CAPP's College Going Culture Extension (CGCEX) Grant is to support grantees that were part of the College-Going Culture grant initiative to focus on building strong academic partnerships with their middle schools as they enhance the academic rigor at their own high school. Each high school is expected to engage in professional learning in math, disciplinary literacy, and counseling to enhance their ability to create seamless transitions for their students and have them arrive at college, ready for credit bearing classes.

CAPP Demonstration Partnership Extension

The purpose of the CAPP Demonstration Partnership (CDPEX) is to fund partnerships between public secondary schools, districts, other Local Education Agencies (LEA's), community colleges, baccalaureate-granting institutions and other local stakeholders to strengthen the quality of instruction required by the California Common Core State Standards (CCSS). The outcome of the CDP is a sustainable partnership that supports the full implementation of the CCSS and related assessments (both Smarter Balanced Assessment Consortium and other local assessments), enhances the quality of instruction and increases the number of students who are eligible to transition from high school to institutions of higher education, ready to take credit-bearing college courses and succeed in college. During the Extension phase of the grant, grantees will have an opportunity to demonstrate best practices and what they have learned during the first 3 years.

Aurora Science Project

The Aurora Project is primarily focused on motivating students to become science teachers by pairing up students with classrooms and having them teach a science lesson that is aligned with the Next Generation Science Standards.

Mathematics Diagnostic Testing Project (MDTP)

Funding from CAPP provides MDTP materials and services without cost to California's middle schools and high schools. MDTP has 20 different tests available at 10 separate test levels, all of which have been aligned with the Common Core State Standards (CCSS). MDTP has proven to be a well researched diagnostic providing teachers invaluable information regarding the gaps in mathematical knowledge that needs to be addressed in the classroom.

Alliance for Regional Collaboration to Heighten Educational Success (ARCHES)

An evaluation study funded by CAPP in 2005 entitled Raising Student Achievement Through Effective Education Partnerships created the basis for the development of a broad cohort of educators and business people who supported the creation of ARCHES. Committed to increasing student access to and success in college, ARCHES has provided small grants to encourage the creation of regional collaboratives comprised of public school and post-secondary professionals, business executives, leaders of community organizations, and staff from parent-centered alliances to work together to positively impact student academic performance and preparation for college.

Funding source: State General Funds

CENTER FOR COMMUNITY ENGAGEMENT (CCE)

The CSU is committed to preparing students to be informed, active leaders equipped with the career and civic skills essential to strengthening our communities. Since 1998, more than 2 million CSU students have given back to their communities; many of whom have shown a strong commitment to mentor K-12 and community college students.

Service-learning programs offer a blend of practical experience, personal exploration and community involvement at all 23 campuses. With the help of the CSU's partnerships with nonprofit organizations, schools, and government and religious institutions, any student who is interested can participate in community service as part of his or her educational experience.

During the 2015-2016 academic year, our collective efforts with 3,872 community partners resulted in nearly 68,000 CSU students participating in a service-learning experience across 3,139 service-learning courses. As part of the CSU STEM VISTA program, 4,613 K-12 students participated in STEM (science, technology, engineering and math) programs developed by the CSU's 15 STEM VISTA members.

In total, CSU campus community engagement and service-learning programs worked with 1,588 schools and served 95,002 students enrolled in K-14 receiving funding totaling approximately \$2.2 million during the 2015-16 academic year.

Funding source: Federal, Lottery, General and Other Funds
Cost per student: \$24

COLLEGE ASSISTANCE MIGRANT PROGRAM (CAMP)

The College Assistance Migrant Program (CAMP) assists students who are migratory or seasonal farm workers (or children of such workers) enrolled in their first year of undergraduate studies at Institutions of Higher Education (IHE). The funding supports completion of the first year of studies. Competitive five-year grants for CAMP projects are made to universities or to nonprofit private agencies that partner with colleges. The CAMP program is promoted through rigorous outreach efforts in the 9-12 grade levels.

