“The CSU Asian American Pacific Islander (AAPI) Ambassador’s program has created an environment that fosters collegial dialogue of the academic challenges AAPI students’ face that is seldom part of the conversation when it comes to outreach, retention and completion. AAPI issues have become more visible thanks to the program, including support from key faculty and staff who have been instrumental in the program’s success at Sacramento State. Additionally, the impact of the ambassadors goes beyond the campus and into the community with collaboration among numerous nonprofits and local high schools.”

Chao Danny Vang
CSU Sacramento
The California State University (CSU) is the university of choice for many underserved students. The CSU system is the largest public university system in the country with 23 campuses, eight off-campus centers, and more than 450,000 students.

Today,

- 33% of students enrolled are Hispanic/Latino
- 17% are Asian American Pacific Islander
- 4% are African American
- 0.3% are Native American

By comparison, in California approximately

- 52% of children under age 18 are Hispanic/Latino
- 11% are Asian American Pacific Islander
- 5% are African American
- 0.4% are Native American

The CSU’s work with underserved communities provides students and their families many opportunities from visiting a CSU campus to learn about admissions and financial aid, to understanding the parent’s role in their child’s education, exploring careers in science, technology, engineering and mathematics (STEM), and more. The CSU’s partnerships with faith-based, nonprofit, and academic organizations deepen community ties while showcasing the excellence of its students, faculty, staff and alumni.
One of the CSU’s goals is to build a seamless structure that supports students as they move toward higher education by facilitating access, retention and graduation. This year, External Relations aligned existing outreach initiatives, academic programs, and campus strategies to increase college preparation, eligibility and retention among students from underserved communities in California. Students include Hispanic/Latino, Asian American Pacific Islander, African American and Native American—many of whom are first generation.

Through collaborative efforts with faith-based organizations, community-based organizations, professional associations, and campus outreach professionals, External Relations accomplished a number of important milestones:

- We reached nearly 30,000 students and their families through four signature college fairs and more than 100,000 congregants through Super Sunday. We distributed more than 120,000 copies of “How to Get to College” brochures and CSUMentor postcards, along with other resource materials;

- We supported 23 campuses to engage the Parent Institute for Quality Education (PIQE) for parent training, and almost 8,000 parents graduated from the nine-week intensive signature parent program, favorably influencing at least 16,000 children to prepare for college;

- We sponsored faith-based and community-based organizations with education initiatives improving college readiness in underserved communities; we also trained community educators on CSU admissions, CSUMentor, and offered other relevant training at the CSU High School and Community College Counselor Conferences;

- We exhibited or presented at national conferences such as Asian Pacific Americans in Higher Education (APAHE), American Association of Blacks in Higher Education (AABHE), Hispanic Association of Colleges and Universities (HACU), and American Association of Hispanics in Higher Education (AAHHE) and raised awareness of best practices;

- All 23 campuses exhibited at the CSU college fairs; CSU presidents opened each event and built relationships with local communities; 200 CSU employees worked the events investing more than 1,000 hours of their time and 110 CSU leaders spoke at 113 churches on Super Sunday.

We had great successes this year and look forward to continuing our work and expanding our efforts. The Presidents’ Council on Underserved Communities is a group of presidents committed to supporting outreach in underserved communities, working to close the achievement gap, and the success of the CSU’s Graduation Initiative.
The CSU African American Initiative is a partnership with California churches serving predominantly African American congregations. The goal of the initiative is to increase the preparation and retention of African American students, especially males, in the CSU.

The African American Initiative is led by Dr. Horace Mitchell, President of CSU Bakersfield, in Northern and Central California, and co-led by Dr. William A. Covino, President of CSU Los Angeles, in Southern California. Its activities are coordinated through a steering committee of CSU personnel and leadership from church partners.

Celebrating its ninth annual Super Sunday, CSU’s leaders, alumni and volunteers visited 113 African American churches throughout the state, reaching more than 100,000 congregants. Every February, during Black History Month, CSU leaders speak from the pulpit during Super Sunday services to encourage youth to pursue college. Almost all of the participating churches in Southern California (97 percent) rated the overall success of this event as excellent or good; and all of the respondents reported that they are more knowledgeable about the educational opportunities at the CSU, specifically about college preparation and readiness, admissions, financial aid and degree programs.

The Summer Algebra Institute targets middle school and ninth grade students performing below grade level in math to offer an intensive, culturally-based curriculum that helps students visualize their cultural
heritage connected to math and science. In 2014, 590 students completed the Summer Algebra Institute at 18 churches across the state. Students were selected through a competitive application process that included a letter of recommendation from a counselor, teacher or school administrator. After participating in the Summer Algebra Institute, students reported an increase in self-confidence and math proficiency: 95 percent of the students received a grade of B or better in Algebra I. During the institute, students also participated in enrichment activities that included college visits and meeting professionals in STEM and health-related fields.

