

Division of Student Affairs and Inclusive Excellence
Sacramento State
SWANA Student Resource Center
 Assessment Plan, Academic Year 2026-2027

SECTION 1: PROGRAM NAME, POPULATION, AND SERVICE INFORMATION

Program Name: SWANA Student Resource Center

Location: AIRC 1012

Total Number of Students Served by Your Program: To be tallied at the end of each semester.
 AY 2025-2026 baseline: 508 unique students reached across events and Center visits.

Number of New Students Served: To be tallied. Defined for this plan as students with no recorded Center interaction in a prior academic year.

Number of Continuing Students Served: To be tallied. Defined as students with at least one recorded interaction in a prior academic year.

Program Mission Statement: The mission of the SWANA Student Resource Center is to provide a place of belonging and inclusion within a safe and supportive environment that promotes student success, wellbeing, diversity, achievement, and a sense of home.

Program Service Description: The Center delivers programming across three domains drawn from its Student Needs Assessment: *Culture and Belonging*, *Academic and Career Success*, and *Wellness*. Services include biweekly cultural and wellness programming, signature campus events, embedded academic advising, Peer Wellness Advocate drop-ins, career and library services, faculty scholar engagement, residence hall and Quad pop-ups, and community and donor partnerships. The Center supports the AANAPISI designation and operates as one of the Cultural and Academic Resource Centers.

SECTION 2: MAJOR PROGRAM GOALS AND EXPECTED CONTRIBUTIONS TO THE CSU FORWARD PLAN AND CAMPUS STRATEGIC PLAN

Major Program Goals for the Year

Program/Activity #1: Cultural Programming and Belonging

Chai and Chat biweekly series, SWANA Open House Cafe, SWANA Welcome Leadership Luncheon, SWANA Game Night, Nowruz pop-up with APIDA, SWANA Fest, Diwan Cafe, Art Showcase Mixer, APIDA and SWANA Graduation.

Output: at least 20 cultural programs across the academic year, including 12 Chai and Chat sessions and at least four large-scale signature events, reaching a minimum of 400 unique student attendees

Outcome:

- **Initial/short-term:** from each event, at least 75% of respondents report an increased sense of connection to other SWANA students and to the Center
 - **Method:** deploy a QR-code survey at the close of each event with three items on a 1-5 scale covering connection, cultural affirmation, and likelihood of returning

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- **Intermediate:** by the end of each semester, at least 50% of students who attend a large cultural event record a second interaction with the Center, against an AY 2025-2026 baseline of 32% for the general visitor pool and 50% for large cultural event attendees
 - **Method:** match EAB check-in and event sign-in data by student ID to calculate repeat rate by point of entry, and deploy an end-of-semester survey to the attendee list
- **Long-term:** by May 2027, the number of engaged students, defined as students recording two or more interactions across events, services, or Center visits, increases 20% over the AY 2025-2026 baseline, and at least 75% of graduating SWANA seniors who engaged with the Center report it contributed to their sense of belonging at Sacramento State
 - **Method:** run an annual engagement count from combined EAB, QR capture, and appointment data, deploy a graduating student survey each spring, and conduct one spring focus group with students who attended three or more events

Program/Activity #2: Academic and Career Success

Meet Your Academic Advisor, Mentorship 101, Grad School 101, Resume and Headshots, Finals Study Hall in both semesters, weekly embedded academic advising drop-ins, Career Services and library liaison drop-ins.

Output: at least eight academic and career programs across the year plus weekly advising drop-in hours, serving a minimum of 110 unique advising students across 115 appointments, against an AY 2025-2026 baseline of 101 students and 105 appointments

Outcome:

- **Initial/short-term:** from each session, at least 75% of participants report increased knowledge of a specific academic or career resource, process, or requirement
 - **Method:** deploy a post-session survey at each workshop and drop-in asking participants to self-assess knowledge gain on a 1-5 scale, with one open response on what they plan to do next
- **Intermediate:** by the end of each semester, at least 70% of participants report taking concrete action such as scheduling an advising appointment, completing a resume, applying for a scholarship, or registering for the following term
 - **Method:** deploy an end-of-semester survey to program participants, review advising appointment records, and track students who move from a cultural program into an academic service
- **Long-term:** students engaging with the Center persist term to term at a rate equal to or above the campus rate for their class standing, and at least 75% of graduating participants report the Center supported their academic progress or career readiness
 - **Method:** complete an annual retention and persistence match with the Office of Institutional Research and EAB, deploy a graduating student survey, and compare advising-student GPA against the AY 2025-2026 baseline of 2.89

