

UNIVERSITY of HOUSTON

DIVISION OF STUDENT AFFAIRS
Urban Experience Program

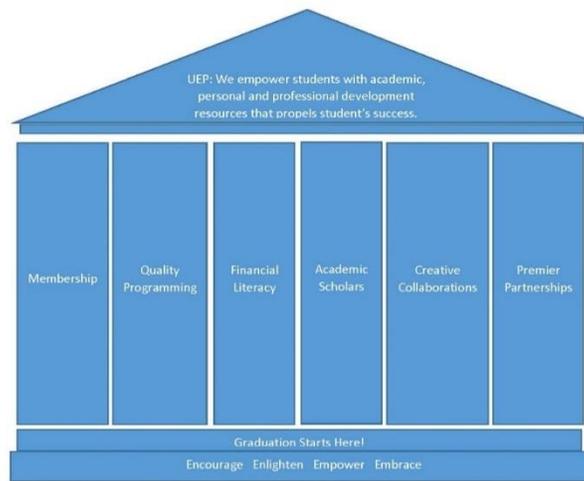


I. Executive Summary

The Urban Experience Program (UEP) was created to expand opportunities for educationally and economically underserved students of UH. UEP develops programs that directly impact the needs of participants of the program including academic enhancement advising, a financial empowerment series, and the newly developing “Life after Graduation” program. UEP strives to create academic opportunities for participants in the program in concert with community and corporate networking and support. The multifaceted components of the program promote scholarship, community service, and personal and professional development; through mentorship and internship as a conduit for the development of well-trained professionals.

Urban Experience Program Vision Statement- To be the premier student success and retention program on campus.

Urban Experience Program Mission Statement-We empower students with academic, personal and professional development resources that propels student’s success.

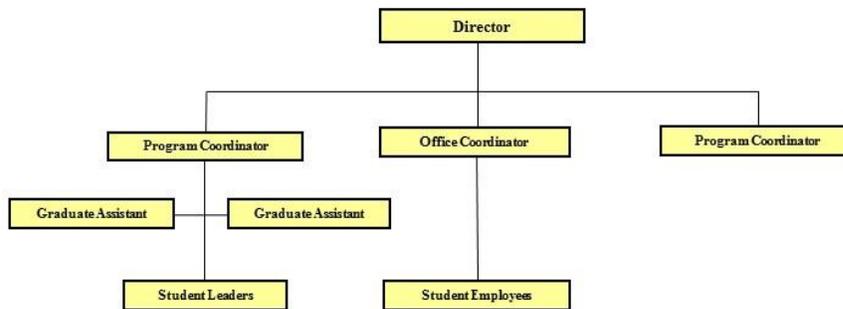


The department serves as an advocate and referral service to students for on and off campus resources. UEP provides exceptional support and services to students who are potentially encumbered by a multiplicity of factors, such as, but not limited to unmet financial need, minority status, and/or limited parental/familial support. The majority of the UEP students are the first in their families to attend college (a.k.a., first generation or first gen) and approximately 82% received the federal Pell Grant. UEP is also open to students without FASFA support, but who seek the community created through the program. UEP represents a dynamic mix of abilities, academic preparation, social, ethnic, national origin, regional, age and gender diversity. Our UEP culture is to work hard, work smart and work together.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.



Urban Experience Program



Student leaders and **Student Employees** play a crucial component to student success and UEP operations; their duties include: Event Assistant, Photography & Media Assistant, Tech & Media Assistant, New Student Recruitment Member, Community Relations Assistant, General Assistant, and tutoring. Student Leaders are provided a group of UEP participants who they are responsible for, building relationships with and providing support for throughout the year. Student leaders should be trained on the interaction model, and the development of SMART goal action plans with UEP participants from the intake assessment results. All office staff have completed a detailed training on how to perform in their new roles and will receive additional development throughout the year. Suggested topics for Fall, Spring, & Summer training.