The eighth annual **Super Saturday College Fair** was held at CSU Dominguez Hills, drawing 2,300 parents and students from throughout Southern California. CSU experts led workshops in admissions, financial aid and other important topics. In response to key areas of interest, this year’s event also featured a STEM demonstration workshop by Southern California Edison and McDonald’s of Southern California and a community college transfer pathway workshop. These workshops were standing room only. CSU and our corporate partner McDonald’s of Southern California gifted iPads to students through drawings and a social media contest. McDonald’s of Southern California also provided transportation to students and parents from Los Angeles, Ventura, San Bernardino and Riverside counties.

The **Asian American Pacific Islander Initiative (AAPI)** was developed to improve college access and graduation rates for Asian American and Pacific Islander students from underserved communities. The Asian American Pacific Islander Initiative is led by Dr. Leroy Morishita, president of CSU East Bay. Its activities are coordinated through a steering committee of representatives from nine campuses that serve the highest populations of underserved AAPI students. In fall 2014, the steering committee grew by two campuses to 11.

The **Student Ambassador Program** trains the CSU’s AAPI students and develops their leadership skills. In turn, these students assist in the planning and implementation of outreach activities to underserved AAPI communities throughout the year, most notably the CSU Journey to Success College Fair. In 2014, nearly 200 student ambassadors were trained. In northern California, a cohort at Sacramento State was invited to participate in a series of workshops and activities to earn a Leadership Initiative Certificate. In southern California, a cohort reported increased levels of self-awareness and a desire to help others navigate the transition to college.

The ninth **Journey to Success** college fair served 350 students.

“What brought me out to CSU Super Saturday was that I wanted to get to know more of my options for community college, and what path I should take in order to be able to transfer to a four-year university.”

**Alexis Hines**
Student, Cypress High School
Cypress, California
and their families at Cal Poly Pomona in spring 2014. The event is in its third year and rotates among CSU campuses, targeting AAPI families, and featuring hands-on activities and workshops on college preparation, financial aid and exploring careers. Information is offered in a variety of languages including Chinese, Korean, Vietnamese, Tagalog, Hmong, Tongan, Samoan and Cambodian.

To engage the community partners in the Journey to Success College Fair, Cal Poly Pomona President J. Michael Ortiz gathered 69 community leaders, and together they adopted recommendations to strengthen their outreach efforts to families in the AAPI community.

The CSU Latino Initiative is a collaborative with several partners in the Latino community designed to exchange institutional resources to close the educational opportunity gap of underserved Latino students. Programs in this initiative aim to increase the admissions and graduation rates of Latino students.

The CSU Latino Initiative is led by Dr. Mildred García, president of CSU Fullerton, and co-led by Dr. J. Michael Ortiz president of Cal Poly Pomona.

The CSU Latino Initiative co-sponsored its annual Feria de Educación (formerly Es el Momento) with Univision at two locations, drawing nearly 25,000 participants. Feria de Educación is a partnership that targets Spanish speaking families, engaging them in the educational journey of their child. Each Feria de Educación features an opening ceremony that includes the CSU Chancellor, president of the hosting campus, Consul General of Mexico, and personalities from Univision. The highlights of Feria de Educación include a college fair with exhibits by nearly all CSU campuses, a reading garden that promotes family literacy, and a book giveaway. Attendees of Feria de Educación receive information about CSUMentor and the popular “How to Get to College” poster in English and Spanish; they also attend a variety of educational workshops.

At CSU Dominguez Hills, Feria de Educación celebrated its sixth year with nearly 20,000 students and parents in attendance, distributing 70,000 books to encourage family literacy at home. The event also featured taped Town Hall sessions on the Common Core State Standards and mental health.

CSU Sacramento hosted its second annual Feria de Educación with more than 4,000 students and parents in attendance, where almost 85 percent of attendees rated the event as
“excellent;” and more than 90 percent of the parents said they learned something new and valuable. The takeaways for parents were financial aid and scholarship information, the Spanish speaking focus, workshops, resources for immigrant students, and gaining information about universities and other student programs. California State Assemblymember Roger Dickenson was an event co-sponsor.

The Parent Institute for Quality Education (PIQE) facilitates a signature nine-week parent engagement program from which almost 8,000 parents graduated in 2014. The program covers a variety of topics, including how to establish a home to school collaboration, preparing for parent-teacher conferences, understanding A-G requirements, and gaining an understanding of the Common Core State Standards. PIQE released a longitudinal study in 2014 that focused on its nine-week signature program in California and found that 90 percent of the children of their participants graduated from high school, compared to only 77 percent statewide during the same period. Additionally, 71 percent of the children of PIQE participants enrolled in college.

Each year, the 23 CSU campuses partner with their local PIQE office to select public schools in need of parent engagement training.

The Native American Initiative was formed to assist in developing a college-going culture among Native American families in California. To deepen ties with Native American communities, the CSU participated and sponsored events throughout the state that advanced shared educational goals.

In 2015, the CSU Native American Initiative will be led by Dr. Joseph I. Castro, president of CSU Fresno.

This year, the CSU Office of the Chancellor conducted an assessment of all CSU campuses to gather information on services, programs, funding sources, and grants that are available to Federally Recognized Tribes. The information gathered was provided to the Office of the Governor of California for a directory that will be available electronically.

