

Student Engagement and Success
 Reorganization Retreat
 November 8, 2022



Please silence your cellphones

Student Engagement and Success Reorganization Retreat

Welcome –
 Vice President Lucha Ortega

Traits of a Learning Organization –
 President Jim Wohlpart

Student Engagement and Success: A Learning Organization

A learning organization is one “where people continually expand their capacity to create the results they truly desire, where new and expansive patterns of thinking are nurtured, where collective aspiration is set free, and where people are continually learning how to learn together.” (Peter Senge, *The Fifth Discipline*, p. 4)

Student Engagement and Success: A Learning Organization

"At the heart of a learning organization is a shift of mind—from seeing ourselves as separate from the world to connected to the world, from seeing problems as caused by someone or something 'out there' to seeing how our own actions create the problems we experience. A learning organization is a place where people are continually discovering how they create their reality. And how they can change it." (Peter Senge, *The Fifth Discipline*, p. 12)

Our Work: Team Introductions

Financial Aid Operations

Unit leader: Leslie Hammes

employees (including student staff): 7

Key responsibilities:

1. Timely processing of aid and ensuring student eligibility
2. Electronic daily communication w/federal systems
3. Student weekly packaging and communication
4. Student work study and off-campus employment



Financial Aid Counseling & Scholarships

Unit leader: ins Valverde

employees: 11

Key responsibilities:

1. Outreach: FAFSA-WASFA events, Wildcat Preview, FA to the rescue
2. Student counseling & resolving aid issues
3. Management of federal, state, & institutional aid programs
4. Professional judgement
5. Process scholarships & institutional tuition waivers
6. Manual packaging, adjustment, & disbursement of aid
7. Consult on financial aid issues with other CWU departments



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SFS Communication Center

Unit leader: Alice Fullerton

employees (including student staff): 11

Key responsibilities:

1. Incoming and outgoing calls for Financial Aid & Student Accounts.
2. Incoming and outgoing emails, communications, & texts.
3. Assist with Financial Aid web updates and oversee the Financial Aid ChatBot & Live Chat
4. Oversee front Financial Aid Office.



Two Vacant CSS2 positions



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Financial Wellness Center

Unit leader: James Paton

employees (including student staff): 1

Key responsibilities:

1. Financial Wellness Advising
2. Recruitment/Retention Outreach
3. Financial Wellness Administration
4. Financial Literacy Education



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Transfer Center

Unit leader: Megan McConnell
 4 employees (2 students)
 Key responsibilities:
 1. Support transfer students at all stages of transfer
 2. Provide pre-transfer advising via visits, Zoom meetings, email and Transfer MAPs
 3. Create and deliver transfer components of Orientation and Welcome Week
 4. Provide regular communication and programming for students in their first quarters at CWU



Dustin Jackson, Alissa Scriven, Jady Hirschfeld, Megan McConnell



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Jump Start

Unit leader: Megan McConnell
 1 staff, 5 peer mentors
 Key responsibilities:
 1. Early move-in for first-year students from low-income, first-generation backgrounds
 2. Week of intensive orientation and community building activities
 3. Peer mentorship and other support in the first year
 4. State funded with goal of 80% retention



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Veterans Center

- Supporting Student Veterans
- Military Connected Programming
- Certification of VA Education Benefits
- Washington Education Benefits
 - Veteran Conflict Grant
 - Dependent Tuition Waiver



Director: Ruben Cardenas
 Outreach Recruiter: Andy McDonough
 Office Assistant: D Kellerman
 3-5 Student Employees

Bouillon Hall #214
www.cwu.edu/veterans
va@cwu.edu
 (509)963-3028



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Academic Success

Director: Carolyn Thurston

Key responsibilities:

- Facilitate dispute resolution between students & faculty
- Meet with and advise students with academic challenges, questions, and concerns
- Manage the Academic Early Alert system
- Facilitate the Academic Appeals & Grievance processes and convene the work of the Board of Academic Appeals
- Facilitate Academic Suspension Appeal processes and convene the work of the Academic Standing Committee
- Serve as Advisor to ASCWU Student Senate
- Liaison between SES & Faculty Senate
- Designated Staff Support for Passport to Careers College Program