- a. Staff development education (throughout semester)
- b. Customer service
- c. Leadership training
- d. Problem solving
- e. Conflict mediation
- f. Strengths Quest
- g. How to utilize resources on campus
- h. How to program effectively using Learning outcomes
- i. Practice marketing techniques when tabling or speaking with groups
- j. Establish criteria for social media and newsletter distribution

3. List your unit's strategic initiatives and action steps identified for the 2015-2016 academic year and cite the specific Division of Student Affairs Strategic Initiatives (http://www.uh.edu/dsa/about_student_affairs/strategic_plan.html) and University of Houston Strategic Goals (<http://www.uh.edu/president/vision-priorities/>) to which they relate. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

The Director's review of the annual report, assessments has produced a listing of the following activities along with the subsequent status update. Within each of these goals are housed smaller goals. These goals represented the overall advancement of the UEP pillars. The following accomplishments can be reported along with additional items currently in the works as this report is being submitted:

Goal 1: Program Enrollment/Membership - Identify, recruit, and retain students in UEP.

Objective #1: Emphasize the importance of community by creating opportunities wherein UEP active members as well as general members have an opportunity to grow with each other and the greater UH community. DSAES SI 1d

Status: Ongoing

Commentary

1. UEP has provided group learning experiences for UEP members on a monthly basis. Monthly attendance to general meetings increased by 10%. While group tutoring sessions increased to once every other week. Each UEP active student is enrolled in one -two on campus organizations.
2. UEP held member social events so that students get to know each other more and have volunteered at events on a regular basis together. UEP collaborated one event a month with partners and UEP sponsored one pillar program a month.

Objective #2: Increase student involvement in Urban Experience Program DSAES SI 1d

Status: Completed

Commentary

1. UEP has increased awareness of the Urban Experience Program promoting the organization at other events on campus.

Goal 2: Special Populations - Implement a variety of protocol and initiatives that support the development of a comprehensive academic, social, civic, and financial assistance program for undocumented/DACA students and foster care/orphan/homeless/transitional students.

Objective #1: Establish effective policies and programs for student assistance of *undocumented/DACA students* that align with UEP mission and enrich academic achievement. DSAES SI 2b

Status: Completed

Commentary

1. Established hard and soft deadline for students to turn in applications and supporting materials for DACA renewal and TASFA funding.
2. Renewed application with Dream.US scholarship to support DACA students
3. Offered freshman Orientation for DACA students and parents-38 Students in attendance.

Objective #2: Establish effective policies and programs for student assistance of *foster care students/transitional/homeless students* that align with UEP mission and enrich academic achievement. DSAES SI 2b

Status: Completed

Commentary

1. Performed a snapshot review of programs and services on campus.
2. Continued outreach efforts to on campus students.
3. Continued outreach efforts to off campus—established a pipeline for high schools students for enrollment.
4. Compiled query lists of students who are receiving tuition waiver to start efficiency of processes.
5. Approval for UEP-ACT Team-- In response, Dean of Students Case Manager, and UEP has developed a consultation team model to address the needs of our most vulnerable and high need UEP students. The UEP-Advisory Consultation Team (UEP-ACT) leverages the various stakeholders and service provider's expertise and experience while creating an opportunity for continuity of care and communication for students that may require a coordinated response.

Goal 3: Communication and Marketing - Enhance marketing strategies and produce materials according to the UH branding standards to create a UEP brand image that aligns with mission of UEP. (DSAES: 5.c)

Objective #1: Execute effective marketing strategies for enrollment and membership.

Status: Completed

Commentary

1. Increased the marketing of UEP services to target market.
2. Increased face-to-face marketing strategies: personally passing out handbills and flyers to keep the UH campus informed of UEP events. UEP student leader street team passed out over 1000 handbills/brochures for 2015-2016 school year.
3. Maintain a consistent brand image for the Urban Experience Program, and ensure that the UEP logo/statement is included in all marketing materials.
4. Design innovative and eye-catching promotional items with the UEP symbol.
5. Increase all social media users—increased Facebook and Twitter followers.

