

# UNIVERSITY of **HOUSTON**

WOMEN AND GENDER RESOURCE CENTER



## **Student Fees Advisory Committee (SFAC) FY20 Questionnaire**

**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 justification of your unit's student fee allocation in terms of benefits for students.**

### **Mission**

The Women and Gender Resource Center's (WGRC) mission is to promote gender equity, gender justice, and student success at the University of Houston through advocacy, education, empowerment and support services. In 2015 the WGRC hired the first full-time director for the center. With the increase in staffing, the WGRC was able to expand outreach to provide more services, resources and educational programming to the UH Community. Moreover, the increase in outreach has resulted in a continued increase in utilization of the center's resources (FY16 to FY17 18% and FY 17 to FY18 additional 9%). In FY18 the center has seen its largest number of visitors utilizing resources at over 4,000 (FY16- 2,341, FY17 -3,436).

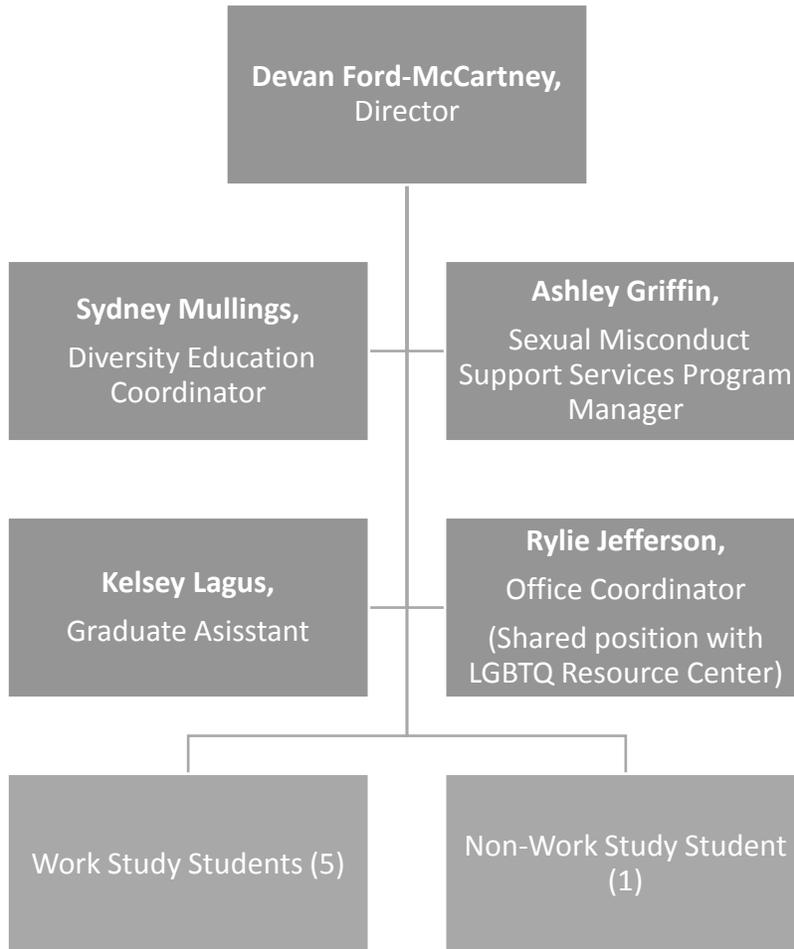
In addition to the center's utilization, educational programming and outreach efforts have increased. The number of WGRC annual signature educational programs has also increased (FY16- 3, FY17- 10, FY18-11), resulting in engagement of more than 10,000 UH students, faculty, and staff over the past three years. These increases have positively impacted the WGRCs efforts of advancing gender equity on campus, making UH more inclusive of gender diversity and equity. Through support services, resources and educational programming, the WGRC addresses the needs of the entire student population and embodies the SFAC philosophy of facilitating student success, creating a social environment that encourages student engagement and a sense of community, enhancing intellectual development, and promoting the development of personal and interpersonal skills of students.

While the increase in opportunities to engage and support UH community members has significantly grown, it has become a challenge to continue to meet the demands of the growing UH population in providing effective educational programming, resources, consultation and support services. The WGRC does not currently receive any SFAC funding. The entire budget for the unit is allocated through Ledger 2 central funds. According to the General Provisions of SFAC the Women and Gender Resource Center qualifies as a unit that is eligible to receive funding as a unit that (a) is a direct provider of services to students; (b) is administered directly by a professional-level university employee or employees; and (c) is identifiable within the organization structure of the University ( as a department within the Division of Student Affairs and Enrollment Services).

For FY19 and FY20 the Women and Gender Resource Center would like to formally request approval to present to the SFAC committee to receive funding to continue providing services and educational opportunities to students at UH. The following one-time funding requests reflect the mission of the WGRC, values of the Division of Student Affairs and Enrollment Services, the SFAC philosophy, and the University's commitment to student success.