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CAREER SERVICE

Unit leader: Katrina Whitney

employees: 12 (including student staff)

- 8 Main Campus
- 2 Westside
- 2 Student staff

Key responsibilities:

1. Career Development
(Working with students to define strengths)
2. Student Development
(Career development from picking a major to closing a career)
3. Internships
4. Employer Relations



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Office of Student Rights & Responsibilities

Unit lead: Joey Bryant

employees (including student staff): 4

Key responsibilities:

1. Provide behavioral interventions re: student concerns
2. Ensure due process and student rights are upheld
3. Minimize bias and inequitable outcomes for students
4. Assess and triage risk to university community



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Student Leadership, Involvement, & Community Engagement

SLICE

- 2,000+ Student Volunteer Hours
- 125+ Registered Student Organizations
- 100+ Campus Events & Activities
- 50+ Leadership Experiences
- 55+ Active Community Partnerships
- \$80,000 Club Funds Allocated annually



6	Professional Staff	26	Student Staff
1	Graduate Assistant	1	AmeriCorp Volunteer



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Diversity & Equity Center


Unit leader: Mal Stewman

employees (including student staff): 5 professional staff, 2 graduate assistants, & 6 student staff

Key responsibilities:

1. Foster an environment to build community around shared and underrepresented identities.
2. Provide holistic student support by meeting students as they are
3. Encourage student exploration of their unique and intersecting identities.
4. Empower students to take action and have their voices heard.





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High School Equivalency Program (HEP)

Unit Leader: Ramon Cardenas


Total # of employees: 10

Key responsibilities:


1. Enroll 80 qualified migrant seasonal farmworkers into HEP
2. Offer free GED instruction
3. Graduate 69% or higher
4. Place 80% of graduates into higher education, upgraded career, or into the military




Ramon Cardenas
Program Manager



Alma Delgado
Program Advisor



Yuritz Hernandez
Program Assistant



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SCW Educational Opportunity Center (TRIO)

Unit leader: Matteo Arteaga
employees (including student staff):
3

- Lina Orozco
- Damon Garza
- Matteo Arteaga

Key responsibilities:

1. Serve people who do not have secondary school diploma or equivalent.
2. Assist HS/GED graduate students to enroll in postsecondary education (admissions/financial aid, and more).
3. Recruit over 1000 new participants per year.
4. Support HS counselors and other educational programs by helping their students with financial aid.



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NCW Educational Opportunity Center (TRIO)

Unit leader: Dr. Maria I. Morales, Director

Staff:

- 1) Erica Cisneros, Program Coordinator
- 2) Inez Garcia, Advisor/Recruiter
- 3) Zhanna Abramchikova, Social Media Specialist/Advisor

Key responsibilities:

1. Work to address educational needs of identified under-served first-generation and low-income communities in the Okanogan, Shadle, and Okanogan counties.
2. Provide counseling & information on postsecondary education and high school equivalency programs, pending the participants assessed need.
3. Provide information and support related to financial literacy, applying for various methods of financial aid, including the Free Application for Federal Student Aid, scholarships, applications to postsecondary training and education programs in line with the participant's career goals.



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TRIO Student Support Services

Leader: Dr. Miriam Bocchetti, Exec. Director Grants

employees: 2 staff, 4 students (vacant Director, 1 Advisor)

Key responsibilities:

1. Support students who are first-generation, low-income, or have a disability
2. Provide holistic advising to participants
3. Help students to navigate and enhance financial literacy
4. Offer workshops, cultural events & trips



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College Assistance Migrant Program (CAMP)

Unit leader: Dr. Miriam Bocchetti
employees (including student staff): 6
Key responsibilities:

1. Recruit and retain 45 migrant and seasonal farmworker students annually
2. Provide social, financial and financial support & resources to eligible participants
3. Enhance student development and belonging by engaging students in events & activities
4. Meet federal GPRA measures of student completion & continuation (86% & 92%)



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Student Counseling Services

Unit leader: Cindy Bruns
employees: 10

Key responsibilities:

1. Mental health consultation and expert recommendations
2. Mental health treatment for mild to moderate concerns
3. Crisis intervention
4. Outreach and education to reduce barriers and support student mental health



*We are in person, but this was the easiest way to take a picture.