In 2015-2016, six CSU campuses participated in CAMP, receiving funding totaling approximately \$2.6 million. CSU CAMP programs worked with 513 schools serving 24,243 students.

Funding source: Federal and Other Funds
Cost per student: \$105

COLLEGE MAKING IT HAPPEN (CMIH)

In 2015-2016, five CSU campuses participated in the College Making It Happen (CMIH) program receiving funding totaling \$35,541. Campuses sponsoring the CMIH program worked with 283 schools and 5,790 students.

Funding source: General, Lottery and Other Funds
Cost per student: \$6

CSU INITIATIVES

I. African American Initiative

The CSU African American Initiative is a partnership with California churches serving predominantly African American congregations. The goal of the initiative is to increase the college preparation, enrollment and graduation rates of African American students in the CSU.

Quarterly Meetings

In southern California, designated church education advisors attend quarterly meetings with CSU representatives, to facilitate the planning and implementation of the activities of the African American Initiative.

CSU Super Saturday College Fair

The ninth annual CSU Super Saturday education fair was held at CSU Dominguez Hills in August 2015. The fair attracted nearly 1,000 students and parents from throughout southern California for a full day of activities to learn about the CSU admissions and financial aid process, STEM careers, as well as the many programs available to support student success at the CSU.

Outreach for Super Saturday in the community benefited from an improved website, with a new online registration function. McDonald's Operators Association of Southern California generously sponsored a social media contest and buses to transport students from restaurants in South Los Angeles, Moreno Valley, Palmdale and San Bernardino. Students from CSU Dominguez Hills' Male Success Alliance played an important role in engaging students during the event and helping them understand college life. All 23 CSU campuses were featured during the college fair.

CSU Super Sunday

During February (Black History Month), CSU leaders take to the pulpit in African American churches throughout the state to deliver the message that college is possible and critical to future success. This event is known as Super Sunday. These efforts are funded through a variety of campus and systemwide sources.

In 2016, the CSU's 11th annual Super Sunday reached more than 100,000 people from more than 100 churches in Northern, Central and Southern California. Following church services, CSU outreach staff and volunteers disseminated information on the CSU admissions process, scholarships, financial aid, and more. More than 50,000 "How to Get to College" posters (outlining the a-g Requirements), 30,000 "Think College" middle school posters and 40,000 CSU mentor cards (how to apply to the CSU) were distributed. The goal was to reach families in their communities with information about how to prepare for and succeed in college. In 2016, Chancellor White presented the CSU Super Sunday message at Acts Full Gospel C.O.G.I.C. church in Oakland, California.

Summer Algebra Institute

The Summer Algebra Institute is designed to mobilize community partnerships and explore the efficacy of a culturally based math curriculum to foster high academic achievement and college readiness among African American students. The program prepares students for algebra coursework using instructional approaches and curricula modules that are aligned to the Common Core State Standards. Directed to African American middle school students, and low performing ninth grade high school students, the program uses personalized math so that African American students can visualize their cultural heritage connected to math and science. The Summer Algebra Institute is offered at participating churches in Bakersfield, Carson, Fairfield, Fresno, Irvine, Los Angeles, Sacramento, San Bernardino, San Francisco and San José.

In 2015, the Summer Algebra Institute served 598 students at 16 church sites across the state.

General funds: \$300K

Cost per student: \$502

CSU Foundation: \$25k through Southern California Edison

II. Latino Initiative

2015 Feria de Educación with Univision Inc.

For more than seven years, and as part of a national education campaign to increase Hispanic students' high school completion and college readiness, Univision Inc. has been a dedicated partner of the CSU helping Latino students and their families access the resources they need to help create a bridge to college. Univision Contigo, its official name, and the CSU campus partner produce FERIA de Educación, an education fair that includes resources and activities to support Spanish speaking families to learn about academic achievement. The partnership has grown from one campus to three campuses reaching thousands of families across California. CSU Dominguez Hills was the first campus to host the event drawing up to 20,000 families from the greater Los Angeles area. CSU Dominguez Hills served as a model for Fresno State and Sacramento State which launched the one-day event in 2012 and 2015 respectively. Highlights of FERIA de Educación include:

