

GOAL 1

Strengthen and Inspire Student Success and Lifelong Learning

STRATEGIES

- Increase Student Well-Being
- Increase Retention and Graduation
- Develop and Enhance Advising
- Enhance Career Preparation and Success
- Increase Student Engagement

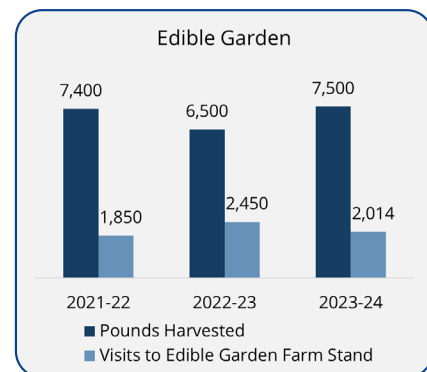
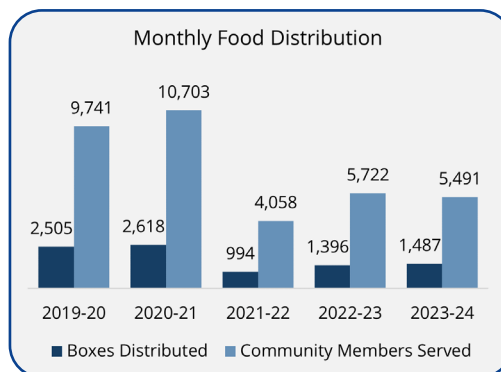
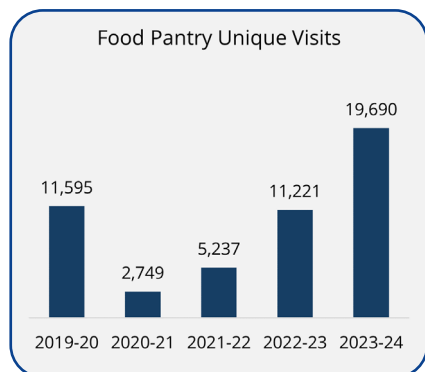
STUDENT WELL-BEING

To increase student well-being, the campus has been strategic about meeting the basic needs of students including addressing food and housing insecurity, examining the completion rates for the First-Year Experience courses and the added financial literacy module, and meeting the physical and mental health needs of our students.

ADDRESSING FOOD AND HOUSING INSECURITY

The campus has increased support for students facing food, housing and financial shortfalls. To meet these needs, the food pantry has surpassed its goal of 16,900 visits annually. The Edible Garden has undergone significant renovations and has expanded in growing space, allowing for a greater harvest to better support our campus community.

For students facing housing insecurity, the campus offers eight beds for on-campus emergency housing and provides short-term hotel stays. Additionally, it supports students through the Triple Buy-Down Program, which allows them to stay in student housing at a reduced cost.



8 emergency grants were awarded totaling **\$7,808**

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20 grocery store gift cards were distributed totaling **\$2,000**

Housing Insecurity Data 2023-24

88 Students Served

30 Students Utilized Housing Navigation

22 Students Utilized On-Campus Emergency Housing

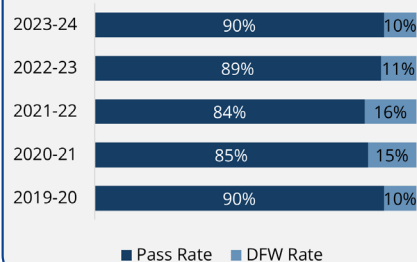
133 Students Utilized the Triple Buy-Down Rate

2 Students Utilized Off-Campus Hotel Stays

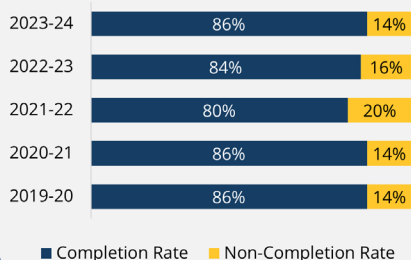
FIRST-YEAR EXPERIENCE COURSE

First-Year Experience (FYE) courses are designed to provide students with a supportive environment where they can make vital connections and foster community with fellow students, their instructor and key campus members who will ensure their successful transition into the college environment. Students are introduced to the value of general education and learn critical university-level skills necessary for academic success, along with their rights and responsibilities as students, important university policies and available campus resources.