Goal 4: Collaborations and Partnerships – Establish relationships with new on and off campus organizations to serve as a liaison between underrepresented populations on campus and the campus administration (DSAES: 3b)

Status: Completed

Commentary

1. Increase k-12s partnership in order to discuss ways to help high school students make smooth transitions from high school to post-secondary education-HISD, SpringBranch ISD, KIPP, Yesprep, Idea and Harmony Schools.
2. Approval for UEP-ACT Team-- In response, Dean of Students Case Manager-Hope Pacheco and UEP has developed a consultation team model to address the needs of our most vulnerable and high need UEP students (discussed above).
3. Food Assistance-In the fall of 2016 UEP partnered with Aramark, UH Auxiliary Services and Houston Food Bank to provide food assistance for students.
4. Collaborated with Academic Achievers, Office of Community Relations, and Houston Community College for a program to help students transition from 2 year community college to UH.

4. Please discuss the means that you are utilizing to evaluate both your success in

achieving the aforementioned strategic initiatives and/ or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

UEP programs and initiatives are based on students’ academic, civic, and professional skills, education, and success. UEP identifies success is through learning outcomes. All UEP programs are grounded in our learning outcomes and student success. Utilization reports for office visits, outreach numbers, and programming listed below.

- **Utilizations Reports**

Frequency –UEP maintains tracks visitors served in and through the office. An event analysis and debriefing is conducted after each social function, program and tabling event. UEP is excited about our outreach/programming numbers.

	FY 13-14*	FY 15	FY 16
<i>Enrolled Students</i>	113	309	388
<i>UEP Pillar Programs</i>			
(Frontier Fiesta, Financial Seminar, Academic Workshops, Civic/Leadership, Freshman Programming, Fall Open House, Gobble Goodies)	102	576	798
<i>Outreach and Events</i>			
Workshops/Trainings	102	492	254*
Tabling/Informational & Events	Not available	634	559*
<i>Walk-In/Advising/Assessment</i>			
Walk Ins/Appointments	Not available	581	675
Contacts	2307	2100	2454
Total TouchPoints	2624	4692	4740

*Due to change in strategic priority and limited staffing. UEP did less tabling with other departments in the second of the FY16. This year focus was more on digital presence, since face to face was limited based on staffs ability to attend and conduct workshops. Also collaboration with other departments led to Director conducting less workshops this year.

- **Increased Outreach/Programming**

Trends – There was a significant increase active participation and enrollment from previous semesters; this may be contributed to the new marketing/communication plan, increased campus outreach, and new student leader street team. The number of pillar programs increased from this time last year. UEP has also established a foundational data of utilization reporting, office protocols, and other reporting; this will facilitate analysis of programs and data collection.

Summer Bridge- UEP hosted three summer bridge programs bringing in 175 first generation student to campus. This is two additional bridge programs over last summer.

- *The Urban Experience Program (UEP) collaborates with YMCA, OneGoal and Genesys Works to offer a summer bridge program for recent high school graduates in the Houston area. With the University of Houston’s efforts to expand educational opportunities for the Houston community and improve university retention rates, UEP has chosen to serve and support first-generation students’ transition from high school to college. Through a summer bridge program, UEP is reaching out to students that will thrive with additional support from higher education professionals and University of Houston student leaders.*
- *Teach Forward Summer Bridge Program collaborate with HISD, College of Education to offer a summer bridge program for incoming freshman in the College of Education teacher education program.*
- *HISD College Readiness Bridge Program- During this program, students formed relationships with peer mentors, attended classes, and met professors, as well as connected with student-support offices to ensure they are equipped to navigate the UH system.*

Dream.US- UEP issued \$136,050.00 in Dream.US scholarships. Student participation grew from the inaugural 25 students to 67 students. Because of high involvement and engagement numbers the first year, UEP/UH was asked to hold first ever Scholars Orientation on campus, that was broadcasted live to national partners.