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Program/Activity #3: Wellness

Rock Climbing, Yoga, and Pilates with The WELL, Healing and Henna with the Women's Resource Center, Secret Garden with the Arboretum, Planetarium program, Peer Wellness Advocate drop-ins, Taste of SWANA and SWANA Cooking, and Chai and Chat biweekly series.

Output: at least six activity-based wellness programs across the year, reaching a minimum of 100 unique student participants

Outcome:

- **Initial/short-term:** from each event, at least 75% of participants reported that the activity reduced stress or gave them a needed break from academic pressure
 - **Method:** deploy a post-event survey with one scaled item on stress relief and one on awareness of campus wellness resources
- **Intermediate:** by the end of each semester, at least 50% of participants report using a campus wellness resource such as The WELL, Student Health and Counseling, or the Peer Wellness Advocate
 - **Method:** deploy an end-of-semester survey to wellness participants, review Peer Wellness Advocate contact logs, and track referrals with The WELL
- **Long-term:** at least 75% of students engaged in wellness programming across multiple semesters report they know how to access support when they need it and would do so
 - **Method:** deploy an annual survey to students with two or more wellness touchpoints and conduct one spring focus group on barriers to traditional wellness services, which the Student Needs Assessment identified as a specific concern for this population

Program/Activity #4: Outreach, Recruitment, and First-Year Engagement

Recruitment, outreach, and yield activities, residence hall pop-ups, AANAPISI co-programmed pop-ups, Quad tabling, SWANA Student Ambassadors, and admitted student events.

Output: participation in at least six recruitment, outreach, or enrollment activities, at least two residence hall pop-ups, and at least four CARC pop-ups including two AANAPISI co-programmed pop-ups with APIDA, reaching a minimum of 250 students with no prior Center interaction

Outcome:

- **Initial/short-term:** at each activity, at least 75% of students reached can identify the Center location and at least one service it offers
 - **Method:** administer a two-question intercept survey at pop-ups and tabling and count newsletter and QR sign-ups captured after each activity
- **Intermediate:** by the end of each semester, at least 30% of first-year students contacted through outreach record a Center visit or event attendance, against an AY 2025-2026 baseline in which first-year students were 5% of visitors
 - **Method:** match QR sign-up lists against EAB check-in and event sign-in data, and run a class-standing breakdown of visitors at the end of each semester for comparison against the prior year

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- **Long-term:** by May 2027, first-year students represent at least 12% of Center visitors, and first-year students who engage with the Center in their first term return in their second year at or above the campus first-to-second-year retention rate
 - **Method:** run an annual class-standing analysis, complete a retention match with the Office of Institutional Research, and conduct ambassador debrief interviews at the end of the year

Program/Activity #5: Community Partnerships and Resource Development

Grant development, external and community partnerships, event sponsorship, Advisory Board establishment, multi-year partner agreements

Output: at least three grant applications submitted, at least five formalized community or external partnerships providing scholarships, sponsorships, vendor participation, or mentorship, and the Advisory Board formally established

Outcome:

- **Initial/short-term:** at least 80% of new partners report a clear understanding of the Center's mission and the value of the partnership after their first engagement
 - **Method:** deploy a partner feedback form following each event or agreement and maintain documented meeting notes and partnership agreements
- **Intermediate:** by June 2027, at least \$10,000 in new philanthropic support is raised for SWANA student programming and at least three partnerships produce a repeat commitment for the following year
 - **Method:** track gift and sponsorship records, grant awards, and signed multi-year or renewed agreements
- **Long-term:** the Center sustains a diversified funding base in which external support covers a growing share of signature programming costs, with at least three partnerships continuing for two or more consecutive years
 - **Method:** compare external revenue against the programming budget year over year, count annual partner retention, and conduct an Advisory Board annual review

Expected Contributions to the CSU Forward Plan and Campus Strategic Plan

The SWANA Center has five program areas that roll up to three outcomes, which are the Center goals for AY 2026-2027:

Goal 1: Advance Enrollment, Outreach, and Cultural Engagement

By May 2027, the SWANA Center will connect SWANA students to campus from recruitment through graduation by participating in at least six recruitment, outreach, or enrollment activities, delivering at least two residence hall pop-ups for first-year students, and anchoring the year with SWANA Month and the SWANA Festival, increasing the number of engaged* students by 20% over AY 2025-2026 baseline.

