

Services & Activities Fee Annual Program Review

Program Name: University Centers – Student Ambassadors
Program Manager: Kurt Kirstein
Fiscal Year: FY2025

1. In what way(s) does your program support CWU students? Please be specific and concise.

The **Student Ambassador** position at the University Centers and online is one of only two employment opportunities available for students in these locations. The purpose of this role is to foster awareness of CWU-Center programs and services at our partner community colleges. Student Ambassadors plan, coordinate, and direct activities that strengthen the relationship between CWU Centers and their host colleges. Additionally, they provide support to center faculty and staff.

Duties and Responsibilities:

- Market and promote activities and events to CWU students through outreach initiatives.
- Encourage student participation in New Student Orientation and information sessions.
- Promote and participate in special campus projects and events.
- Maintain confidential records in compliance with FERPA guidelines.
- Attend meetings, trainings, and in-service sessions as required.
- Perform office duties, errands, and other assigned projects.
- Manage and maintain the centers' social media accounts to enhance outreach.
- Assist in updating and maintaining the center's website.
- Deliver in-class presentations at host colleges to promote CWU programs.
- Participate in tabling and outreach activities on host college campuses.
- Collaborate with international programs to connect with prospective students and promote CWU.
- Build peer-to-peer relationships to provide a student perspective and point of view.
- Provide reception and welcome services by offering information about programs and services to faculty, staff, and host community college students.

2. What are your specific program goals or learning/operational objectives? How are you assessing the effectiveness of your program in achieving those targets?

The student ambassador position creates an opportunity to develop and expand professional and administrative skills, while working with a professional higher education team. This position helps them prepare for careers, provides supplemental professional development to complement degree programming, and enhance their

interpersonal skills. In addition, they gain customer service and peer-to-peer support, advising, outreach, relationship building event planning, marketing, general office skills, and knowledge of university policies and procedures.

For assessment, annual reviews are performed with each ambassador to ensure benchmarks are met and to assess their professional growth.

3. What is the overall purpose of your program and what service(s) does your program provide?
 - a. Are there overlaps or intersections with other university programs that have similar purposes or services?

The purpose of the student ambassador position is to foster awareness of CWU-Center programs and services to our community colleges. This position plans, coordinates, and directs activities that strengthen the relationship between CWU-Centers and Host Colleges. University centers serve as access points for DTA students who are home and place bound, nontraditional, and require alternative schedules to meet their professional and educational needs. The CWU-University Centers provide an opportunity for many neo-traditional, BIPOC and Traditionally Underrepresented Students. Currently the total centers enrollment demographics include 61.5% white 38.5% BIPOC with 23.13% reporting Latino/Hispanic.

4. How does your program align with the purpose of S&A funding? *“Supporting cocurricular and extracurricular activities and programs participated in by students in the furtherance of their education.”*

Student Ambassadors support the extracurricular activities for center students by providing peer leadership, supporting programming and center events, and offering office and clerical support to center students.

5. Please provide specifics on how your program supports and aligns with CWU’s strategic plan (<https://www.cwu.edu/about/mission-vision/documents/cwu-vision-mission-values-strat-plan-bot-approved.pdf>)?

STUDENT SUCCESS

Goal 1: Develop clear pathways into and through the university to ensure equitable access to higher education, enhance student engagement and success, and improve retention and graduation rates.

Student Ambassadors play a key role in helping prospective students understand the benefits of attending CWU centers, highlighting the flexibility of course schedules to maximize equitable access for those unable to attend a traditional 4-year institution. As leaders, Student Ambassadors represent the diverse population they serve, providing current students with opportunities to witness and engage in peer-to-peer support.

Goal 2: Elevate culturally sustaining practices so that the cultural wealth historically excluded students, faculty, and staff bring to our university community is integrated into the learning environment.

The centers employ a highly diverse group of faculty and staff who receive valuable support from Student Ambassadors, fostering an inclusive and culturally rich learning environment.

STUDENT ENGAGEMENT

Goal 1: Amplify and elevate the university's relationship with local and regional communities. Student Ambassadors work directly with students and personnel on the community college campuses where the centers are located. Community engagement is an integral part of their daily responsibilities, strengthening the university's connection to its local and regional partners.