First-Year Experience Course Completion



Financial Literacy Module Completion



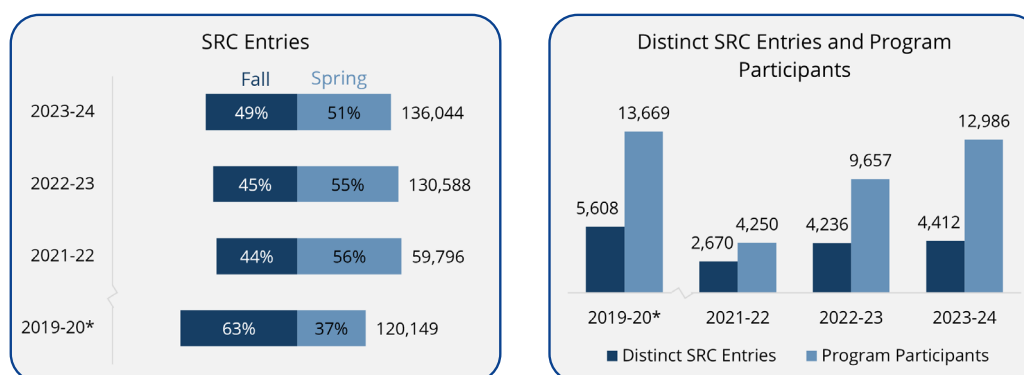
FINANCIAL LITERACY AND WELLNESS

A financial literacy module was developed to use in the First-Year Experience course to provide an accessible and inclusive resource that empowers students to make informed financial decisions, ensuring long-term financial security and prosperity. In addition, the campus has created a website and financial wellness coaching services to encourage financial responsibility and well-being. Financial wellness resources can be found at: <https://www.csub.edu/financial-wellness/>



CAMPUS RECREATION AND WELLBEING

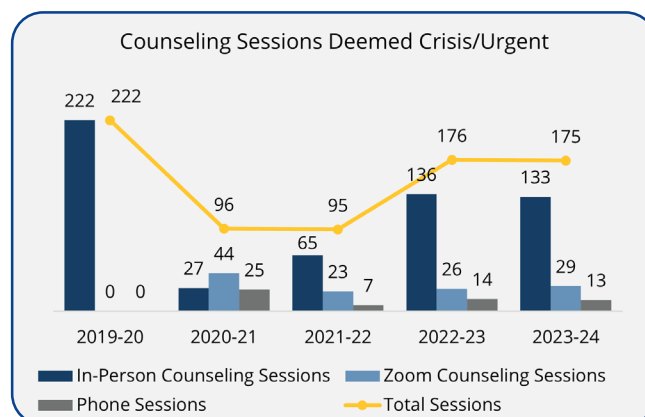
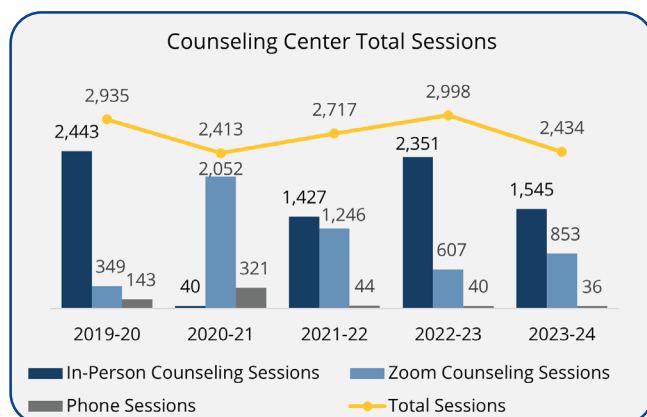
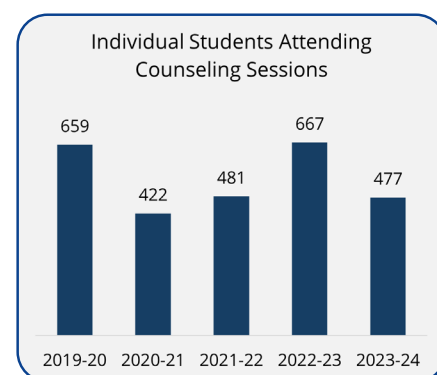
Campus Recreation and Wellbeing continues to serve the physical and mental health needs of students by offering a variety of programs and services, including outdoor adventure trips, group fitness classes, intramural sports, rock climbing, personal training and special events. These programs and services are designed to inspire, influence and educate the campus community to attain their personalized level of fitness and wellness. The Wellness Suite, which opened in fall 2023, features nap pods, massage chairs, a reflection corner with meditation tools, study space, craft tables and art supplies – creating a comfortable environment centered on individual wellness. With a focus on the eight dimensions of wellness (physical, emotional, social, environmental, intellectual, occupational, financial and spiritual), the Wellness Suite, along with wellness programs and workshops, provide hands-on learning experiences, open discussions and individualized support for student well-being.