- **Cultural Programming-** The following is a representation of the cultural programs provided by UEP:

Celebracion-For Hispanic Heritage Month UEP hosted a Lotería/Social Event-the Latino version of Bingo where short riddles are used for players to name objects and then are marked on a Lotería card. *It was important to use something that was nostalgic for some and culturally relevant for Latinos from across campus.*

Black History-For Black History UEP partnered with FSPB and CEO to expand our Black History Spoken Word Competition. In addition to the competitors we also had a guest host and poet, Ebony Stewart. We expanded our traditional poetry event to include comedy, monologues, rap, song, dance, instrumentalist, art and all other forms of expressing oneself. *We opened our program to a wide array of expressions which increased student participation by 60%.*

Cinco De Mayo- The Urban Experience Program with efforts to expand student’s involvement in school activities and showcase the diversity and the culture of the different minorities in the University decided to partner with CMAS, MASSO and CEO to host an event for Cinco de Mayo.

Gobble Goodies-UEP Hosted its 2nd Annual Gobble Goodies for the Thanksgiving Holiday.

- **Assessment Projects**

Title or area assessed: UEP Financial Survey

Major results/findings: The purpose was to evaluate UEP policy and procedures to align with UEP mission of fostering financial achievement. The review of students accounts of how much they know about their financial situation (i.e., loan amounts) revealed a difference between what UEP can do about helping students make better financial choices as well as help lower the amount of loans taken out. The review was important to determine that indeed a difference exists and to clarify the program intent before moving forward with other UEP financial literacy campaign.

Planned actions based on assessment results/findings: UEP is investigating a model by which everyone in the program will receive better funding and less loans. UEP is moving towards all participants participating in all levels of the financial literacy program not just parts.

Title or area assessed: Marketing

Major results/findings: Students come into the UEP office for a variety of reasons. As of yet, no one reason is mostly predominate over other reasons. We are thinking that our strategic messaging will increase our presence on social media and increase our foot traffic. This assessment is complete.

Planned actions based on assessment results/findings: Completed assessment-no significant findings yet.

5. Please discuss any budget or organizational changes experienced since your last (FY2017) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections. In addition, if your unit concluded FY 2016 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

PROGRAMMING:

- 1) **HISD College Readiness-** A new partnership with the Urban Experience Program at the University of Houston also served 25 exiting seniors, who attended a four-day, overnight, summer-bridge program on the UH campus. *During this program, students formed relationships with peer mentors, attended classes, and met professors, as well as connected with student-support offices to ensure they are equipped to navigate the UH system.*
- 2) **YesPrep-UEP** and the college preparatory program UEP became the official alumni success partner for YesPrep. This enhanced partnership provides UEP with an official feeder pipeline. *UEP freshman pipeline programs increase retention and graduation rates. Students enrolled in pipeline programs have higher GPA, student engagement, and academic confidence.*
- 3) **Foster Care Program-** FY 16 UEP **created a new** student success initiative for students who formerly were foster care and/or adopted. There is a TX House Bill 3748 and SB 294 states UH needs to identify a department that serves as a campus liaison and Dr. Walker named UEP. *This program provides a campus-wide network of support to assist students who grew up in the foster care system achieve educational success by focusing on recruitment, retention, and graduation.*
- 4) **Food Assistance-**In the fall of 2015, UEP began coordinating staff, faculty and community food insecurity activities at University of Houston. It has been discovered that a number of faculty and staff members were encountering students in need of food. UEP has:
 - ***Created and piloted a new*** assistance program for temporary food/housing assistance for UH students.
 - Engaged faculty, staff and students in support of assistance, utilizing an engaged scholarship model.
 - Developed a strategic partnership with Houston Food Bank-*completed a successful RFP to pilot a food scholarship next semester.*
- 5) **Student Leader Mentorship and Libra Project-** In partnership with the Dean of Students office and Graduate School of social work-a more evidence based mentorship model was created and successfully increased student engagement by 20 students.

