

# CENTER FOR LEADERSHIP AND COMMUNITY ENGAGEMENT

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## EXECUTIVE SUMMARY

The CLCE provides CWU students with the opportunity to make a positive impact within their communities. From short-term volunteering to intense capstone service programs, individuals are encouraged to use their discipline-specific knowledge in order to address community-based social, political and environmental economic justice issues. Through utilizing an automotive data collecting process and qualitative assessment tool, the CLCE will be able to better evaluate the various level of student engagement within the program and identify the learning and development outcomes of each program.

The CLCE currently has almost 80 Memorandum of Understandings (MOU's) with organizations, companies, and institutions throughout Washington State such as Kittitas Valley Hospital, American Red Cross, Ellensburg Downtown Association, Habitat for Humanity, and the Yakima Humane Society.

Our community engagement programming is rooted in theories that suggests that student involvement in community service-learning programs provide powerful experiences that foster students' leadership development (Dugan & Komives, 2010; Eyler & Giles, 1999; Vogelgesang & Astin, 2000).

Additionally, the social change model approaches leadership as a "purposeful", collaborative, values-based process that results in positive social change" (Komives, Wagner, & Associates, 2009, p. xii).

Andre Dickerson, Director

## AT A GLANCE

427

student volunteers

1515

student volunteer hours served

986

total volunteer position opportunities

166

total events and activities

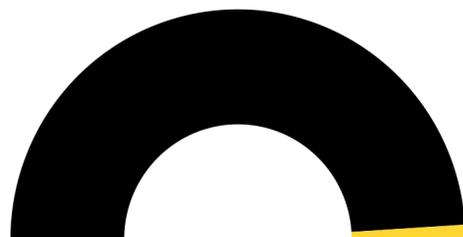
80

MOUs and Community Partnership Agreements

Bureau of Land Management, Washington State Department of Fish and Wildlife, Mid-Columbia Fisheries Enhancement Group, American Red Cross, United Way of Central Washington, Kittitas County Solid Waste, Kittitas Environmental Education Network, Kittitas Valley Search and Rescue, Habitat for Humanity, City of Ellensburg, Ellensburg Downtown Association, Independent Order of Odd Fellows, Lazy F Camp, CWU Community Garden, Wildcat Neighborhood Farm.

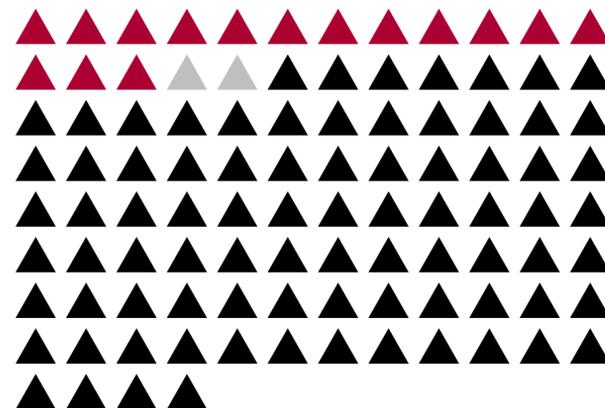
\$529,802

total funding (FY20)



## HIGHLIGHTED PROGRAMS

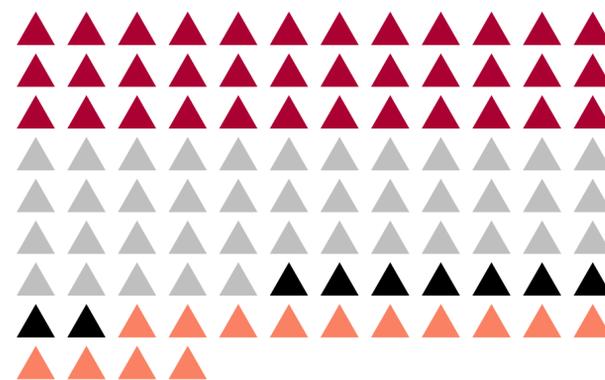
### LEADERSHIP PROGRAMS



Participants

- Experience Leadership Project (First Years) 120
- Chavez-King Leadership Institute (Cohort) 10
- Cross Cultural Leadership Program (Cohort) 10
- Wildcat Leadership Academy (All Students) 650

### SERVICE PROGRAMS



Participants & Volunteers

- Holiday Extravaganza (for K-5 students) 600
- Giving Tree/Stocking Stuffers (for kids 5-14) 685
- Red Cross Blood Drives (campus-community) 150
- MLK Make a Difference (w/ Mt Stuart Elem) 250



# CENTER FOR LEADERSHIP AND COMMUNITY ENGAGEMENT

Wildcats Belong Here.