NOTE: AY 2020-21 information is missing due to closures resulting from the COVID-19 pandemic.

COUNSELING CENTER

The Counseling Center offers a variety of services designed to help students reach their educational and personal goals. The center provides individual and group counseling, workshops, crisis intervention and response, suicide awareness and prevention programs and specialized events to support students' mental health needs. During the pandemic, the Counseling Center continued serving students through telehealth sessions. With its recent move to a dedicated campus location, the center has expanded its services and increased the number of available counselors, allowing it to support more students.

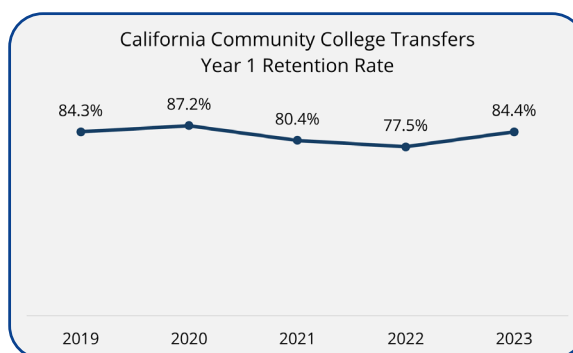
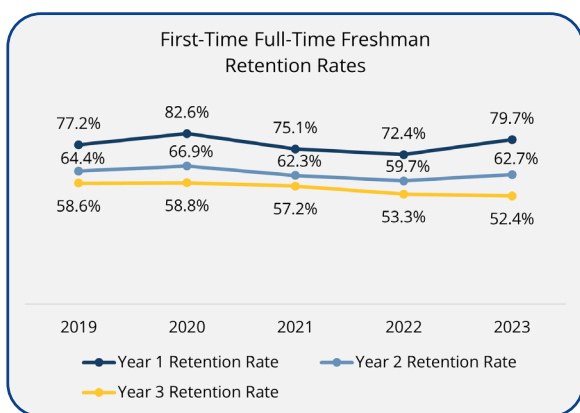


RETENTION AND GRADUATION

RETENTION

The one-year retention rate of the most recent cohort of first-time full-time freshmen exceeded the pre-pandemic rate, from 77.2% to 79.7%. However, the two- and three-year retention rates are still below the pre-pandemic level (62.7% and 52.4%, respectively).

The transfer one-year retention rate (84.4%) surpassed the pre-pandemic level of 84.3%.



IMPROVING STUDENT SUCCESS

CSUB implemented several strategies to improve student success, one of which focused on ensuring continuous, uninterrupted enrollment. Keeping students enrolled is critically important to ensuring students persist throughout their academic journey and make it to graduation.