- 6) **COE/Teach Forward Houston-UEP**-The University of Houston's College of Education, in partnership with the Houston Independent School District (HISD), and UEP has a new initiative designed to develop highly qualified teachers. *The program, Teach Forward Houston, establishes a fellowship which will provide area schools with teachers and staff who are well trained and committed to improving their communities through education. UEP hosted the 60 TFH Fellows through its summer engagement program and will provide wraparound student success services all year.*
<http://www.uh.edu/education/student-services/undergrad-office/teach-forward/>

STAFFING:

- **Student Workers**
 Throughout FY 2017, the UEP staff went from 10 student worker staff to 5 UEP student staff. Appropriate changes had to be made to sustain center operations and programs. In addition these positions were redefined based on the current Director strategically moving the program forward in a new direction. (DSA Strategy: 1.e, 1.f, 2.b, 2.c)
- **Program Coordinator- Dr. Richard Walker**, Vice President of Student Affairs, allocated new central dollars to cover the salary and benefits for a new, full-time program Coordinator for UEP. This position was recently filled on September 9, 2016. This position provides direct supervision to the two Graduate Assistants and student leaders. The position will manage a majority of the programming functions for the department.
- **Program Coordinator for the COE/Teach Forward Houston**-The University of Houston's College of Education is funding a full-time Program Coordinator in UEP to manage/facilitate the TFH student co-hort who will participate in all UEP activities, services, and programs while benefiting from the UEP holistic advising model. The Program Coordinator will also assist with the advising of non-TFH students enrolled in UEP along with assisting with department programming.
- **Additional One-Time Funding Request for FY 2017- UEP Expanded Programming (\$10,000.00)**

The UEP budget consists is 85% non-controllable/dedicated expenses (personnel, administrative charges, etc.) and 15% to controllable/assignable operational expenses (departmental budgets, initiatives, travel, elections, etc.). There has been no significant change in the operational (controllable) part of its base budget since FY 07. SFAC previously approved \$21,751 for a graduate assistant for FY17 which permitted UEP to use 100% of the Central Funding received for scholarships.

An integral part of Urban Experience Program has been its spring and summer pillar programs. Due to increase numbers of students (from less than 20 to over 300 active students), UEP is seeking funds to enhance its program offerings. As an institution concerned with increasing the involvement of all students, particularly those underrepresented UEP would host events twice a month, that appeal to a

broader range of students.

UEP Expanded Programming (\$10,000.00)

This request supports the following Strategic Initiatives and Action Steps:
DSAES Strategic Initiative #1: Create new opportunities for student success through learning, engagement, and discovery.

Action Step: Establish supportive and advocacy based programs and services for commuter, transfer, adult, non-traditional and graduate students.

Funding Request

Each event will have the following:

Engagement Activity.....	\$200.00
Room Rental.....	\$ 250.00
Food.....	\$ 600.00
Marketing/Equipment/Supplies.....	\$ 500.00
6% Administrative Charge.....	\$ 150.00
Total Per Event:	\$ 1700.00

Total One Time (OT) funding request:

Two events per month (Feb, March, April, May, June):

\$1,500.00 per event X 6 events \$10,000.00

• **Additional One-Time Funding Request for FY 2018**

Graduate Assistant (\$21,751.00)

To maintain the graduate assistant position, UEP is making a one-time request for FY18 to retain the graduate assistant position. The cost breakdown for the graduate assistant position is as follows.

The total estimated cost for funding the Graduate Assistant is as follows:

Graduate Assistant estimated salary:.....	\$14,400.00
Graduate Assistant estimated benefits:	\$4,320.00
Graduate Assistant estimated insurance benefits:	\$1,800.00
Total:	20,520.00
One Time Request Subtotal	\$20,520.00
6% UH Administrative Charge.....	\$1,231.00
Total Base Augmentation Request Grand (Net) Total.....	\$21,751.00

• **Additional One-Time Funding Request for FY 18**

UEP Expanded Programming (\$21,000.00)

An integral part of Urban Experience Program has been its pillar programs. Due to increase numbers of students (from less than 20 to over 250 active students), UEP is seeking funds to enhance its program offerings. As an institution concerned with increasing the involvement of all students, particularly those underrepresented UEP would host events twice a month, that

appeal to a broader range of students.