- Book giveaway sponsored by the Mexican Consulate, Molina Foundation and other local organizations
- College fair featuring all of the CSU campuses and other higher education options
- Financial aid, admission and transfer workshops
- Hands on activities to explore STEM fields
- Special programming for parents to learn more about the steps to prepare their child for college
- Local entertainment, including several Univision on-air personalities
- Educational resource fair for children at all grade levels and their families
- Reading Garden to encourage literacy and grade-level reading
- Visualization photo booth to help students imagine themselves as professionals, free of charge; they receive a professional photo wearing the clothes of their desired profession as a keepsake

In the fall of 2015, the combined attendance at Feria de Educación events reached nearly 20,000 students and parents at: CSU Dominguez Hills, Sacramento State and Fresno State.

Additionally, in fall 2015, CSU San Bernardino hosted a FERIA Educativa, a college and career fair, co-sponsored by CSU, Cárdenas Markets, and local community groups and businesses. The Latino Education and Advocacy Days (LEAD) lead the effort reaching 12,000 students from K-12 schools throughout the San Bernardino City School District, the San Bernardino County Office of Education, and the San Bernardino Community College District. FERIA Educativa offered student and parent workshops on financial aid, college admissions, activities, exhibits, and featured speakers on pathways to college. This bi-annual campus event first reached 5,000 students and families in 2005, and reached up to 100,000 participants at a community festival sponsored by Cárdenas Markets. This bi-annual event builds on LEAD's week long events including a bi-national parent institute, a César Chavez breakfast, and a one-day educational summit designed for teaching professionals, educators, researchers, academic scholars, administrators, students, and other higher-ed advocates.

III. Asian American and Pacific Islander Initiative

The goal of the CSU Asian American and Pacific Islander (AAPI) Initiative is to improve college access and graduation achievement for Asian American and Pacific Islander students from underserved communities. The initiative targets the following communities, which, based on CSU data from the Early Assessment Program (EAP) test, need additional assistance to improve their levels of college success and completion: Samoan, Tongan, Marshallese, Chamorro, Hawaiian, Cambodian, Hmong, Laotian, Fijian, underserved Chinese, Vietnamese, Filipino, Korean and Thai.

Journey to Success and Community Outreach

The CSU AAPI Initiative began hosting college fairs to reach AAPI families called "Journey to Success." The events, held at CSU campuses, provide local middle school, high school and community college students, and families with information about college preparation, the application process and how to obtain financial aid.

More than 1,000 students and parents participated in Journey to Success events during 2015-2016.

- CSU Los Angeles, February 2016
- Fresno State, April 2016
- Sacramento State in partnership with Lu-Mien Community Services, March 2016
- Sacramento State in partnership with the Lao American Advancement Organization, March 2016
- Sacramento State in partnership with the East Bay Asian Youth Center, April 2016

In 2015-2016 a new small grant pilot program was launched to increase support for “Journey to Success” education fairs, and allow campuses more flexibility to develop local community-based outreach strategies. The following events developed from this new approach:

- Long Beach State, hosted the Journey to the Beach outreach event in the fall, focused on introducing local Cambodian youth to campus life. The event was followed by a visit to the University Art Museum in the spring. Combined the events hosted 54 participants.
- Cal Poly Pomona, led seven writing workshops at Garvey High School between December and April to help AAPI students develop their English writing competencies. On average 13 students participated in each workshop.
- CSU Fullerton hosted Titan Buddy Day to help prospective students from area community colleges prepare for a seamless transfer experience. 17 students participated in the inaugural program.
- CSU East Bay’s annual Education Summit was successful in reaching low-income, and prospective first generation college students from the East Bay area. With support of the CSU AAPI Initiative, of the 800 participants in the event, 11 percent identified as Asian American.