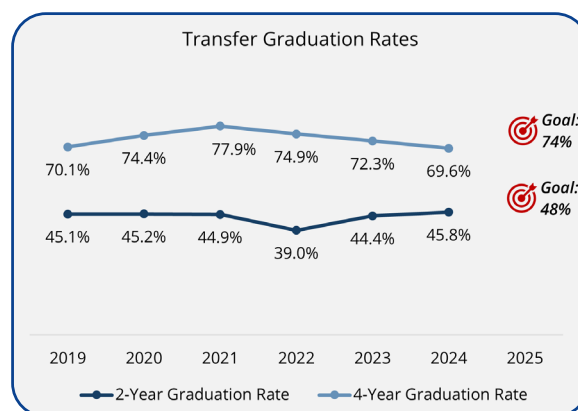
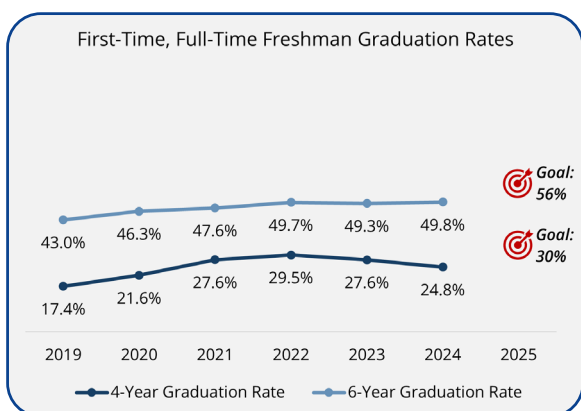
In February 2023, the Academic Senate approved changing the term 'Academic Probation' to 'Academic Notice' to notify students about their academic performance. This change aimed to remove the negative connotation associated with 'Academic Probation,' reduce stigmatization and ultimately improve retention among students placed on this status.

Another barrier to student success has been financial holds placed on student accounts. Beginning in the 2021-22 academic year, Enrollment Management permanently set the financial balance-due threshold at \$1,000 to reduce the number of students dropped from classes for minimal balances, thereby minimizing disruption in student enrollment.

GRADUATION

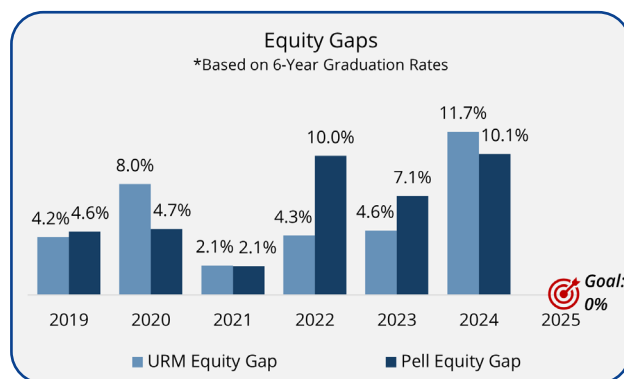
The four-year graduation rate for first-time freshmen students increased from 17.4% to 24.8% over the past five years, while the six-year graduation rate rose from 43.0% to 49.8% during the same time. Although this represents a steady improvement, it is lower than the CSUB's 2025 four-year goal (30%) and six-year goal (56%).

Undergraduate transfer students' two-year (45.1% to 45.8%) and four-year (70.1% to 69.6%) graduation rates minimally changed over the past five years. The change is lower than the CSUB's 2025 two-year goal (48%) and four-year goal (74%). A team of faculty, staff and administrators from CSUB have partnered with leaders from Bakersfield College and Kern Community College District to investigate the factors that have led to minimal progress in transfer student success.



EQUITY GAPS

Equity gaps in the six-year graduation rate by Historically Underserved (HU*) and Pell status reached the lowest in university history in 2021 (2.1%). However, the post-pandemic transition exacerbated existing disparities. Closing equity gaps has proven difficult for the entire CSU System, and CSUB is no exception to this challenge. CSUB is actively working to decrease these gaps through intentional and targeted programs and services.



