



Senate Bill No. 2014/2015-063

Giving Opportunities and Leadership Development (G.O.L.D.) Fee Referendum

Primary Sponsor

Justin Kong (Executive Vice President), Yordanos Dejen (ASUC Senator)

Cosponsors

Marium Navid (ASUC Senator),

The purpose of this effort is to provide more comprehensive support for the success of non-traditional students (including first generation, low-income, underrepresented, transfer, undocumented, student parent, re-entry, student veteran, and foster youth) at UC Berkeley. This comprehensive support will help ensure that these students have what is necessary to effectively transition into the university from high school or community college, fully engage in academic and personal enrichment opportunities, progress towards timely graduation, and become equipped to succeed beyond UC Berkeley.

In order to address increasing student needs and demand, this fee will enable the expansion of the of the Centers for Educational Equity and Excellence (CE3), which consists of the Educational Opportunity Program (EOP), Transfer Student Services Center (TSSC), Student Parent Center (SPC), Re-Entry Student Program (RSP), Undocumented Student Program (USP), Cal Independent Students Network (CISN serves orphans and foster youth), and the Veteran Services Center (VSC).

Background

The Centers for Educational Equity and Excellence empower non-traditional, underserved, and/or underrepresented students who reflect the diversity of California with the specialized support, expertise, and advocacy required to achieve educational equity and excellence. CE3 exemplifies the commitment of the University of California, Berkeley to scholarship, public service, and the posterity of our state.

A part of CE3, the Educational Opportunity Program at Berkeley, for over 40 years, has provided first generation and low-income college students with the guidance and

resources necessary to succeed at the best public university in the world. EOP academic counselors and student staff work alongside amazing students who, despite their unique responsibilities and challenges, transform their lives through academic achievement and personal growth. EOP's individualized academic counseling, support services, and extensive campus referral network help students develop the unique gifts and talents they each bring to the university while empowering them to achieve.

The Transfer Student Services Center (serves a diverse population of students and is dedicated to providing programs and services in support of the academic and personal success of all registered UCB transfer students. Within the transfer community there are key populations that are represented such as commuters, re-entry students, student parents, and veterans. As a supportive and inclusive community, TSSC is committed to increasing students access to and awareness of campus resources and enrichment opportunities. It also promotes campus and community engagement and leadership development that enrich and support students' academic and professional goals. TSSC carries out the University commitment to access and equity for students and plays a key role in campus recruitment, retention, and success of transfers, student parents, vets, and re-entry students.

Purpose of the Fee

The Giving Opportunities and Leadership Development (G.O.L.D.) Fee will provide funding for CE3 to:

- Increase EOP academic counseling staff. EOP is currently only staffed to serve 30% of the nearly 12,000 EOP students at Berkeley. Increasing the professional staff from 6 to 10 academic counselors will nearly double the amount of students that will benefit from EOP academic counseling and services .
- Expand the TSSC's transition and success seminars. TSSC is currently providing 25 high impact transition courses serving 25% of newly admitted transfers. Additional staffing will double the available courses for transfer students to 50 sections and allow over 50% of incoming transfer students to participate in this course during their first semester at UC Berkeley.
- Establish and expand CE3 student employment opportunities (including Peer Academic Counselors, Peer Advocates, and student interns). Student employees play a critical role in meeting the needs of students and delivering CE3 programs/services. EOP and TSSC will add additional student staff and each CE3 program will offer 2-3 paid internships to both undergraduate and graduate students. This critical student involvement will support core unit functions, research and develop innovative student support initiatives, and coordinate efforts to promote student community and engagement.
- Establish programming budgets for every CE3 unit. No CE3 program has a

permanent programming budget. Establishing a pool of programming support will allow CE3 programs to launch events, programs, and initiatives targeted to meet the specific needs of nontraditional students.

Breakdown of the Fee

The fee will be assessed for all undergraduate and graduate students starting in Fall 2015 at the rate of \$19 per semester (\$38 per year). The fee will not be assessed for summer session students. In accordance with campus policy, thirty-three percent (33%) of the fee will be returned to financial aid to help offset the cost of this fee for students who are eligible for financial aid. The fee is estimated to generate approximately \$900,000 in net revenue for

2015-16, and these funds will be allocated in the approximate proportions as follows: \$470,000 for EOP professional academic counselors (52%), \$170,000 for TSSC course facilitators and staffing (19%), \$180,000 for CE3 individual unit programming budgets (20%), and \$80,000 for CE3 student staff/internships (9%). The fee may be increased, subject to review by the Chancellor's Advisory Committee on Student Services and Fees and the Chancellor's approval, up to 3% per year to adjust for annual inflation.

Oversight of the Fee

The CE3 Advisory Committee will consist of: The Executive Director of The Centers for Educational Equity and Excellence (CE3); the Associate Director of CE3; the Transfer Center Program Director; One ASUC elected representative appointed by the Academic Affairs Vice President (AAVP); Four Undergraduate representatives appointed by The Centers for Educational Equity and Excellence (CE3); One GA elected representative appointed by the Campus Affairs Vice President (CAVP); One Committee on Student Fees (CSF) Representative;

There will be regular consultation and regular reporting to Committee on Student Fees, a subcommittee of the Chancellor's Advisory Committee on Student Services and Fees, or its successor entity.

Ballot Language

THEREFORE BE IT RESOLVED that the Associated Students of the University of California place the following question as Proposition 3 titled "Giving Opportunities and Leadership Development (G.O.L.D.) Fee Referendum" on the 2015 ASUC General Elections:

"The Giving Opportunities and Leadership Development (G.O.L.D.) Fee will be a \$19 fee per semester (\$38 total per year), excluding summer, to ensure the success of over 13,000 non-traditional students by expanding the services of the programs that comprise the Centers for Educational Equity & Excellence (CE3) including the Educational Opportunity Program (EOP), Transfer Student Services Center, Student Parent Center, Re-Entry Student Program, Undocumented Student Program, CISN (serves orphans/foster youth), and the Veterans Services Center. Campus policy requires that thirty-three percent (33%) of the fee is allocated for return-to-aid. Do you approve this fee?"

Given, that the exact title and wording of this proposition shall be subject to certification, and if need be, adjustment by the Elections Council pursuant to ASUCBL 4302.