Student Ambassador Program

The Student Ambassador Program is a cornerstone of the CSU AAPI Initiative. Student ambassadors support community outreach efforts in the AAPI community and at Journey to Success events across the CSU. Most are first-generation college students and have experiences similar to those of the students and families the initiative serves.

In 2015-2016, the new Student Ambassador Program Toolkit was debuted, helping formalize the program. Approximately 80 students across the CSU participated, attending more than 20 community outreach events helping AAPI high school and community college students begin their transition to the CSU.

For the first time in 2016, 24 graduating seniors were recognized by the CSU Chancellor and their campus president for their service to the university with a certificate and medallion. The students received their recognition at small campus ceremonies in Sacramento, Los Angeles, Pomona, Fullerton, Fresno and Long Beach.

VI. Native American Initiative

The CSU Native American Initiative began in March 2006, when the CSU held a summit with leaders representing 40 California tribes to discuss strategies to build a college going culture among Native American families. The Initiative continued through 2010 with regional meetings with tribal leaders in California. In 2015, the CSU launched a steering committee with a representative from 15 CSU campuses to serve as advisors and help implement promising practices to reach Native students and families from CSU campuses service areas with the goal to increase high school graduation, college readiness, and college completion.

In 2015, the Steering Committee met to share best practices and research on strategies for student success. In 2015-2016, the CSU also supported campus outreach events under the Native American Initiative which included the following:

- Educational exhibit at California's Native American Day held on the south steps and lawn of the California State Capitol on September 25, 2015. 100 "How to Get to College" posters (outlining the A-G requirements) and 45 CSU mentor cards (how to apply to the CSU) were distributed. The exhibit also featured representatives from Fresno State, Sacramento State and CSU San Marcos.
- Fresno State's Native American Scholars (NAS) Learning Community and Outreach focused on recruitment and retention of Native American students. In 2016, NAS welcomed 269 students into the learning community where they are provided advising and mentoring.
- Sacramento State's American Indian Summer Institute (AISI), a five-day residential program that introduces Native American students from reservations, to college life and careers in STEM. In collaboration with Sacramento Native American Health Centers, UC Davis School of Medicine, and U.S. Fish and Wildlife Tribal Liaison Office, 20 students were selected from Northern California tribes for this unique experience. In 2015-16, this program was replicated by a non profit group in Southern California, with permission from the sponsors, to reach Native American students in urban areas.
- Cal Poly Pomona's Natives Aiming to Inspire Values in Education (N.A.T.I.V.E) with 25 Native American students from the surrounding area focused on preparation for college and campus life.
- Community Partnership Day, which supported campuses to share best practices with state legislators. This day included a meeting with the California Governor's Tribal Advisor to discuss shared goals and opportunities to collaborate.
- Long Beach State's ALOTT statewide conference, The American Indian Leaders of Today and Tomorrow (ALOTT) drew 50-100 Native American students and families to the university for cultural workshops and activities around college life. The university outreach office also supported an annual pow wow for incoming Native American students and their families, drawing over 6,000 participants. The events were hosted in collaboration with Long Beach

Promise and Education Opportunity for Native Americans (EONA), and Indian Education initiative at Long Beach Unified School District.

CSUMENTOR

In November 1996, CSU began to provide outreach, pre-admission, financial aid, and admission information to students, their families, and counselors through www.csumentor.edu, a robust admission and financial aid portal for prospective students and their families. The homepage of CSUMentor provides access to several components or “modules” for students and their families, counselors, or anyone interested in learning more about CSU admission and financial aid opportunities.

The CSU contracts with XAP Corporation to maintain CSUMentor. The cost for 2015-2016 was \$1,073,609. From October 1, 2015 to September 30, 2016 more than 418,037 students established new accounts and a total of 1,121,765 applications were submitted via the CSUMentor system.