*HU refers to Historically Underserved students, defined as those who self-identify as African American, Latinx, or American Indian. All other students are classified as Non-Historically Underserved (Non-HU). Race/Ethnicity definitions align with the U.S. Department of Education (IPEDS) guidelines.

ACADEMIC ADVISING

NEW UNDERGRADUATE ADVISING WEBSITE

The Undergraduate Advising website was created and launched in February 2023. This website centralizes advising information, providing students with a more consistent advising experience regardless of their school. The site also includes the Program Pathways Mapper which is designed to help students select a program and speed their progress towards completion. Regardless of their major, students can visit the website for important dates, academic resources and specific information about each school's advising center.

csub.edu/advising



CAPTURING STUDENT FEEDBACK

Excellence in Academic Advising (EAA), in collaboration with the National Academic Advising Association (NACADA), administered a survey to students in late spring 2024. Faculty and Staff involved in advising were also surveyed. The results will be analyzed and used to initiate discussions on reevaluating the advising structure and improving advising processes. Currently two advising centers – the BPA Advising Center and AV Advising Center – have implemented their own advising surveys, which are sent to students after their advising appointments. Surveys will continue to serve as a means of capturing student feedback, ensuring their voices are part of the process of improving advising.

IMPROVING THE GRAD CHECK PROCESS

The graduation application and degree conferral process has significantly improved over the past five years. Graduation application response times have decreased from 6-9 months to an average of 4-6 weeks. Degree conferral time was reduced from four months to four weeks. Moving the graduation application from paper to online in the 2019-20 academic year was the catalyst for significant and notable changes that followed. Automation of letters and emails improved communication with students and allowed advisors to view these communications as well. Continued work on the degree audit laid the foundation for implementing Auto Grad in 2023-24, which greatly reduced the time to confer degrees. The university was able to confer degrees within one day of grades being finalized for 40% of the graduating class in fall 2023 and 55% of the graduating class in spring 2024.



ADVISING COORDINATORS BY SCHOOL

A priority in enhancing advising was to ensure that all schools have a common structure. By May 2023, each of the four schools had Advising Coordinators to oversee advising in their respective areas. In March 2024, an Interim Director of Undergraduate Advising was appointed and began leading discussions with Associate Deans and Advising Coordinators regarding a plan on how to move forward. Consistency across advising centers remains a top priority. The Interim Director of Undergraduate Advising will continue to work with Associate Deans and Advising Coordinators to create a uniform process that will enhance the student advising experience.

ADVISING LEADERSHIP TEAM

The Interim Director of Undergraduate Advising is leading discussions with Associate Deans and Advising Coordinators regarding the Advising Leadership Team (ALT) membership. There will be two groups: ALT, which will consist of advising leaders, and a larger group, the ALT Council, which will include representatives from other campus areas to improve communication. Advising plays a major role in ensuring students have the necessary resources to succeed academically. In collaboration with other departments across campus, ALT will continue discussions focused on advising, retention and student success.

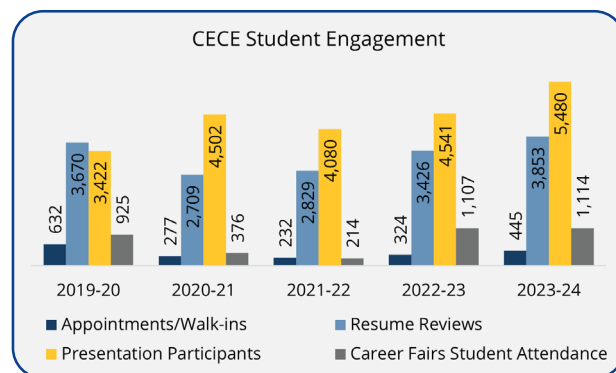


CAREER PREPARATION

CAREER PREPARATION THROUGH CECE

Career Education and Community Engagement (CECE) prepares students for life beyond the classroom. By providing access to employers, jobs, internships, community partners and a variety of tools and services, students are equipped to achieve their career goals and make meaningful contributions to the local community. During the 2019-24 Strategic Plan period, CECE achieved notable outcomes related to Goal 1.