## AREA ACCOMPLISHMENTS

The CLCE successfully carried forward a leadership certificate program designed to engage CWU students in leadership development and service called the Wildcat Leadership Academy (WLA).

WLA has actively engaged close to 650 students and helped them gain the knowledge and skill sets necessary to successfully navigate the collegiate and professional environment.

Within this new academic year, over 150 new students joined the program and are on their path to complete their leadership certificate. In an effort to keep the student motivated, we hosted 12 community leaders and partners for a networking and professional development gathering, which was exclusive offered to WLA students who have already completed their certificates.

Additionally, eight student leaders facilitated WLA workshops virtually during the Spring quarter.

## STAFF ACCOMPLISHMENTS

**Andre Dickerson, Director of CLCE**

Served as keynote speaker for the Student African American Brotherhood (SAAB) Western Regional Conference in San Bernardino, CA in October 2019

## ISSUES/CHALLENGES

The CLCE has experienced staff vacancies since the beginning of the 2019-2020 academic year. A temporary staff person was hired to fill one program manager position. However, the vacancy of the Assistant Director position exacerbates the continued challenge faced by the CLCE to be adequately staffed.

## 2020-2021 GOALS

- 1** Strengthen existing and establish new relationships with the local, regional, and statewide partners, such as the Kittitas County Chamber of Commerce, City of Ellensburg, American Red Cross, Downtown Ellensburg Association, Habitat for Humanity, etc. to increase civic engagement and service-learning opportunities for all CWU students.
- 2** Foster an environment where diversity and inclusion is championed and respected by our professional and student staff through campus and community engagement programming.
- 3** Establish 8-10 new MOU's throughout Washington State, specifically with organizations located near CWU centers, with the intentions of expanding civic engagement opportunities to all CWU students.

# STUDENT INVOLVEMENT

Student Engagement • Center for Leadership & Community Engagement  
Student Union & Activities • Publicity Center & Hype • KCWU 88.1 The Burg

## RETENTION AND COMPLETION INITIATIVES

### Welcoming environments and culture that contribute to students' overall well-being and feeling of belonging

- The 3rd floor lounge of the Student Union was designated a "Quiet Zone" for students to study and relax.
- "Procrastination Stations" designated Student Union meeting room space with technology as open for student use during finals week to meet about group projects, go through presentations and collaborate with each other.
- Each unit's diversity, equity and inclusion statements will be posted on their websites and in their office spaces. Ongoing dialogue with staff will bring statements into daily consciousness.

### Programming and events that encourage social interaction, networking and making connections

- An array of activities were offered at different times and days, ranging from highly interactive to passive participation; encouraged students to connect with the college experience at their comfort level.
- Collaborations with other departments and student groups to insure programming representative of our student body and interests.
- CWU Hype Street Team regularly "invited" students to join them at events and activities, and created multiple interactive social campaigns to keep students checking in.

### Providing tools and avenues for engagement

- Launched a new engagement tool, Presence. Students clubs, orgs and associated departments will be able to stay better connected and informed. The goal is to have full registration by September 30 for earlier engagement that will be sustained over time.
- Finalized handbook for student groups to streamline processes and get up and running more efficiently.
- Worked with CWU alumni in multiple ways, from speaking engagements, roundtables and networking to promotion of events and initiatives, to encourage persistence and completion.
- CWU Hype followed relevant hashtags to be among first to welcome new students to CWU and launched a new social media channel to connect better with students.

### Leadership development opportunities that build skills and introduce resources

- CLCE hosted the 13th Annual Experience Leadership Project (ELP) for 120+ incoming first-year and new transfer students, to help develop a support network, improve leadership skills, and learn about resources available at CWU.
- Wildcat Leadership Academy helped students experience different leadership pathways and grow capacity.