CSUMentor Activity Summary

| Visits and Views | 2015* | 2016** | Change |
|--------------------------------------|-------------|-------------|-----------------|
| Total Visits ^a | 7,786,966 | 8,356,136 | 7.31% increase |
| Total Page Views ^b | 160,067,334 | 142,052,675 | 11.25% decrease |
| Average Visits Per Day | 21,334 | 23,440 | 2,106 more |
| Average Page Views Per Day | 438,540 | 394,518 | 44,022 less |
| Average Page Views Per Visit | 20.55 | 12.53 | 8.02 less |

*2015 usage data from 10/01/2014 - 09/30/2015

**2016 usage data from 10/01/2015 - 09/30/2016

^a Number of times the home page was viewed

^b Number of pages viewed within the site

EARLY ASSESSMENT PROGRAM (EAP)

The Early Assessment Program (EAP) is a collaborative effort among three state entities in California: California State University (CSU), California Department of Education (CDE), and California State Board of Education (SBE). The goal of this unprecedented partnership is to ensure that college bound high-school graduates have the English and mathematics skills expected by the state university.

Like most public comprehensive universities, CSU admits students first—and only then tests them to see if they have the reading, writing, and mathematics skills needed for placement in college-

level study. If they do not, students are placed in remedial courses for one or two semesters—thus making the pursuit of a baccalaureate degree more expensive for both the student and the state. The EAP provides grade 11 students, their teachers, parents, and the CSU valuable information on how prepared they are for university level coursework in English and mathematics. Understanding early assessment results at the end of the 11th grade provides students an opportunity to use the senior year proactively to improve skills in which they may be deficient prior to enrolling in a post-secondary program.

The EAP has three components: early testing, the opportunity for additional preparation in the 12th grade, and professional development activities for high school English and mathematics teachers. The EAP test is embedded in the California Assessment of Student Performance and Progress (CAASPP) 11th-grade English Language Arts/Literacy and mathematics. These tests are part of California's public school testing and accountability system and are required of all grade 11 students. CAASPP exams cover both California high school standards as well as the CSU placement standards. Specified levels of these scores indicate meeting CSU standards.

English EAP Results: Spring 2016

Over 434,000 high school juniors have received an early signal of their readiness for college English. Of these students, 112,865 were assessed as college-ready and an additional 143,251 earned an English Conditional status.

Math EAP Results: Spring 2016

Approximately 432,000 students received an early signal of their readiness for college math. Of these students 56,210 were assessed to be ready for college-level work in mathematics and an additional 86,477 earned a Math Conditional status.

In 2015-2016, each CSU campus promoted the EAP within its assigned service areas. CSU allocated funds from existing CSU resources to cover the costs of the 11th-grade assessment and scoring, outreach to all California high schools, development and implementation of the 12th-grade Expository Reading and Writing Course and teacher professional development. In addition, each CSU campus receives funds to provide outreach activities and marketing to the local service areas totaling \$4.4 M. Approximately 434,000 juniors participated in EAP.

Funding source: State General Funds

Cost per student: \$10

EDUCATIONAL OPPORTUNITY CENTER (TRIO PROGRAM)

Educational Opportunity Center (EOC) programs provide counseling and information about college admission to qualified adults who want to enter or continue a program of post-secondary education. An important objective of EOC is to counsel participants on financial aid options and to assist in the application process. The goal of EOC is to increase the number of adult participants who enroll in post-secondary education institutions.

During 2015-2016, two CSU campuses received EOC TRIO funds serving approximately 2,300 students and had a combined annual budget of \$558,584.

Funding source: Federal Funds

Cost per student: \$242

EDUCATIONAL TALENT SEARCH (TRIO PROGRAM)

The Educational Talent Search program identifies and assists individuals from disadvantaged backgrounds who have the potential to succeed in higher education. The program provides academic, career, and financial counseling to its participants and encourages them to graduate from high school and continue on to the post-secondary school of their choice. Talent Search also serves high school dropouts by encouraging them to re-enter the educational system and complete their education.

The goal of Talent Search is to increase the number of youth from disadvantaged backgrounds who complete high school and enroll in the post-secondary education institution of their choice.

