



SACRAMENTO STATE

Serna Center

ACADEMIC YEAR 2017-2018

6000 J Street Sacramento, CA 95819
River Front Center 1
916-278-7241

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Executive Summary

The Serna Center is dedicated to the work and vision of former Sacramento mayor and government professor, Joe Serna, and former university administrator and ethnic studies professor, Isabel Hernandez-Serna. Joe Serna and Isabel Hernandez-Serna dedicated themselves to improving the lives of people in the Sacramento area and on the campus of Sacramento State. The center was established to continue their legacy of enhancing the lives of people from underserved and underrepresented backgrounds by exposing individuals to opportunities to learn about public policy and political knowledge, activism and engagement, student access and excellence, and the benefits of community service.

This academic year, the center hosted *Feria de Educación* for its fifth year in a row. This educational program was designed in accordance with University Strategic Goals, Student Affairs Goals and Baccalaureate Learning Goals. Three thousand five hundred students and parents came together for the opportunity to build community with administrators and staff.

The purpose of the event involves empowering thousands of Spanish-speaking students by providing them with information and resources to help them succeed in California's educational system. The event featured exhibitors from all levels of P-K, elementary, secondary, and higher education, as well as representatives from health care organizations and other supplementary educational programs. Participants of the event had the opportunity to engage in various activities including: a Reading Garden, which used Univision anchors to read to the children; and a Visualization Photo Booth which provided attendees with a photo souvenir of themselves as graduates or of themselves as a professional to use as a source of academic inspiration. The event also provided attendees with Sacramento State campus tours, a DREAMER Clinic to connect undocumented students to community-based organizations that offer information and support with DACA (Deferred Action for Childhood Arrivals) and California Cash for College Workshops sponsored by the California Student Aid Commission. Overall, students were provided with the opportunity to learn about how to become successful in their academic careers.

Feria also focused significantly on the parental role in a student's pathway to education. Parents engaged in interactive workshops on a range of topics including: The Role of Parents in their Children's Education, Services for Undocumented Students, Financial Aid and Financial Literacy, College Readiness and College Admission, the High School Equivalency Program, and Careers in Education. Additionally, students also received one-on-one assistance in completing the Free Application for Federal Student Aid (FAFSA) or California Dream Act Application (CDAA) from financial aid experts. Ultimately, the event was a successful learning experience for parents and students alike

Mission

The mission of the Serna Center is to promote, foster, and enhance self-advocacy, empowerment and leadership among Chicanxs/Latinxs students and students from other under-represented backgrounds at Sacramento State.

Additionally, integrated into all programming are efforts that raise awareness of the social, political, economic, historical and cultural realities of Chicanxs/Latinxs populations. The center establishes a strong foundation that enriches cultural identity and develops a sense of familia within the campus.

Goals

The Serna Center accomplishes its mission via the following goals:

1. ***Self-Advocacy, Empowerment, Leadership, and Community Service*** – Provides students with the skills necessary to pursue leadership roles where they can advocate for themselves and others.
2. ***Culture, Family, and Community Building*** – Promote culture and heritage within the Chicanx/Latinx community as well as other underrepresented students to develop a sense of belonging and familia.
3. ***Awareness of Political, Historical, and Cultural Realities of Chicanxs/Latinxs*** – Offer culturally relevant programming and activities that enrich the educational experience of Chicanx/Latinx students.

Services

Feria de Educación

An education fair designed to empower thousands of Spanish-speaking parents and students with information and resources to help them succeed in California's educational system. The event features exhibitors from all levels of P-K, elementary, secondary, and higher education, as well as representatives from health care organizations and other supplementary educational programs. Parents are offered interactive workshops on the topics of College Readiness, Financial Aid, The Role of Parents in their Children's Education, and Support for Undocumented Students. Other services include a visualization photo booth, reading garden for children, and a DREAMER Clinic for undocumented students and their families.

Hispanic Heritage Month

In alignment with National Hispanic Heritage Month, a series of educational and celebratory programming highlights the histories, cultures, and contributions of Hispanic and Latino Americans in the United States. The events and activities embrace the multicultural identities of Sacramento State and expand inclusivity by showing how diversity positively influences and enriches the campus.