### Student employment and professional development opportunities

- Student lead positions regularly participated in the interviewing and training process of new student staff, adding value and stronger ties to their position.
- Student staff met regularly with their supervisors for mentoring, guidance, and performance reviews; all units met with student staff teams to strengthen the organization and celebrate them.
- Student Union introduced monthly student employee engagement workshops for more interaction cross-departmentally to create a greater sense of common purpose. Students are also able to take Strengths Quest survey for a look at what strengths they bring to the table in their work and personal lives.
- KCWU continued to offer students a unique, hands-on broadcasting experience not found at many other universities, and training in a true learning laboratory environment that is FCC-licensed.
- Publicity Center student staff worked in a professional creative agency setting, putting their education to work in a real-world environment and building their portfolios and resumes in the process.

## COVID RESPONSE

- Retained all student staff by adapting work assignments and providing professional development options
- Produced regular Student Involvement video updates to stay connected with staff
- Employed Teams and Zoom for virtual meetings with staff, partners and clients; secured technology for staff as needed
- Loaned laptops to Information Services for distribution to students in need

## COVID RESPONSE

- Cancelled scheduled space for all spring and summer campus events
- Created a virtual space in 25Live to post on University calendar and CWU Connect
- Shifted in-person events to virtual as possible
- Developed new online events
- Created a COVID-19 Emergency Management Plan for the Student Union
- Managed HVAC, water systems, and lighting controls during closure of the facility
- Provided data for costs/revenue losses related to COVID-19 interruption of operations, cancellations, etc.
- Evaluated budgets and reduced costs for the fiscal year by removing travel and reducing goods and services
- Reduced hours in the SURC for CWU Students only for food pick up and Wildcat Shop access
- Managed daily SURC door access and security
- Developed and facilitated meetings with the "Virtual Engagement Team" of 30 professionals within DOSS
- Facilitated and advised ASCWU online elections
- 20 professional and student staff participated in an inaugural Retention Outreach Calling campaign of all currently enrolled students
- Navigated HR processes with staff
- Provided all SURC signage related to COVID-19 advisories and notices; consulted with Public Affairs on communications and dept requests
- Provided weekly updates to SURC, Dining, and Wildcat Shop hours - at building entrances, websites and social media
- Pulled all publicity for spring events and developed simplified process for digital requests
- Pivoted KCWU programming for students to access and create remotely, including navigating technology, networking, and server challenges
- Expanded KCWU content into new areas
- Developed remote drop system for university PSA's and announcements from Public Affairs
- Supported clubs by waiving engagement hours requirements, offering office hour consultations, promoting virtual event ideas and resources
- Provided video support to Public Affairs
- Researched and submitted proposal to secure livestreaming capabilities
- Participated in and/or led several Fall Reopening planning committees and workgroups
- Continued preparations including ordering of plexi shields, cleaning supplies and sanitation stations, door kicks, signage; determining circulation pattern; storing/moving furniture to meet occupancy reductions; setting ballroom and theatre for academic class space, preparing training and staffing schedules, etc.