**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 (e.g. counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.**

Women and Gender Resource Center Organizational Chart



*\*The Office Coordinator position supports both the WGRC and LGBTQ Resource Centers*

**List your unit's strategic initiatives and action steps identified for the 2017-2018 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) 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.**

**Increase awareness and utilization of the WGRCs confidential sexual misconduct support services program**

**Action Steps-**Create and implement a comprehensive outreach campaign including (1) resource tabling schedule with themes and interactive educational activities, (2) Social Media Campaigns with posts during Domestic Violence Awareness Month (October), Code Red Assist Training (October-November), Human Trafficking Awareness (January), and Sexual Assault Awareness Month (April), (3) Fall SMSS Workshop Schedule, (4) Spring SMSS Workshop Schedule, (5) Sexual Assault Awareness Month Programming Calendar, and (6) Formal SMSS and Code Red Assist Emails sent to all UH staff and faculty

**Status-** Accomplished

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

**UH Strategic Goal 2.** Student Success

**Use technology to maximize efficiency and streamlining of assessment activities.**

**Action-** Incorporate various technology tools into data collection and assessment activities. Technology tools included: using Baseline for surveys (data collection), using Excel workbooks for program tracking (pivot tables) and data comparison, and tabling tracking (pivot tables) and data comparison, and using Surface Pros to collect demographic information and track program participation

**Status-** Accomplished

**DSAES Strategic Initiative 2.** Actualize and leverage fiscal, human, technological, and facility resources that enhance the student experience

**UH Strategic Goal 6.** Resource Competitiveness

**Enhance WGRC signature programs to include more opportunities to explore gender diversity and celebrate gender diversity at UH**

**Action-** Create a new WGRC signature program (or program series) related to gender identity/gender equity that contributes to awareness, education, respect and inclusion of the gender diversity at UH. The Inaugural Gender Pride Week (GPW) took place in January-February 2018. This series of programs and events included a Gender Pride Kick Off Awareness Resource Tabling and Interactive Activity, an Exploring Gender Roles Workshop, *Generations*: Film Screening and Panel Discussion, and Gender Pride Festival

**Status-** Accomplished

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

**UH Strategic Goal 2.** Student Success

**Increase awareness of the WGRC, the center's mission, programs, services and resources to the campus community.**

**Action-** Create a comprehensive outreach campaign to increase awareness of the WGRCs services, resources, and programs, to be implemented by the WGRC CORE Team student ambassadors. The Outreach campaign includes: resource tabling schedule with themes and interactive activities, WGRC 101 presentation schedule (for classes and RSOs)-including targeted messages to RSOs and CLASS faculty, Social Media Campaign, and Fall and Spring Programming Calendars

**Status-** Accomplished

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

**UH Strategic Goal 2.** Student Success

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 exists, 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. If available, please provide program benchmarking data from comparable institutions.

**WGRC Center Utilization, Programming & Outreach Participation Data**

	<b>FY15 Fall '14</b>	<b>FY16</b>	<b>FY17</b>	<b>FY18</b>
<b>Center Utilization</b> <b>*Check-in at front desk</b>				
<b>Number of visits to the center</b>	599	2,341	3,436	3,829
<b>Programming</b> <b>*Swipe IDs or Enter PSID Numbers</b>				
<b>Number of Signature Programs</b>	3	3	10	11
<b>Number of Collaborative Programs &amp; Requested Training Sessions</b>	23	24	24	40
<b>Outreach</b> <b>*Swipe IDs, Enter PSID Numbers, or Clickers</b>				
<b>Number of Outreach Initiatives</b>	7	8	15	16
<b>Attendance for Programs &amp; Outreach Initiatives</b>	<b>755</b>	<b>1,970</b>	<b>2,500</b>	<b>3,361</b>

**Women and Gender Resource Center: Assessment Activities 2017-2018**

**Assessment Project Title:** Code Red Assist Training

**Summary:** Create a baseline of data regarding participant’s (UH staff and faculty) understanding of the spectrum of sexual violence and sexual misconduct support services. Additionally, increase participant knowledge, and skills to better equip them to respond to disclosures of sexual violence from UH students, faculty and staff.