The Joe Serna Scholarship & The Leadership Initiative Scholarship

The Joe Serna, Jr. Memorial Scholarship was created in memory of Sacramento's late mayor, Joe Serna, Jr. The scholarship provides students with \$2,500 per year for two consecutive years. The Student Leadership Initiative Scholarship provides \$2,000 to students who have demonstrated leadership potential and strong community involvement, especially to those who have overcome major obstacles to do so.

Chicanx/Latinx @ Recognition Ceremony (CLRC) Partnership

The ceremony honors graduating Chicanx/Latinx students who have fulfilled the requirements for a bachelor's, master's, or doctoral degree from Sacramento State. The ceremony is bilingual and provides a family-centered atmosphere that is both personal and culturally relevant to celebrate an important milestone for the students and their families. The CLRC Committee is a student club with student board members. The Serna Center provides a home to host committee meetings, orientation, and assist in processing applications and registration.

Cesar Chavez Legacy Week Programming

A week of events and programming centered on the legacy of Cesar Chavez. Students learn about the importance of community service, advocacy, leadership and civic engagement.

Staffing

Dr. Viridiana Diaz – Assistant Vice President, Strategic Diversity Initiatives
Norma Mendoza- Coordinator, Dreamer Resource Center/Serna Center
Jose Ayon – Program Assistant

Center's Outcomes

This academic year, the Vice President of the Division of Student Affairs decided to align department goals with the university's goals, Student Affairs Divisional Goals, and Baccalaureate Learning Outcomes. The structure of this section will include the goals, the strategies to achieve those goals, and the outcomes.

Center Goal 1: Participants who attended “Feria de Educación” will be satisfied with the event and learn some valuable information.

University Strategic Goal: Engage students in a comprehensive university experience

Student Affairs Divisional Goal: Increase students' sense of belonging

Baccalaureate Learning Goal: N/A

Standard of Achievement: *Collect baseline data on overall satisfaction and learning outcomes of participants who attended the event.*

The Serna Center is designed to engage students in a comprehensive university experience and to foster a sense of belonging on campus. This is accomplished, in part, through the plethora of workshops and activities offered in the annual Feria de **Educación** event held on October 1, 2017.

Data was collected via three different survey sources. Between the three sources, 1104 evaluations were collected. Of those 1104 evaluations, 223 were post-event evaluation surveys (64% were students and 36% were parents).

