

# UNIVERSITY of HOUSTON

DIVISION OF STUDENT AFFAIRS  
Urban Experience Program



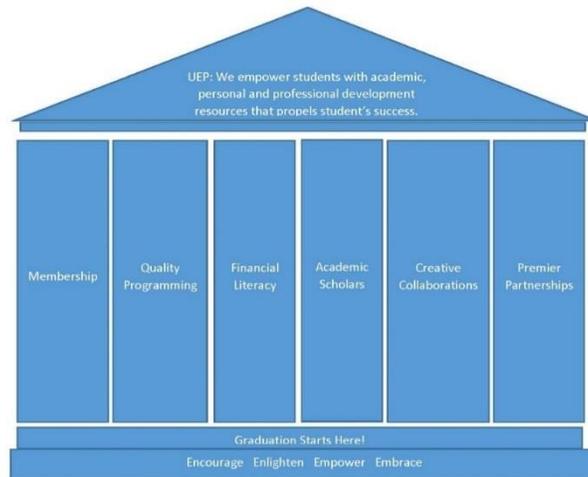
1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit’s mission, how you accomplish your unit’s mission, and a justification of your unit’s student fee allocation in terms of benefits for students.

### 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.

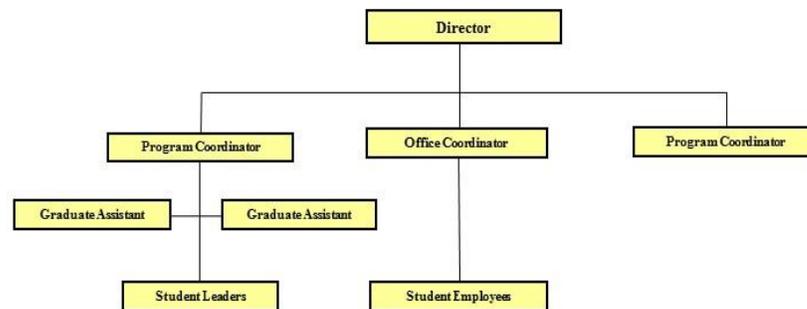


UEP also serves as the primary UH point of contact for many student including: minority students, first generation students, DACA/undocumented, and foster care/homeless. In addition, UEP gives referrals to those who seek services not provided by UH (SNAP, food deficiency, homeless, etc.). UEP assists students in having the ability to compete at the same level as others in a professional corporate America environment. UEP strives to help make sure that each of the many voices that make up our UH community finds its way into our global community. The leadership of our human services community and the upper rankings of civic life are all vital aspects to our student’s future success. UEP wants nothing less from our students, but to infuse our educational resources, which are drawn from the diversity of values, cultures, and experiences.

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 were 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 2016-2017 academic year and cite the specific Division of Student Affairs Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). 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.

DSAES Plan: ([http://www.uh.edu/dsaes/about/strategic\\_plan.html](http://www.uh.edu/dsaes/about/strategic_plan.html))

UH Goals: (<http://www.uh.edu/president/vision-priorities/>)

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. (DSAES: 1.a, 1.b, 1.d, 1.e, 1.f)

**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.

**Status: Accomplished**

1. By creating a six team student leader pipeline for student leadership; we have increased our student leader pipeline and strengthened professional development opportunities .
2. Measurable increase in social event offerings have led to increase in student camaraderie within UEP and increase in volunteer hours for participates to the local community—many volunteered at events with their high school of origin. Additionally, UEP collaborated one event a month with partners and UEP sponsored one pillar program a month, ten events.
3. Diversity related program offerings saw a significant increase (from 0 to 1 major event and 1 minor) this year which lead to increase in student engagement, for example collaborating for the first time in the University's Chinese New Year celebration.

**Objective #2:** Increase student involvement in Urban Experience Program

**Status: Accomplished**

1. Quick surveys are sent after each event to students; the data gathered as led to more student input and student involvement (over 170 responses).
2. UEP is touching base with each member at least twice per month (totaling more than 644 contacts) to ensure students' active participation and monitoring for success.
3. Our peer network program has increased the level of touchpoints and student initiated contact with our office-25 average visits a day.

**Goal 1 Major Accomplishments:**

1. *UEP established a Student Ambassador program.* Members applied and 6 were selected based on their leadership, passion for the program, and desire to help others.
2. *UEP created a Peer Network Program* – 36 student members select to participate in and volunteer to be a resource for other members based on academic, career, personal, and leadership interests.