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**Engaged defined as students recording two or more interactions with the Center across events, services, or center visits during the academic year, measured through event sign-in, QR capture, and appointment data.*

Alignment:

- *SSAE Priority 1: Advance Enrollment, Outreach, and Student Success*
- *SSAE Priority 4: Elevate Cultural Engagement and Signature Programming*
- *Campus Imperative 3: Justice, Diversity, Equity, Inclusion and Belonging*
- *Student Affairs Theme 2: Enhanced Communication and Connection*
- *CSU Forward: Economic Mobility Engine*

Goal 2: Institutionalize Student Success and Wellness Partnerships

By June 2027, the SWANA Center will institutionalize Student Needs Assessment findings by formalizing at least three campus partnerships with Career Services, The WELL, and Academic Advising, each delivering a minimum of two scheduled student touchpoints per semester, and tracking student movement from cultural programming into academic, career, and wellness services.

Alignment:

- *SSAE Priority 2: Institutionalize Student Needs Assessment Recommendations*
- *Campus Imperative 1: Learning and Student Success*
- *Campus Imperative 6: Wellness and Safety*
- *Student Affairs Theme 3: Defying Barriers to Excellence*
- *CSU Forward: Economic Mobility Engine, Sustainable Affordability*

Goal 3: Grow Revenue and Community Partnerships

By Summer 2027, the SWANA Center will expand its resource base by submitting at least three grant applications, formalizing at least five community and external partnerships that provide scholarships, sponsorships, vendor participation, or mentorship, and raising \$10,000 in new philanthropic support for SWANA student programming.

Alignment:

- *SSAE Priority 3: Grow Revenue and Strategic Partnerships*
- *Campus Imperative 4: Resource Development and Sustainability*
- *Campus Imperative 5: Dedicated Community Involvement*
- *Student Affairs, Imperative Summary 4: Enhance donor relations and philanthropic outreach*
- *CSU Forward: Maximize Statewide Impact*

The Center goals align with the following aspects of the CSU Forward Plan:

Economic Mobility Engine

- The Center delivers career readiness, advising, and mentorship programming with campus and community partners to strengthen employment and graduate school outcomes. (#1, #2)

Sustainable Affordability

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- The Center provides retention and persistence support that reduces time to degree and connects students to scholarship access through community partners. (#2, #3)

Maximize Statewide Impact

- The Center extends the university presence into the region through community partnerships, the MENA American Policy Summit, and SWANA Fest. (#1, #3)

The Center goals align with these Sacramento State Imperatives:

Learning and Student Success

- The Center embeds advising, career services, and study hall programming in a cultural space students already use. (#2)

Justice, Diversity, Equity, Inclusion, Belonging

- The Center makes visible and serves a population that institutional data does not disaggregate. (#1, #2)

Resource Development and Sustainability

- The Center pursues grant development and donor cultivation to sustain programming. (#3)

Dedicated Community Involvement

- The Center partners with community vendors, funders, and organizations that connect students to the region. (#1, #3)

Wellness and Safety

- The Center offers activity-based wellness programming and Peer Wellness Advocate access. (#2)

The Center goals align with the following SSAE Unit Priorities:

- **Priority 1, Advance Enrollment, Outreach, and Student Success:** Program Area 4. (#1)
- **Priority 2, Institutionalize Student Needs Assessment Recommendations:** Program Areas 2 and 3. (#2)
- **Priority 3, Grow Revenue and Strategic Partnerships:** Program Area 5. (#3)
- **Priority 4, Elevate Cultural Engagement and Signature Programming:** Program Area 1. (#1)