Figure 1

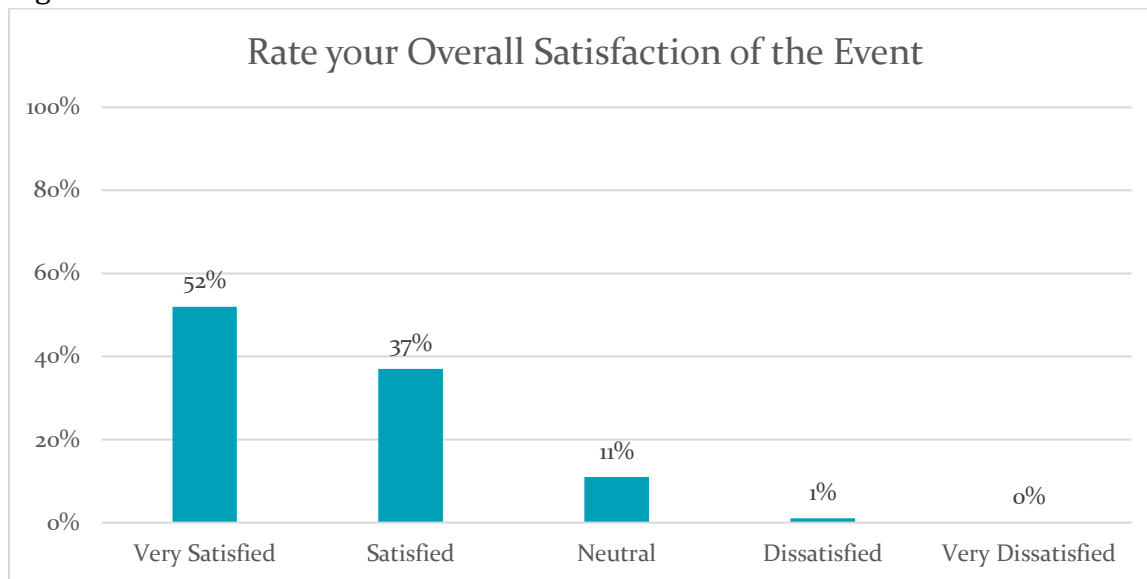
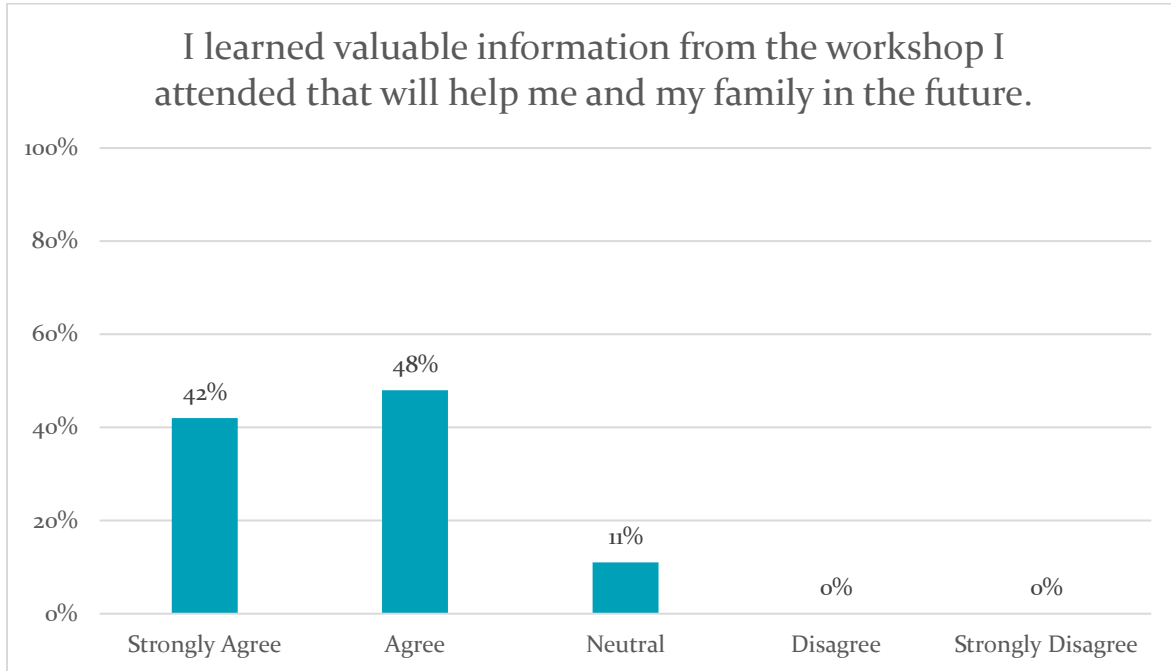


Figure 1 shows how participants rate their overall satisfaction of the event. Eighty nine percent of them responded positively (satisfied to very satisfied). In addition, figure 2 shows whether participants learned valuable information from the workshop they attended. Ninety percent of them responded positively.

Figure 2



Participants found Feria de **Educación** to be incredibly beneficial. The event was designed to provide a culturally sensitive environment for Spanish-speaking parents and children of all ages. Beyond this, creators of the program strived to instill a sense of belonging in parents and children alike. The overwhelming majority, nearly 90% of respondents, felt satisfied with the event. In this aspect, the event was very successful.

Center Goal 2: Participants who attend the “Feria de Educación” will identify one activity that increased their knowledge in applying to and attending a university.

University Strategic Goal: Enhance student learning and success

Student Affairs Divisional Goal: Increase students’ learning and success

Baccalaureate Learning Goal: Personal and social responsibility

Standard of Achievement: Participants will increase knowledge on college admissions using a pre and post-survey.

Feria de Educación was designed to increase student and parental knowledge of attending and applying to universities. To accomplish this, we implemented a workshop, called "How to Get into College," that focused on the steps that must be taken for a student to be admitted to a college institution. The workshop provided an in-depth introduction to the three main systems of higher education in California: the California Community College system, the California State University system and the University of California system. It also focused on admission requirements, the application process, fees, available fee waivers, timelines to apply, test requirements and other miscellaneous components of the college application process.

Data was collected via surveys. About 60 evaluations were collected. Survey findings focused on, specifically, measuring how well students and parents benefited from the information taught in the workshop.