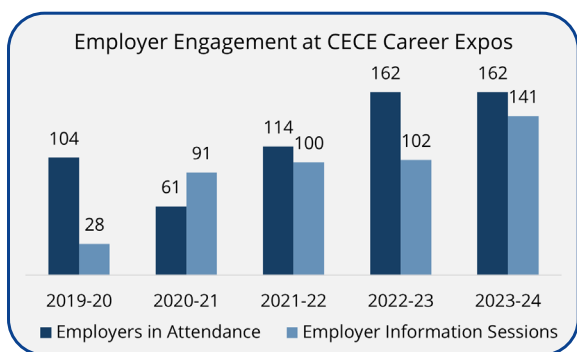
- Hosted two of the University's largest-ever career expos.
- Achieved an eight-fold increase in internship and post-graduate job opportunities.
- Achieved a five-fold increase in employers hosted on campus.
- Launched the state-sponsored College Corps program to help students fund their education.
- Saw a 28% year-over-year increase in student participation.
- Provided unrestricted access to career preparation workshops by making them available electronically.



97%

Of students reported their applied experience was a valuable experience in terms of their career planning

-CECE 2019-24 Internship Evaluations



EMPLOYER ENGAGEMENT

CECE's focus on increasing employer engagement has provided students with access to a broader range of internship and post-graduate job opportunities. Students have the opportunity to meet employers via industry-focused mixers, class presentations, club meetings and tabling.

JOBS AND INTERNSHIPS

Since 2019, CECE has boasted an eight-fold increase in internship and post-graduate job opportunities available to students. These opportunities included both in-person and remote positions. Local part-time positions also helped students fund their education.



STUDENT ENGAGEMENT

Student engagement at CSUB included student advocacy, collaborative programming, fostering a sense of belonging, inviting spaces, Division 1 athletics and leadership development during 2019-2024 strategic plan period.

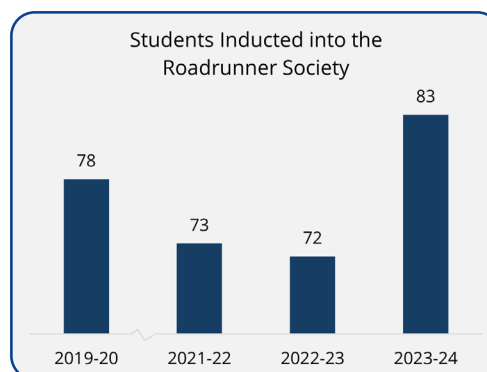
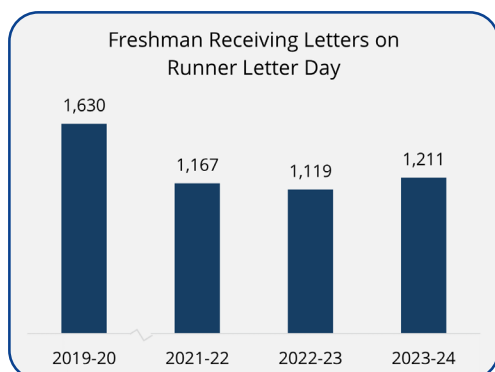
STUDENT ADVOCACY

Our student government leaders did not shy away from their responsibility of being the official voice of the student body. ASI worked tirelessly to engage students and actively sought feedback from students to better advocate for them. One example of this tireless work is the installation of the Ballot Box on the CSUB campus. The Ballot Box provides students with the convenience of participating in the election process in a safe and familiar environment. Additionally, over the strategic plan period, ASI awarded over \$150,000 in scholarships to students on the CSUB and Antelope Valley campuses.