During 2015-2016, 13 campuses hosted Educational Talent Search programs serving 12,183 students with combined annual budgets of \$4,653,071.

Funding source: Federal and Other Funds

Cost per student: \$382

GAINING EARLY AWARENESS AND READINESS FOR UNDERGRADUATE PROGRAMS (GEAR UP)

Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) was authorized in the Higher Education Amendments of 1998 to provide low-income middle school students the skills, encouragement, and academic preparation needed to enter and succeed in high school and post-secondary education through partnerships among schools, universities, the private sector, and community organizations. GEAR UP provides six-year grants to states and partnerships to strengthen academic programs and student services at participating high-poverty middle and high schools.

Seven CSU campuses have been designated as the fiscal agent for GEAR UP Partnership Grants, and one campus is a partner with a local educational agency. Combined, funds total more than \$7.5 million. CSU GEAR UP programs worked with 46 schools that served 25,358 students.

Funding source: Federal, State and Other Funds
Cost per student: \$297

“HOW TO GET TO COLLEGE” PROGRAM

The CSU’s award-winning “How to Get to College” program began in 1999 as a no-cost way to provide college preparation information and guidance to underserved students and their parents. Seventeen years later, the program remains free-of-charge to anyone who requests materials. It is an essential part of the CSU’s comprehensive student outreach and retention strategy. In fact, this unique program marks the beginning of the system’s pipeline ensuring student readiness for college, leading to the achievement of a degree. In this way, “How to Get to College” is an important part of the CSU’s ambitious Graduation Initiative 2025 goals.

In 2015-16, the program consisted of multiple touchpoints:

- A website, www.gotocsu.com, that serves students and parents, as well as teachers and counselors, across California and 33 other U.S. states. The site is available in English and Spanish and in desktop and mobile versions. It features downloadable materials, social media content, video testimonials, blogs, campus exploration, and other resources.
- Wall-sized (10 x 25-inch) posters with information for sixth- through 12th-graders on the courses and tests they need to be college-ready. These posters are now available in nine languages: English, Spanish, Chinese, Hmong, Khmer, Korean, Lao, Tagalog, and Vietnamese.
- Smaller (8.5 x 11-inch) handouts with college-preparation information for middle school through high school. The handouts are now available in 14 languages: English, Spanish, Arabic, Chinese, Hindi, Hmong, Khmer, Korean, Lao, Native American Luiseño, Punjabi, Tagalog, Urdu, and Vietnamese. All handouts are available via download only, with the exception of Spanish, which can be ordered along with the posters.

Wristbands with www.gotocalstate.com, handed out to students, parents and counselors at outreach events such as the Super Saturday College Fair, Super Sunday, Feria de Educación, Journey to Success, and high school and community college counselor conferences.

2015-16 Accomplishments

- Began distribution of “How to Get to College” posters in three new languages and handouts in seven new languages, including many Asian languages. This is in direct response to 2014 assessment data and our partnership with External Relations noting the greatest need to reach more students.
- Grew traffic to the website to nearly 72,000 total site visits in 2015-16 from just over 46,000 visits in 2014-15.
- Fulfilled requests for over 179,000 posters and nearly 163,000 English/Spanish handouts—most sent out within one working day. In 2014-15, we fulfilled nearly 94,000 posters and 68,000 English/Spanish handouts.
- Continued the College Dreams student blog on the “How to Get to College” site. We added more student bloggers from CSU campuses at Channel Islands, East Bay, Long Beach, San Diego, and San Marcos to write about their college experience and offer advice on studying, choosing a career and a major, campus research, school activities, and more.
- Increased engagement on the student blog’s corresponding social media platforms (Twitter, Facebook, Instagram). On Twitter, for example, impressions (the number of times users saw a tweet on their Twitter feed) grew to 20,000 from just over 3,000.
- Created a toolkit for outreach directors, counselors and other education professionals with guidelines on how to use “How to Get to College” resources with students and their families. The toolkit includes talking points for the poster, a cheat sheet for the videos, and social media handles. The talking points for the poster were reviewed and approved by a focus group of CSU faculty and staff at the Asian Pacific Americans in Higher Education (APAHE) Conference in April 2016.