The Center goals align with the following Division of Student Affairs Values:

Student Service

- The Center supports students through advising, wellness, and career touchpoints delivered in a space built for them. (#1, #2)

Inclusivity

- The Center counts and serves a community routinely folded into other categories in institutional data. (#1)

Partnership

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- The Center works with campus centers, community organizations, and funders toward shared goals. (#1, #3)

Innovation

- The Center uses point-of-entry tracking and unified assessment to make data informed programming decisions. (#1, #2)

Wellness

- The Center addresses stressors specific to this community through activity-based wellness programming. (#2)

SECTION 3: ANTICIPATED PROGRAM MARKERS OF EXCELLENCE

Anticipated program markers of innovation and excellence include the following:

- A unified assessment instrument used across every program type, replacing the inconsistent collection of AY 2025-2026 and making cross-program comparison possible for the first time
- Point-of-entry tracking that shows which programs bring new students in and which ones keep them, building on the finding that large cultural events produce roughly double the repeat rate of general foot traffic
- Targeted first-year outreach through residence hall pop-ups and the SWANA Student Ambassador Program, aimed at the segment that was 5% of visitors last year
- Service integration measured as movement, tracking students from cultural programming into advising, career, and wellness services rather than counting each in isolation
- Multi-year external partnerships that make signature programming less dependent on single-year funding

SECTION 4: MULTI-MEDIA MARKERS OF PROGRAM SUCCESS, PHOTOS AND TESTIMONIALS

Photos and testimonials will be collected at each signature event and compiled at the end of each semester. Priority captures are the SWANA Open House Cafe, SWANA Welcome Luncheon, MENA American Policy Summit, Nowruz pop-up, SWANA Fest, Art Showcase Mixer, and APIDA and SWANA Graduation. Student testimonials will be collected through the open response field on end-of-semester surveys, with written permission for use in reporting and marketing.

SECTION 5: ASSESSMENT MEASURE

Mixed method (both quantitative and qualitative) and archival data.

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The SWANA Center will use post-event surveys, end-of-semester surveys, semesterly focus groups, EAB check-in data, event sign-in and QR capture, advising appointment records, and Office of Institutional Research retention and GPA matches. AY 2025-2026 is the Center's first year of recorded engagement data and serves as the baseline for all trend comparisons.

Assessment Logistics

Question	Plan
Who participates	Student attendees, Center visitors, advising and wellness service users, graduating seniors, campus and community partners
Who is responsible	Director oversees the plan. Assistant Program Coordinator(s) administer post-event surveys and maintains sign-in data. Graduate Intern compiles semesterly data and drafts summaries.
What methods	QR post-event survey, end-of-semester survey, semesterly focus group, EAB and sign-in records, appointment data, partner feedback forms
Where	At the point of the program for post-event surveys, email for end-of-semester and graduating student surveys, AIRC 1012 for focus groups
When	Post-event surveys at the close of each program, end-of-semester surveys in the final two weeks of each term, focus groups in November and April, graduating student survey in April
How administered	Electronic through QR code on printed table cards and slides, with paper backup at pop-ups and outdoor events

Timeline

- **August 2026:** assessment plan finalized and submitted, survey instruments built and QR codes generated
- **September to December 2026:** collect data at every program, monitor response rates, adjust instruments as needed
- **January 2027:** compile the Fall 2026 semesterly report for SSAE and adjust the protocol based on fall collection
- **February to May 2027:** continue collection, hold the spring focus group, deploy the graduating student survey
- **June 2027:** complete the Spring 2027 report and the AY 2026-2027 annual report with comparison against the AY 2025-2026 baseline

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Anticipated Limitations

- Survey fatigue and low response rates at walk-in programming where students arrive and leave freely. Post-event surveys are held to three questions and collected at the point of exit.
- Small sample sizes for individual programs, particularly Chai and Chat sessions. Data will be aggregated by program area for reporting.
- Long-term outcomes for first-year students cannot be fully measured within a single academic year. Year one establishes the tracking method and the outcome becomes measurable in AY 2027-2028.
- Students who attend events but never check in at the Center may be undercounted unless QR capture is consistent at every event, including off-site and outdoor programming.