3. UEP held its inaugural End of Year Banquet, recognizing scholarship recipients UEP gave out \$47,000, 11 graduate attended, and the program's accomplishments throughout the year.
4. *UEP created a weekly newsletter* for its 322 members and 96 alumni to keep them informed on opportunities to get involved.
5. Number of students on probation, warning, and suspension have decreased since implementing higher levels of engagement and outreach—this year saw 10 students down to 5 students.

**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. (DSAES: 2.a., 2.b, 2.c, 4.a, 4.c, 6.a)

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

**Status: Accomplished**

1. Established hard and soft deadline for 183 DACA/undocumented students to turn in applications and supporting materials for DACA renewal and TASFA funding.
2. Enhanced marketing efforts by creating a comprehensive webpage as part of UEP's website and a one-pager that contains important information on scholarships and resources on campus. Performed a snapshot review of programs and services on campus.
3. Created the seven participant Network of DACA/Undocumented advocates.
4. Began outreach efforts to off campus students with strategic partners and community stakeholders.

**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.

**Status: Accomplished**

1. Performed a snapshot review of programs and services on campus.
2. Created the UEP Advisory Consultation Team (5 members).
3. Began outreach efforts to off campus students with strategic partners and community stakeholders.

**Goal 2 Major Accomplishments**

1. *UEP held an Inaugural Foster Care Day* on June 5, 2017 with off-campus partners from Child Advocates of Fort Bend, Child Advocates of Montgomery County, and the HAY Center. 40 students and 4 major local partners participated in a campus tour and information session on UEP and the University's resources, student panel, and lunch.

**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.a, 5.b, 5.c)

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

**Status: Accomplished**

1. Increased the marketing of UEP services to target market by participating and presenting at New Student Orientation.
2. Increased face-to-face marketing strategies and tablings.
3. Maintained a consistent brand image for the Urban Experience Program, and ensure that the UEP logo/statement is included in all marketing materials.
4. Designed innovative and eye-catching promotional items with the UEP symbol.
5. Increase all social media users—increased Facebook and Twitter followers.

**Goal 3 Major Accomplishments**

1. *UEP established and selected the inaugural class of the Student Ambassador program* with the purpose of students helping with marketing efforts, including representing UEP around campus and tabling.
2. *UEP participated in marketing at New Student Orientation* by having a table at the weekly Resource Fairs and leading a session on the program.

**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: 5.a, 5.b, 5.c)

**Status: Accomplished**

1. Dream.US scholarship recipients as well as the UEP DACA population in conjunction with Center for Diversity and Inclusion, held an open forum and informational for students to have a safe space for discussion and fellowship.
2. 200% Increased K12 partnerships .
3. 140% Increased community engagement opportunities.

**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 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. The success of UEP is evaluated through:

- Retention, graduation, student gpa, and other success metrics
- Campus outreach and contacts (the number of students that visit the office and students that use our services)
- Workshop and program evaluations from students
- **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	FY 17
<i>Enrolled Students</i>	113	309	388	322 (decrease due to large # of cohort graduates)
<i>UEP Pillar Programs</i>				
(Frontier Fiesta, Financial Seminar, Academic Workshops, Civic/Leadership, Freshman Programming, Fall Open House, Gobble Goodies)	102	576	798	929
<i>Outreach and Events</i>				
Workshops/Trainings	102	492	254*	363
Tabling/Informational & Events	Not available	634	559*	1123
<i>Walk-In/Advising/Assessment</i>				
Walk Ins/Appointments	Not available	581	675	832
Contacts	2307	2100	2454	3189
<b>Total Touch Points</b>	<b>2624</b>	<b>4692</b>	<b>4740</b>	<b>6441</b>

\*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.

- **Assessment Projects**

**Title or area assessed:** Customer Satisfaction

**Major results/findings:** Assessment Ongoing

**Planned actions based on assessment results/findings:** Results will be used for continual improvement in programming and in outreach.

**Title or area assessed:** Marketing

**Major results/findings:** Assessment Ongoing

**Planned actions based on assessment results/findings:** Results will be used to identify areas of improvement in marketing UEP.

**Title or area assessed:** Summer Bridge Follow Up

**Major results/findings:** This assessment is ongoing.

**Planned actions based on assessment results/findings:** Results will be used to gain insight into to the student summer bridge experience one semester after first program.