Funding source: State General and Other Funds

Total funding: \$58,000

MATH, ENGINEERING, AND SCIENCE ACHIEVEMENT (MESA)

MESA’s academic development programs have supported educationally disadvantaged students to encourage them to excel in math and science studies and to graduate with degrees in engineering, science, and technology. MESA tries to reach economically and educationally disadvantaged students. This program involves the CSU, University of California (UC), California Community Colleges (CCC), independent colleges and industry partners. It is funded by the state of California, corporate contributions and grants.

The MESA Schools Program serves middle, senior high school and community college students throughout California to introduce them to math and science. MESA supports mastery of these content areas in an effort to encourage students to enroll in STEM based majors. This program partners with teachers, administrators, school district officials, and industry representatives to provide an academic enrichment model. The MESA Engineering Program centers provide support to educationally disadvantaged students at four-year colleges to attain engineering or computer science baccalaureate degrees.

In 2015-2016, seven CSU campuses participated in MESA, receiving funding totaling approximately \$1.9 million. CSU MESA programs worked with 224 schools serving 11,351 students.

Funding source: State General, Federal and Other Funds

Cost per student: \$169

PARENT INSTITUTE FOR QUALITY EDUCATION (PIQE)

In 2006, the CSU entered into a partnership agreement with PIQE with the goal to increase the number of students eligible to enter the CSU from underserved communities. Under this partnership, parents enroll in an intensive nine-week education training program to learn ways to support their children's education and preparation for college. The curriculum is designed to encourage and inspire parents to take an active role in enabling their children to improve their academic performance, develop constructive relationships with school officials, and prepare for a post-secondary education.

In 2015-2016, each of the 23 CSU campuses received \$25,000 from the Chancellor's Office, for a total investment of \$575,000, to work with PIQE to serve parents in the campus' service area. Five campuses matched the Chancellor's Office investment to increase the number of parents and schools served.

In 2015, the partnership agreement between the CSU and PIQE was extended to align with the CSU fiscal year and strengthen the reporting of program outcomes to the CSU and its campuses. That same year, through the CSU's partnership 7,058 parents graduated from the program at 131 public schools in California. In 2016, between January and June 2016, PIQE graduated 3,995 parents from 89 schools.

Since the start of the collaboration between PIQE and the CSU, nearly 80,000 parents have completed the program, averaging 8,000 a year, positively impacting 24,000 school children annually across California.

TROOPS TO COLLEGE

The CSU has pledged to reach out to military men and women and their dependents who are on active duty and who are exiting the service to facilitate their transition to college. Campuses provide outreach to military installations and community organizations, academic guidance, priority registrations and robust campus student organizations.

Funding source: State General, Lottery and Other Funds

Total students: 5,358

Total funding: \$445,351

Cost per student: \$83

UPWARD BOUND (TRIO PROGRAM)

Upward Bound provides fundamental support to participants in their preparation for college entrance. The program provides opportunities for participants to succeed in pre-college performance and ultimately in higher education pursuits. Upward Bound serves high school students from low-income families, high school students from families in which neither parent holds a bachelor's degree, and low-income, first-generation military veterans who are preparing to enter post-secondary education.

The goal of Upward Bound is to increase the rates at which participants enroll in and graduate from institutions of post-secondary education. All Upward Bound projects must provide instruction in math, laboratory science, composition, literature, and foreign language. The following CSU campuses host one, two, or three programs: Chico, Dominguez Hills, Fresno, Fullerton, Humboldt, Long Beach, Los Angeles, Monterey Bay, Northridge, Pomona, San Bernardino, San Diego, San Luis Obispo, San Marcos, and Sonoma.

During 2015-2016, 15 campuses received Upward Bound TRIO funds to host 84 schools serving 1,970 students and had a combined annual budget of \$9,004,550.