Table 1 displays parental and student’s engagement in the workshop, “How to Get into College.” Parents and students were asked to assess the workshop by responding to the following questions:

Table 1

	Poor	Fair	Average	Good	Excellent
Knowledge and level of expertise on the subject (n=57)	0%	0%	7%	26%	67%
Ability to engage the audience (n=59)	0%	0%	8%	27%	64%
Responsiveness to question (n=57)	0%	4%	4%	25%	68%

Prior to the workshop, 51% of participants were familiar with topics on how to get to college. After the workshop, 81% of them had a better understanding on how to get to college.

In addition, participants stated what they learned that they didn't know before attending the workshop:

- "The difference between the CC, UC's and CSU's."
- "I learned the different programs for financial aid."
- "You can apply for more than one scholarship. There is no limit."
- "I have been led to an open door of many scholarship opportunities and websites to help me better understand how to prepare for college, which I am grateful for."
- "You can make up a failed class at a community college and get a year done in one semester."

Our findings suggest that attendees found the "How to Get into College" workshop to be very helpful. The workshop was created with the prospect of enhancing student success. Attendees were exposed to valuable information that increased their knowledge in applying to and attending a university. Survey responses suggest that parents and students have a clearer understanding of the college admissions process.

Center Goal 3: Students who attended the college readiness workshop will exhibit increased knowledge in college readiness, specifically on options for financing a higher education.

University Strategic Goal: Excel as a place to learn, work, live and visit

Student Affairs Divisional Goal: Develop and implement a financial wellness program

Baccalaureate Learning Goal: Intellectual and practical skills

Standard of Achievement: Participants will increase knowledge of college financial options, financial aid tools, and different types of financial aid opportunities using pre and post-surveys.

Feria de Educación was designed to increase student and parental college understanding; it specifically focused on teaching parents how to manage an emerging college student's financial burden. To accomplish this, the program creators implemented a workshop that focused on financial literacy and exploring financial aid options. Our workshop, "Financial Literacy and Exploring Financial Aid Options," highlighted the differences among financing options, financial aid tools, the different types of financial aid opportunities, FAFSA and how to apply for scholarships.

Data was collected via surveys. About 30 surveys were collected. Table 2 shows parental and student's engagement with the workshop.

Table 2

(N=31)	Poor	Fair	Average	Good	Excellent
Knowledge and level of expertise on the subject	0%	3%	10%	10%	77%
Ability to engage the audience	0%	3%	3%	23%	71%
Responsiveness to question	0%	3%	3%	26%	68%

Prior to the workshop, 43% of participants were familiar with topics on financial literacy and financial aid. After the workshop, 89% of them had a better understanding on financial literacy and financial aid.

In addition, participants stated what they learned that they didn't know before attending the workshop:

- “Companies like Wells Fargo can assist with financial help.”
- “The 5 step guide to financially pay for college.”

These findings suggest that attendees found the “financial literacy and exploring financial aid options” workshop to be to be a very positive learning experience. Attendees further understand the financial components that accompany attending college. Also, the workshop managed to increase overall college readiness for attendees. This workshop was particularly important to parental and student awareness of how to manage tuition and other college fees.

Other Serna Center Events

During the academic year, the SERNA center hosted multiple events and they were:

- Young Latinas Rising Conference
- In the Time of the Butterflies
- Cultural Humility Conference
- Hispanic Association of Colleges and Alumni Career Readiness
- Universities Panel of Past ASI Presidents
- Forum Study Abroad Program: Latin America Toastmaster
- Serna Center Award Speaker Series
- S.C. Civic Entrepreneurship

Appendix A

Center Goals	What will be the standard of performance?	Center Outcomes
1. Participants who attend Feria de Educación will be satisfied with the event and learn some valuable information.	Collect baseline data on overall satisfaction and learning outcomes of participants who attended the event.	89% of participants were satisfied/very satisfied with the event. 90% of participants learned valuable information from the workshop they attended.
2. Participants who attend the Feria de Educación will identify one activity that increased their knowledge in applying to and attending a university.	Participants will increase knowledge on college admissions using a pre and post-survey.	Before the workshop, 51% of participants were familiar with topics on how to get to college. After the workshop, 81% of them had a better understanding on how to get to college.
3. Students who attend the college readiness workshop will exhibit increased knowledge in college readiness, specifically on options for financing a higher education.	Participants will increase knowledge of college financial options, financial aid tools, and different types of financial aid opportunities using pre and post-surveys.	Before the workshop, 43% of participants were familiar with topics on financial literacy and financial aid. After the workshop, 89% of them had a better understanding on financial literacy and financial aid.