Each UEP event will have the following:

- Unique advertising with separate themes and activities.
- Planned around what a certain population of student would get involved in.
- Held in either the Lynn Eusan Park or the University Center.
- Planned collaboratively with registered student organizations, colleges, and departments to attract diverse student populations

Students that are interested in hosting events will be recruited to be a volunteer that will assist the Urban Experience Program with setting up and hosting the themed events. Student volunteers will receive a t-shirt and thanks.

Events will be advertised in the following ways:

- Classroom announcements
- Electronic bulletin boards and the Get Involved website
- Coog Radio and Coog News
- Paper advertising – handbills, flyers, A-frames
- Ads in The Daily Cougar
- Facebook, social media advertising, and UEP website

This request supports the following Strategic Initiatives and Action Steps:

DSAES Strategic Initiative #1: Create new opportunities for student success through learning, engagement, and discovery.

Action Step: Establish supportive and advocacy based programs and services for commuter, transfer, adult, non-traditional and graduate students.

Funding Request

Each event will have the following:

Engagement Activity	\$ 250.00
Food	\$ 600.00
Marketing/Equipment/Supplies.....	\$ 500.00
6% Administrative Charge.....	<u>\$ 150.00</u>
<i>Total Per Event:</i>	\$ 1,500.00

Total One Time (OT) funding request:

Two events per month (Sept, Oct, Nov, Jan, Feb, March, April):

\$1,500.00 per event X 2 events per month X 7 months \$21,000.00

As the numbers above indicate, the Urban Experience Program budget is very non-controllable and does not allow the organization to operationally serve a growing more diverse student body. These two requests for enhanced financial support is directly correlated to the growth in UEP initiatives and the number of students served by UEP.

6. Please list your 2017-2018 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs Strategic Initiatives and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

1. Improve technology to better meet the needs of the students. 2e
2. UEP will continue to increasing student engagement and high touch response with the holistic advising model given the staffing support from new central funding and COE. Students will benefit from enhanced, improved, and increased programming opportunities.
3. We will increase the number of program offerings by one more a month.
 - a. Increase the efficiency of the office operations.
 - ii. Create advisory board for foster care initiatives by the end of 2017
 - iii. Create and implement a retreat for all professional and staff employees of the UEP by the end of 2017 school year. 2c
 - iv. Increase outreach to student organizations. 1c
 - v. Increase academic workshops/consultations offered. 1c
 - vi. Enhance Student Success Coach Program that will include collaboration with CSI's leadership programming to begin in FY17. 1b
4. Increase support services to a wider range of student populations and build more visibility on/off campus through increased campus collaboration and off campus partnerships.
 - i. Student Education Program: Do outreach to fraternities and sororities, student orgs, residential hall, etc. to do first generation, underrepresented students per year. 1d
 - ii. Refine the foster care program to include programming, financial support, and pysho-social support. 1b
 - iii. Refine the undocumented/DACA program. 1b
5. Develop and implement marketing campaign assessment.

7. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.

Advancement

UEP will continue to work with the Division of Advancement's Corporate Relations department on identifying specific programs and services which could be possibly underwritten by a gift or corporate partner, such as with TDECU. While the division is developing its first set of priorities for the current fiscal year, UEP has submitted case statements for eventual support with outside funding.

Grant Applications

UEP will continue to explore additional outside funding through grants. This has proven successful before with the United Way and Dream.US. UEP will continue to work with the Director of Development in the Division of Student Affairs and Enrollment Services along with the Division of Advancement in these efforts.

UH College of Education

UEP will continue to work with the College of Education in supporting the Teach Forward Houston initiative and retain the additional staff position at no cost to UEP.

8. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

The Urban Experience Program (UEP) the only holistic student success programs in the Division of Student Affairs and Enrollment Services. UEP does share common values of a commitment to higher education with other success programs on campus but UEP is not tied to any one academic discipline or college. In addition, unlike other programs, UEP has a strong feeder with HISD, community programs, and charter schools like Yesprep.