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Recreation

Unit leader: Michael Montgomery
employees (including student staff): 99

Key responsibilities:

1. To provide meaningful recreation opportunities for Central and Ellensburg communities
2. To be a central point for students' community and social connection
3. To provide quality student employment aiding in development and retention
4. To lead, collaborate and support campus wide events and initiatives



A COMMUNITY OF
WILDCATS
IN MOTION



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Student Health Services

Unit leader: Dr. June Bredin

employees: 10

Key responsibilities:

- 1. Provide medical care for all students of CWU.
- 2. Teach and educate students on medical, nutrition and diet issues.



Pictured from left: Emily Shaw, Carolyn Pomeroy, Kaitlin Amper, Kim Larson, and Madis Denny Harshbarger, Amy Walker, Lin Wan, Rita Bergovin, Kelly Bauer



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Operations – Student Health and Counseling Services

Unit leader: Stefanie Parker

employees: 6

Key responsibilities:

- 1. Provide administrative support to both Student Health and Student Counseling Services
- 2. Register patients for services and billing for Medical Center.



Pictured from left: Chanelle Givvy, Stefanie Parker, Tamey Savelli, Mercedes Simenel and Kiko Wong
Not Pictured: Stephanie Fitzgerald



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Office of Case Management

Unit leader: Gretchen Geltemeyer, Interim Director

employees: 3.25

Key responsibilities:

- 1. Crisis Response
- 2. Assessment/Referral/Care Coordination
- 3. Basic Needs Support
- 4. Risk Management



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Wellness & Health Promotion

Director: Marissa Howat
employees (including student staff): 8
Key Responsibilities

1. Assess campus climate for well-being using various surveys & feedback
2. Federal compliance for required services, support, reporting and programming (IPV & AOD)
3. Design, implement and evaluate health promotion initiatives based on CWU needs
4. Organize and advise environmental/systemic initiatives that improve holistic health and well-being



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Auxiliary Marketing

Unit Leader:
Hayley Harrell, Marketing and Communications Manager

Employees:
3 full-time, 5 students

- Key Responsibilities:**
1. Telling the Story
 2. Department Brand Standards
 3. Design and Production
 4. Communication



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Enrollment Management Marketing

Unit Leader:
Emma Keene, Marketing and Communications Manager

Employees:
3 full-time, 5 students

- Key Responsibilities:**
1. Marketing and Communications Strategy
 2. State Communication
 3. Brand and Resource Awareness
 4. Support of Recruitment of Incoming Class



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Publicity Center/CWU Hype

Unit Leader:

Lola Gallagher, Director of Communications and Strategic Initiatives

Employees:

3 full-time, 18 student staff and interns

Key Responsibilities:

- Provide high-quality, innovative creative services that promote services and activities to a primarily student audience
- Provide hands-on, practical experience for staff that furthers their professional and personal development in an agency environment
- Help create and promote community and belonging for CWU students
- Serve as a trusted resource and brand partner



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KCWU-FM – 88.1 The 'Burg

Unit Leader:

Tommy Skaggs, General Manager

Employees:

3 full-time, up to 20 student employees, 40+ volunteers

Key Responsibilities:

1. Provide access to a platform for CWU student voices
2. Provide hands-on experience in an out-of-classroom learning lab environment
3. Create relevant and engaging content for CWU and the Ellensburg community
4. Foster an emotionally safe environment which values experimentation of thought and professional skills



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Admissions: Early College Outreach/ Campus Visits

Unit leader: Manuel Rodriguez

Employees: 21 (2 staff, 19 students)

Key responsibilities:

- Elem/Middle School Outreach
- Support CWU's Long-Term Recruitment/Enrollment Efforts
- CWU Exposure to Prospective Students & Families
- Align/support campus-wide on campus visit experiences



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Admissions: Recruitment & Admissions Processing

Unit leader: Myndee Ronning
employees: 16

Key responsibilities:

