



Senate Resolution No. 2017/2018-062

Senate Endorsement of the Students Recruiting and Retaining for Academic Success (STARR) Referendum

Primary Sponsor

Rizza Estacio (ASUC Senator)

Cosponsors

Bridges Multicultural Resource Center, Black Recruitment and Retention Center (BRRC), Indigenous and Native Coalition (INC), Middle Eastern and North African Recruitment and Retention Center (MENA RRC), Mixed Student Union (MSU), Pilipinx Academic Student Services (PASS), Raíces Recruitment and Retention Center (Raíces), and the Retention and Empowerment of Asian Pacific Islander Youths Considering Higher Education Recruitment and Retention Center (REACH!), Senator Juniperangelica Cordova, Senator Hani Hussein, Senator Nuha Khalfay, Senator Hung Huynh, Senator Vicente Román

WHEREAS, this document be the STARR Referendum language,

Introductory Statement

The Student Transformation through Academic Recruitment and Retention (STARR) referendum will secure long-term funding to the *bridges* Multicultural Resource Center (*bridges*) and its affiliated Recruitment and Retention Centers (RRCs): currently, the Black Recruitment and Retention Center (BRRC), Indigenous and Native Coalition (INC), Middle Eastern and North African Recruitment and Retention Center (MENA RRC), Mixed Student Union (MSU), Pilipinx Academic Student Services (PASS), Raíces Recruitment and Retention Center (Raíces), and the Retention and Empowerment of Asian Pacific Islander Youths Considering Higher Education Recruitment and Retention Center (REACH!). These 8 organizations are referred to collectively as *bridges*. The revenue generated from this fee would directly fund over 300 annual student-run and student-initiated recruitment and retention services which include in-classroom outreaches to hundreds of high schools and community colleges,

mentorship programs for prospective students, yield events for admitted students, community service projects, academic retention services, food assistance programs, graduate school preparation programs and professional development programming. Originally, *bridges* was founded as a coalition of 5 organizations, but it has now expanded to 8 unique organizations, redistributing funding equally amongst the 8 coalition organizations. Although funds have been redistributed amongst the 8 organizations resulting in reduced funding for each organization, *bridges* has established partnerships with university departments to develop and expand programming. Transfer Weekend, a fully paid 3-day 2-night yield program for admitted transfer students has been added to the programs and events *bridges* organizes and implements. The *bridges* Graduate School Tour, a week-long trip for undergraduates to meet graduate admissions officers and professors, has also been created to develop a pipeline of undergraduate to graduate programs for underrepresented students that *bridges* serves. The funds generated from this proposed fee would be housed in the previously mentioned organizations' accounts that are administered by the Associated Students of the University of California (ASUC), with oversight provided from the LEAD Center's Business and Finances department.

Background

This fee increase is needed to ensure the sustainability of the *bridges* coalition to continue the services and programs it offers to current and prospective UC Berkeley students. While *bridges* receives additional funding from the ASUC, they must apply every year during the Annual Budget and Space Allocation (ABSA) application. The Finance Committee of the ASUC has expressed repeatedly that ASUC funding is too limited to adequately provide secured funding for the *bridges* coalition. In recent years, the *bridges* coalition has expanded to include two new Recruitment and Retention Centers—MSU and MENARRC—which has allowed them to serve several hundred more students but also created additional financial needs. *bridges*' main source of funding is through the \$3.00 per student per semester fee that passed via student referendum in 1999 to provide funding for 5 organizations, not 8. The current student fee that funds *bridges* does not account for inflation. Utilizing the Consumer Price Index from the Bureau of Labor Statistics, this student fee should be approximately \$4.41 per student per semester¹. In order to mitigate these limitations, *bridges* has explored alternative methods for sustainable funding with successful application to the Student Tech Fund, UCOP Fund, Wellness Fund, CACSSF, and AAVP grants throughout the years. They explored seeking potential donors in partnership with the Office of Philanthropy in Student Affairs, but they could not identify significant donors.

bridges' only permanent source of funding is from the \$3.00 per semester student fee; all other forms of revenue are one-time or have limited renewability. Other Student Initiated Programs (SIP) are funded through multiple referenda. Below are examples of how comparable programs across UCs have received financial support for their services:

¹ These figures were derived using the CPII Inflation Calculator (<https://data.bls.gov/cgi-bin/cpicalc.pl>).

- UCLA's Community Programs Office receives \$4.8 million from different referenda in 1999, 2005, 2009, and 2016².
- UC Davis Student Recruitment Retention Center receives \$742,000 from the CEI (Campus Expansion Initiative) student referenda³.
- UC San Diego receives \$370,000 from the PULSE referendum and \$330,000 annually from the Vice Chancellor of Student Affairs⁴.