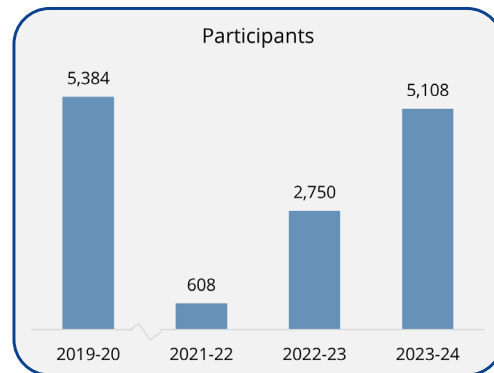
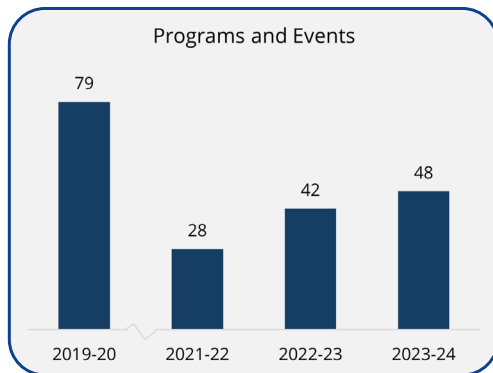
COLLABORATIVE PROGRAMMING

Campus programming continued to focus on collaborating with campus partners to provide engaging experiences for CSUB students. These partnerships included Student Housing and Residence Life, the Student Union, Campus Recreation and Wellbeing, the Counseling Center, MAGEC/Dreamers Resource Center, Basic Needs, CECE and Athletics.



SENSE OF BELONGING

A key focus of student engagement activities at the university was to create a sense of belonging for our students. One example of how this was accomplished was through the Student Housing and Residence Life “Destination Unknown” program. This program provides housing residents with the opportunity to network and connect with fellow residents and campus staff who serve as chaperones. Another example of creating opportunities for belonging was the collaboration between the Office of Student Involvement and the Center for Career Education and Community Engagement on the Get Involved Day program. This program features a club fair, volunteer fair and job fair all happening at the same location at the same time. Additionally, ASI fosters a sense of belonging by funding student organizations, ensuring that they have the financial resources needed to enhance the quality of the student experience.



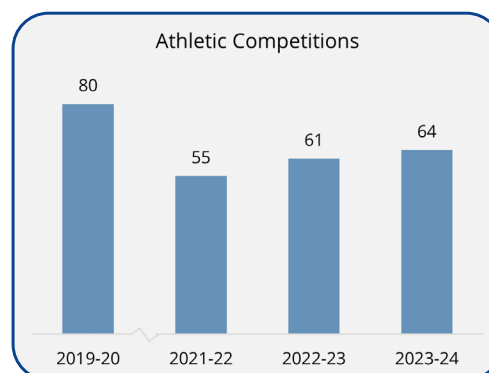
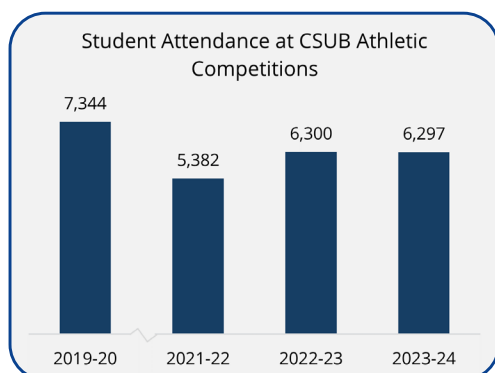
INVITING SPACES

Student Housing and Residence Life offers inviting and engaging spaces for students in the residence community. These spaces include study rooms, lounge spaces for small group gatherings, a game room in the community center and a large multipurpose room for hosting community-building events. Campus Recreation and Wellbeing has increased the soft seating areas throughout the facility, allowing students to enjoy the center between classes. Additionally, the Wellness Suite provides students with a place to decompress by taking advantage of a nap pod or massage chair. The Student Union continues to be the hub for student life, creating inviting spaces for all students, including in the student lounge, Rowdy's Place, Starbucks and the conference room checkouts for study groups and club meetings.