BELONGING

Goal 1: Establish hiring, onboarding, and evaluation processes that nurture a culture of inclusion for all employees, with a focus on increasing the number of employees from historically excluded groups.

The university centers significantly contribute to CWU's overall diversity. Student Ambassadors reflect this diversity, fostering spaces that enhance current students' sense of belonging. However, student employment opportunities are not equitable between the main campus and the center/online locations. Of the 1,857 current student positions at CWU, only 7 are available for center/online Student Ambassadors, highlighting the need for increased opportunities at these locations.

6. Please provide detailed information regarding who utilizes your program? (*Students, faculty, staff, community? Specific demographic information? Class standing, gender, ethnicity, transfer, campus location, etc.*)

All university centers serve DTA students from each host campus, over 30+ faculty and staff, all community members that walk-in and seek assistance with various requests.

7. How many unique CWU students utilize your program or services?
- How do you gather these metrics?
 - If you do not, what is preventing you from getting that data and how are you determining usage by CWU students?

University centers serve as access points for DTA students who are home and place bound, nontraditional, and require alternative schedules to meet their professional and educational needs. The CWU-University Centers provide an opportunity for many neo-traditional, BIPOC and Traditionally Underrepresented Students. Currently the University Centers student population 61.5% white 38.5% BIPOC with 23.13% reporting Latino/Hispanic. Metrics are

gathered through system inquiries, Transfer Center data reports, and data that has been extracted from the Civitas Inspire system.

8. Are there any current vacant positions in your program?

Vacant positions occur center to center and can vary throughout each quarter. It is the goal to always have a sufficient number of ambassadors per Westside Center: Pierce/JBLM, Des Moines, and Lynnwood (5 total) and two ambassadors to serve the Eastside: Moses Lake, Yakima, and Wenatchee. Hours may vary as well at each center based on student worker availability.

9. Given the budget reductions taking place, and continuing for the remainder of the funding cycle, please tell us what specific impacts those reductions have had on your program compared to what was originally planned and included in your initial base funding request.

Student Ambassadors play a vital role in promoting the diversity of the university and contribute to fulfilling CWU's vision of being "a model learning community of equity and belonging." Reducing funding for these positions exacerbates the equity gap between main campus and center students, creating financial and educational barriers for marginalized and international student populations who rely on these opportunities the most. For international students, in particular, on-campus employment is often their only option to sustain living expenses in the U.S. and continue paying for their education.

Students at the centers or online locations have access to only two employment options: Student Ambassador and Campus Activities Coordinator positions. Unlike the main campus, no additional student employment opportunities are available at the centers.

Across all CWU campuses, there are only 15 student positions available at the centers: 9 Student Ambassador roles and 8 Campus Activities Coordinator positions. Under the current funding model, it is not feasible to provide all 9 Student Ambassadors with a full 20 hours per week, requiring staggered schedules. These limitations significantly affect the Student Ambassadors' capacity to serve center students effectively and to work on attracting new students to CWU.

10. Are there any circumstances or challenges that are currently impacting your ability to use your base funding allocation this year?

There are no foreseeable impacts that would impede the use of our base funding allocation this year.

11. What other funding does your program receive? What percentage of your program's total funding is coming from S&A Fees?

Previously, 100% funding for the Student Ambassador positions come from S & A fees. For FY25, the Provost will be supplementing this budget with funds from Provost Strategic Funds in the amount of \$15,000.00 to extend student ambassador coverage to match the same level as last year. This will help with the increase in minimum wage as well as the reduction in S&A funding that is already forecasted. Student Ambassador roles are vitally important to the Centers – please see services described in Question #1. The additional funding from the Provost Strategic Fund is not a consistent funding source going forward to meet the needs of the Centers. This additional funding represents 28% of the S&A funding. The additional funding is currently forecasted in this budget.

12. What growth or expense increases do you anticipate seeing in the future?

As more course modalities are returning to in-person instruction, the foot traffic and opportunities for peer-to-peer engagement increases. Another foreseeable expense is the rise the of minimum wage and cost of living expenses each year which makes it necessary to allow each position their full 20 hours/week.