**5. Please discuss any budget or organizational changes experienced since your last (FY2018) 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.**

### ***Budget Changes***

At the end of 2015-2016, the Vice President of Student Affairs and Enrollment Services (VPSAES) allocated permanent funds for a program coordinator. This position was filled at the beginning of FY17.

For FY (2016-2017), UEP acquired grant funds from a partnership with the College of Education, this funding paid for one full time program coordinator position and 1 summer bridge funding. The program coordinator manages/facilitates the Teach Forward Houston (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 also assists with the advising of non-TFH students enrolled in UEP along with assisting with department programming.

### ***Organizational Changes***

*Staff*-Fall 2016 saw the on-boarding our new full-time program coordinator position. Since September 2016, we have significantly increased the programming multiple areas to monthly and weekly events, and various co-partnerships with African American Studies, Financial literacy with Enrollment Services, Center for Diversity & Inclusion, and many others. This position is funded with central dollars allocated by the VPSAES. In May of the staff member departed UH, leaving the position unfilled and UEP is currently finalizing the hiring process for a new program coordinator.

With funding provided by the College of Education, Fall 2016 saw the on-boarding our new full-time program coordinator position. Since onboarding in December 2016, we have significantly increased the programming multiple areas to monthly and weekly events, and various co-partnerships with College of Education, Student Success Week, Center for Diversity & Inclusion, and many others.

### ***Student Population***

- a. **DACA/Undocumented**-UEP was designated in the Fall of 2016 as the best department to administer the scholarship fund **Dream.US**, this scholarship has grown to serve more than 140 students on campus. The outreach and programming needed for the scholarship was not funded.
- b. **Foster Care Program**- FY 16 UEP **created a new** student success initiative for students who formerly were foster care and/or adopted. In FY 17 UEP enhanced those efforts, and expanded support and programming for foster care, and now homeless students at UH. 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.*
- c. **Summer Bridge -HISD College Readiness**- A new partnership with the Urban Experience Program at the University of Houston also served 25 African American UH

freshman entering, 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.*

**6. If your unit concluded FY2017 with a Student Service Fee (SSF) Fund 3 addition to the SSF Reserve in excess of \$5,000, please describe the conditions which caused the addition and provide a line-item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).**

UEP did not have a SSF Reserve in excess of \$5,000.

**7. Please list your 2018-2019 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs Strategic Values 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.**

- Improve technology to better meet the needs of the students. *Innovation*
- 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. *Empowerment*
- We will increase the number of program offerings by one more a month. *Collaboration*
- Increase the efficiency of the office operations. *Accountability*
- Create advisory board for foster care initiatives by the end of 2018. *Collaboration*
- Create and implement a retreat for all professional and staff employees of the UEP by the end of 2018 school year. *Empowerment*
- Increase outreach to student organizations. *Collaboration, Innovation*
- Increase academic workshops/consultations offered. *Empowerment*
- Enhance Student Success Coach Program that will include collaboration with CSI's leadership programming to begin in FY19. *Empowerment, Innovation*
- 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. *Diversity*
- Student Education Program: Do outreach to fraternities and sororities, student orgs, residential hall, etc. to do first generation, underrepresented students per year. *Collaboration*
- Refine the foster care program to include programming, financial support, and psychosocial support. *Innovation, Empowerment*
- Refine the undocumented/DACA program. *Innovation*
- Develop and implement marketing campaign assessment. *Accountability*

**8. Recognizing that the potential to generate additional Student Service Fee income for FY2019 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the FY2019 base budget augmentations and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total approved FY2018 base Student Service Fee budget and provide a line-item explanation of where budgetary cuts would be made.**

At UEP, we are committed to outreach and service that extend our human talent and technological capacity to serve the people in our diverse communities-first generation, minorities, DACA/undocumented, and foster care/homeless students. Providing for these underserved populations will be central to the decisions on how UEP will respond and adapt to reduced funding support. Below are the strategies that UEP will use to guide the development of budget reduction plans of 5%.

**5% Reduction of UEP SFAC budget= \$7303.60**

- Reduce Room Rental  
Reduction: \$1,000
  
- Reduce Office Supplies  
Reduction: \$6,000
  
- Limit out-of-state travel; limit conference attendance; limit professional development spending.  
Reduction: \$400

*Total: \$7,400 (5% reduction)*

**9. 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.

**10. 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.