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## DIVERSITY, EQUITY, AND INCLUSION INITIATIVES

- All units in Student Involvement have developed diversity, equity and inclusion statements. All professional and student staff stay current with required training, and many seek out additional resources and education to further improve the campus climate and that of our greater community.
  - Recruitment and hiring practices have become more intentionally focused on expanding candidate pools and outreach. There continues to be an increase in the applications and hiring of employees from traditionally underrepresented groups.
  - The Publicity Center consults with the Diversity and Equity Center and Disability Services, and advises clients of best practices, to insure marketing materials are inclusive and accessible. This includes attention to imagery and language, using accessible hashtags, alt tags, and captioning.
  - CWU Hype students seek out stories and cover events that highlight the diversity of the student body, and work with many departments, student clubs and orgs to develop materials promoting their events.
  - KCWU actively creates opportunities and positions to help address the gender gap in a traditionally male broadcast industry. Continued efforts have resulted in multiple women gaining jobs in the industry.
  - KCWU will also continue working to create a more inclusive and inviting physical and cultural space of the radio station, and create opportunities for more diverse voices.
  - 12th year of the Cross-Cultural Leadership Program (CCLP), which is designed to explore the relationship between leadership and culture, in an effort to grow global leadership.
  - 5th year of the Male Success Initiative (MSI), a student success initiative aimed at improving the educational outcomes of men of color at CWU. The Brother to Brother (B2B) chapter has operated as the primary vehicle for MSI with a plan to make a significant improvement in male students' satisfaction, academic performance, campus engagement, and retention and graduation rates with qualitative and quantitative measures of program success.
  - Support of culturally and inclusion based clubs through updated recognition and onboarding process. New clubs such as the Jewish Student Union, The National Gay Pilot Association, and the Native American Student Union learned about the process to become an Equity and Services Council Organization and connected with the Diversity and Equity Center.
  - Changed hiring practices for student employees to ensure we were reaching larger groups of potential employees. Student Union & Activities have observed a significant difference in our hired students' social groups and an increase in female and non-binary demographics.
  - Scheduling Services and the DEC worked together to get the new Multicultural Center established in 25Live and ready to use as a functional event space for on-campus organizations and departments.
  - Scheduled, planned, and/or provided services for over 5000 diverse events on campus with more than 9000 student participants.
  - The Student Involvement team is also highly engaged and committed to serving our campus and community while pursuing new knowledge through active participation in professional organizations and opportunities:
- COMMITTEES, COUNCILS, BOARDS: CWU Campus**
- ASL Onboarding Committee
  - Homecoming Committee
  - Late Night and Weekend Programming Committee
  - Central Circulation Committee
  - Commencement Committee
  - Wildcat Neighborhood Farm Steering Committee
  - Student Union & Recreation Center Safety Committee
  - Student Union Advisory Board
  - University Safety Council
  - Convocation Committee
  - Student Living Staff Gathering Planning Committee
  - SURC Partners Committee
  - SURC Governance Committee
  - Minority Employee Council / Welcoming Committee
  - Essential Personnel
  - Suicide Prevention Committee/Postvention Subcommittee
  - PEECS: Travel, The Collective, Central Resilience, Processes, Code of Ethics
  - CWU USHLI Committee
  - HIS Strategic Planning Subcommittee
  - Enterprise Communications Committee
  - Sustainability Council
  - Fall Opening planning: Programming, Service Centers, Circulation, Socialization
- COMMITTEES, COUNCILS, BOARDS: Off Campus**
- Ellensburg Youth Baseball/Softball (PR, web)
  - Ellensburg Hardwood Club (secretary, web, social media, photo)
  - Kittitas County 4H/ This 'n' That (volunteer, photo)
  - Kittitas County League of Women Voters
  - Ellensburg City Council (through Dec. 31, 2019)
  - Ellensburg City Lodging Tax Committee (chair through Dec. 31, 2019)
  - Ellensburg City Parks & Recreation Committee (through Dec. 31, 2019)
  - Ellensburg Senior Advisory Committee (through Dec. 31, 2019)
  - International Rotary
  - Kittitas County Chamber of Commerce – Leadership of Kittitas County Advisory Committee
  - Kittitas County Emergency Alert System (chair)
  - Kittitas Valley Hospital Patient Family Advisory Board
  - Yakima Jiu Jitsu (club president, volunteer instructor/children's class)
- Regional/National Positions**
- ACUI Regional Communications Coordinator
  - ACUI Regional Director
  - NASPA Region V Advisory Committee – Volunteer Coord
  - NASPA Region V Advisory Committee – Knowledge Committee Chair
  - National Association of Campus Activities (NACA) West Region – Regional Coordinating Board: Conference Showcase Production Coordinator
  - Student African American Brotherhood (SAAB) National Advisory Committee
- PROFESSIONAL AFFILIATIONS & MEMBERSHIPS**
- Association of College Unions International (ACUI)
  - College Broadcasters Inc.
  - Intercollegiate Broadcasting System
  - National Association of Broadcasters
  - National Association of Broadcast Engineers
  - National Association of Campus Activities (NACA)
  - National Association of Student Personnel Administrators (NASPA)
  - Student Affairs Assessment Leaders (SAAL)
  - University and College Designers Association (UCDA)
  - WASECC (Emergency Management Group for WA)
  - Washington State Association of Broadcasters
- TEACHING**
- Africana and Black Studies (ABS) 302: Hip-Hop as Global Culture
  - Business 310: Professional Development 2
  - Event Management Capstone
  - UNIV 101: Transition to College
  - "Don't Cancel That Class" select topics per faculty request