**Method of Assessment Activity:** Pre-Test, Post-Test/Evaluation

**Results/Findings:** Participant learning increased (comfort in responding to a potential sexual misconduct disclosure on campus 14% increase), Knowledge of UH Sexual Misconduct Policy (17% increase)

**Actions Taken or Planned Based on Findings:** (1) Revise training to include more time for role-play, including feedback to increase participant learning, (2) Revisit training instructional methods. Balance videos, interactive activities and lecture, (3) Provide participants with a resource guide post training, along with opportunities for short refresher trainings, and (4) Provide feedback to EOS (Equal Opportunity Services) to make changes on their module to increase participant knowledge of how and where to report sexual misconduct

**Assessment Project Title:** Marketing & Outreach Effectiveness (Take Back the Night)

**Summary:** Create a baseline of data regarding content and topics of WGRC programs and events that students are likely to attend. Assess and increase knowledge and awareness of WGRC and SMSS services, programs and resources

**Method of Assessment Activity:** (1) Survey (administered during Take Back the Night)

**Results/Findings:** Students learn about WGRC events/programs via social media and from digital screens and yard signs more than via email and by posters and flyers; (2) There was a 17% increase in student's awareness of SMSS services between 2016 and 2017, (3) More than half of the participants incorrectly identified the UH Police Department, Dean of Student Office, and EOS as confidential resources, but they correctly identified the WGRC as a confidential resource, and (4) Although 25% of the students who participated were aware of or had heard of the WGRC, over 30% were unsure of the services, programs, resources and location of the center

**Actions Taken or Planned Based on Findings:** (1) More digital signage and social media postings about outreach initiatives and programs will be utilized, less printed flyers and posters but more yard signs will be posted, (2) increase SMSS outreach and information on the WGRCs location, resources and services, and (3) continue to implement this survey to add to the baseline of data

**Please discuss any budget or organizational changes experienced since your last (FY2019) 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.**

NA

**If your unit concluded FY2018 with a Fund 3 addition to Fund Equity 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.).**

NA

**Please list your 2019-2020 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services 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. Develop and implement an outreach plan to promote awareness of the UH Sexual Misconduct Policy and SMS Services**

**DSAES Values:** Empowerment, innovation and collaboration

**UH Goal:** Student Success

**Action Steps:** (a) solicit, collect, analyze and utilize student feedback to create an “It Counts” digital sexual violence awareness campaign (b) collaborate with campus partners to increase outreach of “It Counts” messaging, (c) work with the WGRC student ambassador team to develop implement peer outreach initiatives

**2. Promote gender equity on campus through strategic partnerships and activities**

**DSAES Values:** Empowerment, transparency, and collaboration

**UH Goal:** Diversity

**Action Steps:** (a) work with the WGRC Advisory Board to implement a campus environmental scan to assess campus gender equity needs, (b) assess and enhance all WGRC signature programs for better outreach and increased student participation, (c) increase awareness of WGRC workshops and training to get more requests, and (d) seek base funding for the Empower Women’s Leadership Conference and Gender Pride Week to promote gender equity on campus by continuing these programs

**3. Increase staff and faculty participation in the Code Red Assist Liaison training program**

**DSAES Values:** Empowerment, innovation, and collaboration

**UH Goal:** Student Success

**Action Steps:** (a) implement a summer training session (to increase training offerings), (b) increase student awareness of the role of Code Red Assist Liaisons, and (c) increase marketing efforts regarding training- utilize current Liaisons to invite others and offer incentives for participation

**4. Increase diversity participation in WGRC visits to the center, resources, services and programs/events**

**DSAES Values:** Diversity, innovation, and empowerment

**UH Goal:** Diversity

**Action Steps:** (a) develop and implement the “It’s Everyone’s Place” Campaign to promote gender diversity within the WGRC, (b) revise and incorporate inclusive language in marketing for programs, services, and resources, and (c) utilize WGRC student ambassadors to implement outreach efforts to attract diverse students

**Recognizing that the potential to generate additional Student Service Fee income for FY2020 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total FY2020 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.**

NA

**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.**

The Women and Gender Resource Center receives all funding from ledger two (central funds). These funds support salary and benefits, as well as operating, programming, and professional development expenses. Ledger two funds are annual base allocations.

\*The WGRC has implemented marketing to gain donations for programming, services and resources, and has applied for grants for programming and services. To date, no grants have been awarded; \$1,500 in funds were raised from donations to be used for programming.

**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.**

There are no departments/offices that directly do the same work carried out by the Women and Gender Resource Center. Therefore, there is no direct overlap with other areas/services on campus. However, the following departments/offices provide services and resources that WGRC staff may refer students to and/or collaborate on programs and educational initiatives:

- LGBTQ Resource Center- has a more specific focus on sexual orientation; collaboration exists where appropriate related to gender diversity
- Center for Diversity and Inclusion- has a broader focus; collaboration exists where appropriate related to intersections of diversity and gender
- UH Wellness- collaboration on Sexual Violence education and prevention; however, the WGRC leads support service efforts on campus under the SMSS program
- EOS- focuses on compliance and carrying out policies related to gender equity, and issues of gender discrimination; the WGRC focuses on advocacy and education, and collaborates and refers students to EOS when appropriate