Each RRC staff is made up of 10 members, and these staff members sit on 6 committees that correspond with their specific positions. For example, each Executive Director of an RRC sits on the Executive Committee; Each Operations Director sits on the Operations Committee; and so forth. These committees include the Executive, Operations, Recruitment, Retention, Transfer, and Organizing/Community Development. These 6 committees are comprised of 1-2 directors and/or coordinators from each RRC, for a total of nearly 80 student leaders. All 6 committees are directly involved in financial planning and review of all services and programs developed and implemented by the *bridges* coalition. In addition to the 80 student leaders, *bridges* has a base of interns and fellows that total more than 800 students. Outside of the working base of *bridges*, general community members total nearly 4,500 students. This referendum has culminated from unanimous decisions from each committee through direct public forum consultation with community members.

Purpose of the Fee Increase

The purpose of this fee increase is to increase provide additional permanent funding and resources for the bridges Multicultural Resource Center, in order to enable this coalition to continue its service to first-generation, low-income students of color. The increased fee revenue will be utilized to expand the professional staffing of *bridges* and the student services offered by the coalition. *bridges* does not have a permanent on-campus location, sufficient professional staff, and funding to expand programming; regardless of the fact that the coalition is one of the sole driving forces of outreach and retention of underrepresented students of color. This fee increase will directly improve efforts to increase diversity and foster an inclusive campus climate. Currently a significant portion of *bridges* finances comes from annual ABSA allocations from the ASUC, and the income of this fee increase will be used to replace the ABSA allocation and the currently existing \$3.00 per semester fee.

The Leadership, Engagement, Advising and Development (LEAD) Center, a branch of the ASUC Student Union, is at the center of student life at UC Berkeley and is the campus department responsible for

² <https://usac.ucla.edu/documents/historical.php> (Calculated via aggregation of all student referenda that goes to the Community Programs Office multiplied by number of quarters, including summer sessions, and a 25% return to financial aid.)

³ https://cosaf.ucdavis.edu/sites/g/files/dgvnsk1561/files/inline-files/CEI-Campus_Expansion_Initiative.pdf

⁴

<http://spaces.ucsd.edu/candlelight/wp-content/uploads/2010/12/SPACES-Charter-Changes-to-be-Approved-by-AS-SP14-Week-4.pdf>

facilitating leadership development opportunities, in addition to encouraging student involvement and engagement within the campus community. As a team of dedicated and committed student affairs professionals, the LEAD Center promotes a student-centered learning environment by advising and empowering students to pursue their co-curricular interests, to cultivate their leadership skills, and to develop holistically. The LEAD Center provides services and resources focused on furthering students' leadership abilities and personal and professional development—hence positively impacting the holistic learning and development of all UC Berkeley students. More specifically, the LEAD Center provides advising and leadership development opportunities to student groups, including 1,000 registered student organizations (RSOs), which also includes *bridges* Multicultural Resource Center and the Recruitment and Retention Centers (RRCs). *bridges* Multicultural Resource Center and the RRCs are currently supported by a two Coordinators with the LEAD Center (each serving 50% time).

This position has helped advise *bridges*' leadership as well as and coordinate many of their logistics and operations, but based on the number of students *bridges* serves and the size of the student leadership within the coalition, *bridges* is in need of two full time Program Directors, to fully realize the vision and purposes of their programs. *bridges*' student leadership transitions every year and therefore needs to regroup each time that leadership changes over. They recognize the need for a constant and consistent staff Program Director to help work most effectively and have the greatest impact toward the recruitment and retention of our underrepresented student communities.

The current part-time staffing offered by the Coordinator of the LEAD Center is at capacity in what they can offer the students, in terms of advising and logistical support. There remains much work to support this student- led resource center to (1) help improve and expand the recruitment and retention of underrepresented students and to (2) offer guidance and support for the student leaders who invest an enormous amount of their time and energy into this endeavor. In addition, the Co-Program Director would help alleviate some of the burden for the students who now need to relaunch the center annually with new leadership. As a result, *bridges* will gain more stability, strategic guidance, advisory services, and accountability. As of Spring 2017, *bridges* secured recurring funding from the CACSSF proposal for an additional Co-Program Director. After demonstrating the need to support the Recruitment and Retention programming efforts, *bridges* has contracted a staff member into the position for Fall 2017, and is currently in the search for a permanent position for the Co-Program Director.