- Front line customer service staff (on campus and regionally based)
- Recruitment of domestic First Year, Transfer, Online, and Returning Students to CWU
- Process applications, collect materials, give admissions decisions



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Admissions: Orientation and Transition Programs

Unit leader: Myndee Ronning (until Director is hired)
employees (including student staff): 2, 15-20 summer student staff

Key responsibilities:

- Onboard new students as they transition to the CWU community.
- Create a seamless experience for students/families coming to CWU
- Connect staff/faculty/resources to incoming students
- Create/implement welcoming on campus events for prospective and newly admitted students



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Admissions: Slate CRM Management

Unit leader: Megan Daniels
employees (including student staff): 1, soon to be 2

Key responsibilities:

1. Database Stewardship
2. Admissions & Marketing Business Operations
3. Data Analysis & Reporting
4. New Implementations & CRM Optimization



What is a CRM?

"Client Relationship Management" software is a database of records with tools for engaging with those records

How CRM:

- Admissions Applications
- Application Portal
- Data
- Communications
- Tools and Reporting

What is CRM all about? Why use it? How integrate? We provide answers to all CRM questions



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VPSSES Office

Unit leader: Lucha Ortega
9 employees (including student staff of 4)



Key responsibilities:

1. Provide administrative and budgetary support to Vice President and SES Executive Team
2. Serve as liaisons to the public, students, and staff on behalf of the Student Engagement and Success division



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SES Executive Team

Unit leader: Lucha Ortega
7 team members



Key responsibilities:

1. Provide proactive leadership to the Division of Student Engagement and Success
2. Support overall SES units and programs
3. Advocate for SES resources
4. Facilitate and address student issues, needs, and concerns



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Student Journey

Post Graduation

- Into Careers
- Becoming part of the alumni network
- Supporting the university



Before College

- Early involvement
- College and university activities
- Recruitment programs and services
- Recruitment: Community College Students

Retention and Persistence

- First Year Retention
- Ongoing Persistence
- Pathways to Graduation

Transition into College

- Outbound
- Graduation Programs

Source: "The Student Journey Dashboard," Student Engagement and Success, Office of the President, CWU Website, Accessed 10/31/2022



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The Student Journey

STUDENT ENGAGEMENT AND SUCCESS

CWU

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Break

- Get a snack
- Take care of any personal needs
- Browse the Student Journey Timeline
 - What do you notice?
 - Any surprises?

Touchpoints on the Student Journey

At your table, answer the following:

- What surprised you?
- What did you notice?
- Did you learn anything new?
- What did it make you wonder or want to know more about?

Restructuring Takes Flight: Next Steps

- Nov. 16 - feedback and draft org charts due
- Late Nov/early Dec - SES Executive team and President work together on models
- Early January - draft models presented to SES division for feedback
- Late January - Vice President submits models to President Wehbart
- February - feedback sought from university stakeholders
- March - new structure announced

Draft SES Vision and Mission



	Vision	Mission
Central Washington University - Adapted 08/29/2022	Central Washington University will be a model leading community of equity and belonging.	In order to build a community of equity and belonging, Central Washington University nurtures culturally sustaining practices that expand access and success to all students. We are committed to fostering high impact practices, sustainability, and authentic community partnerships that are grounded in meaningful relationships.
Student Engagement and Success - Proposed	The Division of Student Engagement and Success will facilitate access, community, and belonging throughout all phases of the student experience.	The Division of Student Engagement and Success fosters equitable and seamless pathways for student access and success throughout their journey and attainment of educational aspirations.

Framework for the new SES structure

- Past – Vice President for Student Affairs/Enrollment Management, Vice President/Assistant Vice President for Enrollment Management, Dean Student Success
- Present – Interim Vice President for Student Engagement and Success, Assoc. Deputy Exec. Director permanent Director's
- Future – Student Engagement and Success Divisional Faculty
 - Create a strong structural support systems structure and inclusive efforts
 - Continue learning sessions process beginning in 1 year



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Your homework, should you choose to accept it . . .



Draft 1-2 new org chart models for SES division!

Parameters-- direct reports to VPSES, limited to not more than

- 2 associate assistant vice presidents
- 2 executive directors
- 2 directors
- 1 dean of students