DIVISION 1 ATHLETICS

CSUB Athletics not only engages the student-athletes who compete on behalf of the university but also provides the student body with a sense of pride that comes with being a Roadrunner. Student attendance continues to rebound after the COVID-19 pandemic, which disallowed spectators.

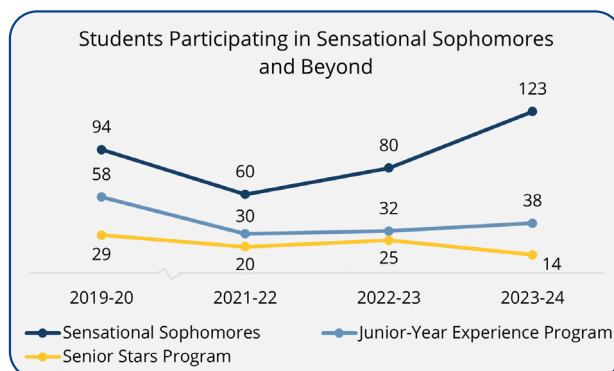
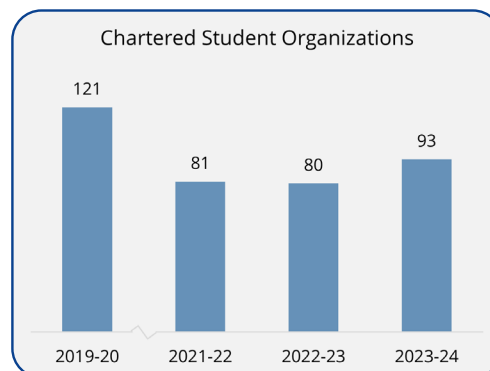
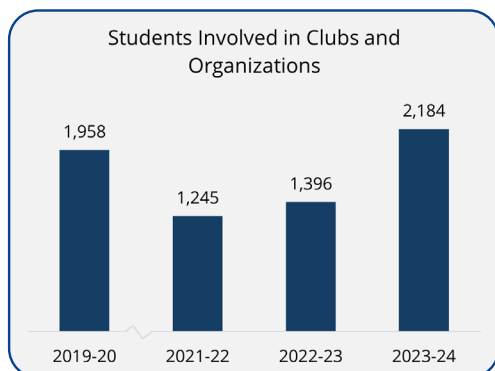


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LEADERSHIP DEVELOPMENT

The Sensational Sophomores program, Student Leadership Hall of Fame, Student Leadership Council, ASI, Student Athletic Advisory Council and Student Clubs and Organizations are examples of how the university fosters student engagement through leadership development.



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NATIONAL SURVEY OF STUDENT ENGAGEMENT (NSSE)

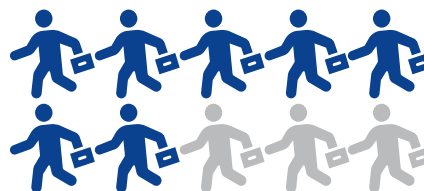
Each year, the National Survey of Student Engagement (NSSE) collects data from participating institutions on the characteristics and quality of the undergraduate experience. NSSE offers insights into how students allocate their time and what they gain from their college experience.

Based on the 2024 NSSE Undergraduate survey results, the vast majority of CSUB respondents continue to give high ratings to their educational experience at CSUB. 78% of freshmen and 87% of seniors rated their educational experience at CSUB as “good or excellent.” Similarly, at least 82% of first-year respondents and 84% of seniors say they would choose CSUB again if they had to start over.

CSUB **seniors** reported a positive campus experience...

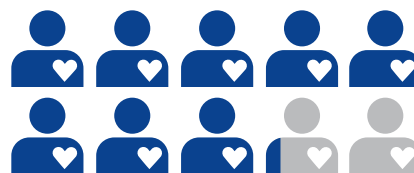
70%

CSUB prepared me with
knowledge and skills for work



82%

CSUB makes me feel valued



84%

Would choose to attend
CSUB again