This demonstrates *bridges*' contributions and commitment to building a sustainable structure to community. The expansion of professional staff is one of many visions *bridges* hopes to achieve the contribution of their intention work for the university. Below are examples *bridges* wants to offer:

- **Opportunities** to Graduate Students with an Assistantship with the *bridges* Recruitment and Retention Centers and *bridges* community for those who are eager to be involved in Higher Ed., Student Affairs, Education, Equity and Social Justice, and/or Community Development with underrepresented students.
- **Create** student staff positions to cultivate professional leadership and developments.

Breakdown of the Fee

- The new \$23.50 fee increase of the Recruitment and Retention Centers Fee will be assessed to all undergraduate students starting in Fall 2018 for a total at the rate of \$26.50 per student per semester in the Fall and Spring. Neither the base fee (\$3.00/semester) nor the fee increase (\$23.50/semester) will not be assessed to graduate students.
- The fee may will increased annually for inflation using the City of Berkeley's Annual General Adjustment index, subject to review by the Chancellor's Advisory Committee on Student Services and Fees and the Chancellor's approval.⁵
- One-third ($\frac{1}{3}$) of all fee revenue will be returned to financial aid in accordance with campus policy to help offset the cost of this fee for the neediest students who are eligible for campus-based financial aid.

Example of an Annual Budgetary Outline for STARR Fee Usage

Program/Project	Estimated Allocation (based on proposed 2018-19 fee level)	Fee Percentage
Outreach Programs	\$104,000	6.78%
Retention Programs	\$208,500	13.56%
Recruitment Programs	\$104,000	6.78%
80 Work-Study Positions	\$423,500	27.56%
2 FTE Program Directors	\$184,500	11.99%
Return to Financial Aid	\$512,500	33.33%
TOTAL	\$1,537,000	100.00%

Oversight of the Fee

The progression of how the fee will be allocated to individual recruitment and retention centers will be overseen by an oversight committee consisting of the following members:

- One ASUC Senator nominated by *bridges* staff
- One self-nominated delegate of the Graduate Assembly who is approved by a 2/3rds vote by the Graduate Assembly

⁵ <https://www.cityofberkeley.info/rent/2017aga.aspx>

- A member of the student Committee on Student Fees and Budget Review (CSF)
- One staff member from the Office of Admissions nominated by the Vice Chancellor of Student Affairs
- One staff member from the Office of Equity and Inclusion nominated by the Vice Chancellor of Equity and Inclusion
- One staff member from the Centers for Educational Justice and Community Engagement nominated by the director(s) of African American Student Development, Asian Pacific American Student Development, Chicanx Latinx Student Development, Gender Equity Resource Center, Multicultural Community Center, Native American Student Development
- A student intern from each of the Centers for Educational Justice and Community Engagement: African American Student Development, Asian Pacific American Student Development, Chicanx Latinx Student Development, Gender Equity Resource Center, Multicultural Community Center, Native American Student Development
- Three general student body members nominated by *bridges* staff
- Five members of the Finances and Operations Committee of the *bridges* coalition.

Explanation of Intentions Behind the Membership of the Oversight Committee

The fee oversight committee will be comprised of one member of the ASUC Senate and one delegate of the Graduate Assembly to ensure that the rules and regulations of governance regarding the referendum allocations are met. It is vital that these individuals are vetted and nominated by the *bridges* staff to ensure that the ASUC officials serving on this committee are aware of the rich history of the coalition and are informed about the contemporary challenges of recruiting and retaining students of color. There will be one individual from the Office of Undergraduate Admissions, one from Division of Equity & Inclusion, and one from Multicultural Student Development Offices, to insure that relevant data is presented to the committee to inform all fee allocations. It was also key to include members of the Finances and Operations committee of *bridges*, as they work first hand with financing programing and are most aware of the ever changing needs of recruiting and retaining students of color.

Ballot Language

The Student Transformation through Academic Recruitment and Retention (STARR) Referendum Fee will be utilized by the *bridges* Multicultural Recruitment and Retention Centers for the purpose of recruiting and retaining low-income, first generation students of color through outreach programs, academic services, mentorship programs, tutoring services, peer counseling services and educational development programs. A yes vote will increase the existing referendum fee for *bridges* from \$3.00 to \$26.50 per semester in the Fall and Spring semesters with the fee only being assessed to undergraduate students. A no vote on this referendum will keep the fee at \$3.00 per semester in the Fall and Spring for undergraduate and graduate students. ~~The primary proponent is Jose Fernandez.~~ Campus policy requires one-third (1/3) of the new fee will go towards return to aid.

Do you approve this fee? Yes No

THEREFORE IT BE RESOLVED: The primary proponent be Jose Fernandez.