Funding source: State General, Federal and Other Funds

Cost per student: \$4,571

UPWARD BOUND MATH AND SCIENCE (TRIO PROGRAM)

Upward Bound Math and Science (UBMS) program allows the U.S. Department of Education to fund specialized Upward Bound math and science centers. The program is designed to strengthen the math and science skills of participating students. The goal of the program is to help students recognize and develop their potential to excel in math and science and encourages them to pursue post-secondary degrees in these fields.

The following campuses host UBMS programs: Chico, Dominguez Hills, Los Angeles, Pomona, San Bernardino, and Sonoma. Programs in mathematics and science often have higher costs as well as greater benefit.

During 2015-2016, six campuses received UBMS TRIO funds serving 426 students and had a combined annual budget of \$2,396,683.

Funding source: State General, Federal and Other Funds

Cost per student: \$5,626

TRANSITIONAL PROGRAMS: EOP, FOSTER YOUTH, SUMMER BRIDGE

The CSU implements and coordinates many programs designed specifically for students who are transitioning from the 12th grade or community college to the university. Three of the most successful and visible programs include the Foster Youth, EOP and Summer Bridge Programs.

Foster Youth Programs provide a wide range of comprehensive support services including targeted outreach activities. All CSU campuses utilize existing resources to strengthen support for foster youth interested in attending a CSU campus. Many campus support programs provide presentations to the foster care community, attend Independent Living Program workshops, and participate in college and resource fairs specifically for foster youth.

Educational Opportunity Program (EOP) is an education access and retention program that provides support services to low-income, educationally disadvantaged students, the majority of whom are first-generation college students. A transitional EOP program for incoming students is the Summer Bridge Program.

The Summer Bridge Program is a comprehensive support program that increases the retention and graduation of “high-risk” students who are disadvantaged educationally and economically by providing an intensive residential program during the summer prior to matriculation. High-risk disadvantaged students are defined as those who score in the lower quartile of the EPT and ELM exams or whose high school transcripts indicate that their academic preparation needs strengthening. This program assists incoming freshmen to prepare for the rigors of university work. It typically consists of a five-week residential program that assists EOP incoming freshman in making the transition from high school to the university. Summer Bridge offers courses in math, writing, science, and ethnic studies. In addition, academic advising, tutorials, workshops, and other activities are also included in the five-week experience. Participants live in the residence halls at no cost to students. Participants benefit from personalized attention, individualized instruction, and accessibility to campus resources.

Summer Bridge students complete remedial course work before enrollment; improve mathematics and language skills; attend study skills seminars; attend an exciting variety of on-campus lectures, cultural entertainment and special events; receive introductions and invitations to join various student clubs and organizations; work with professionals interested in helping students grow as

individuals and students; establish a personal support system by meeting new friends; learn from current students who have overcome personal and academic challenges; network with faculty, staff, and other members of the campus community; and gain confidence to meet the challenges of attending a university and participate in a full and rewarding college experience.

All 23 CSU campuses participate in many, if not all, of the above mentioned programs. In addition, many of the campuses have developed over 90 unique programs in their region that serve the needs of transitioning students.

In 2015-2016, CSU campuses offered transitional programs and received funds totaling approximately \$7.5 million. CSU campuses served 29,999 students.

Funding source: State General, Lottery, and Other Funds
Cost per student: \$249

OTHER OUTREACH PROGRAMS IN K-12 AND COMMUNITY COLLEGES

In 2015-2016, CSU campuses developed, implemented, and administered over 600 outreach programs serving 898,502 students in grades K-12. In addition, CSU campuses reported the coordination of over 100 outreach programs serving 93,781 community college students. These programs were tailored to meet specific regional needs and included such activities as tutoring, mentoring, field trips, information, and motivation activities. Campuses served nearly 1 million students with these regional efforts. Funds that support these campus-based programs are provided from diverse sources: community organizations, federal government, state General Funds and lottery funds and totaled over \$24 million.

Funding source: State General, Lottery, Federal and Private Funds
Cost per prospective student: \$25



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