The California Conference on American Indian Education (CCAIE) advocates for academic excellence and educational opportunities for Native American families, tribal leaders, board members and educators. The conference featured presentations by CSU faculty, staff and students. In addition to a CSU exhibit on college readiness, high school and middle school students in attendance received tours of nearby Sonoma State University. Distinguished Native American educators, parents and students were recognized during the conference.

The CSU was a sponsor of the Fourth Annual Pow Wow at CSU Dominguez Hills that drew an attendance of 2,500 and featured 25 tribes from across the country, including 20 native dancers, and volunteers. Students enrolled in a Service Learning course on Northern American Indians at CSU Dominguez Hills assisted in organizing the Pow Wow.

The annual California Native American Day celebration, held on the north steps of the State Capitol, was sponsored by the Southern California Tribal Chairmen’s Association, Northern California Tribal Chairmen’s Association and Central California Tribal Chairmen’s Association. This year, the CSU Office of the Chancellor exhibited at the event along with representatives from Sacramento State University, CSU Fresno and CSU San Marcos. Attendees received the “How to Get to College” materials prepared by the CSU in the Luiseño Native American language. Native American Day is recognized as the fourth Friday of September by proclamation of the governor.

“When my youngest daughter, Tania, was a sophomore in high school, I saw a sign for PIQE and enrolled immediately. Once I finished both levels of the program, I knew exactly how to help Tania apply for college, fill out financial aid forms, connect with CSU campuses and choose the right university that best fit her needs.”

Monica Arellano
PIQE Program Graduate
Monterey, California
CSU External Relations promotes the quality and success of its students, faculty and staff by sponsoring and participating in regional and national conferences. Additionally, through community partnerships, we provide resources and best practices that support student access and opportunities to enhance learning.

The **Intel International Science and Engineering Fair (Intel ISEF)**, is the world’s largest international pre-college science competition. Students from throughout California that won local and school-sponsored science fairs were invited to compete at Intel ISEF in Los Angeles this year. The CSU was a partner of the Intel ISEF competition by providing faculty and graduate students as volunteer judges, interpreters for international students, and volunteers for public school education outreach day, where more than 3,000 middle and high school students attended. The competition returns to Los Angeles in 2017.

The **NASA Destination Station** is a traveling exhibit that promotes research opportunities and educates communities about the real and potential impacts of the International Space Station on everyday life. This year CSU Los Angeles hosted the exhibit, which featured a two-way live-streamed conversation with astronauts in space. Nearly 200 students attended the demonstration: more than half were engineering, computer science, and technology students at CSU Los Angeles, the rest were students from local high schools.

CSU External Relations was an academic co-host of the 40th Annual Symposium of **MAES–Latinos in Science and Engineering** in San Diego. The organization has 38 collegiate chapters across the nation, five at CSU campuses. Demonstrating excellence, CSU students won several major awards at the symposium, including Student Chapter of the Year, several academic scholarships and the student research competition. Additionally, students from the MAES chapter at San Diego State University hosted the outreach component of the symposium by inviting high school students on campus to learn science hands-on.

The **Eighth Annual National Conference on Healthcare Disparities** was held in Long Beach in 2014. CSU External Relations joined the CSU campuses at Monterey Bay, Dominguez Hills, Los Angeles, San Bernardino and Long Beach to sponsor the conference. A diverse audience came together to share their knowledge on health disparities and their latest research findings. Of the 60 student abstracts that were presented, 31 were CSU students, demonstrating their ability to call attention to some of society’s most pressing health challenges.

**Raising Awareness and Access on Supercomputers** was adopted by the CSU Presidents’ Council on Underserved Communities in early 2014. Supercomputers offer a way to integrate social science and the humanities with computer science, while providing faculty and students with enriching research and educational experiences. The CSU is exploring how to provide cyber access, at no cost, to schools of social science through a partnership between Extreme Science and Engineering Discovery (XSEDE) and the University of Illinois, Champagne Urbana. XSEDE is a virtual system that scientists and non-scientists can use to interactively share computing resources, data, and expertise. Many private and public institutions are already using similar technologies to assist with faculty and student research. CSU San Bernardino led the way in hosting a workshop to familiarize CSU faculty and staff with the technology, and soon workshops will be held at other CSU campuses.
Our Strategy

We will:

• Collaborate with church partners, community-based organizations, K-14 schools and professional associations on early outreach;

• Support parent engagement strategies to help parents navigate the education system and gain an understanding of college readiness;

• Promote college readiness by hosting college fairs that facilitate students’ and their parents’ understanding of the A-G required curriculum for college entrance;

• Promote STEM and community college transfer programs at our college fairs;

• Create social media communities that share best practices, resources, and other important information; and

• Collaborate with CSU Academic Affairs to identify and measure indicators of success.

2015 Signature Events

February 8, 15, 22, 2015
Super Sunday

March 7, 2015
Journey to Success
CSU Northridge

May 2, 2015
Journey to Success
CSU Fresno

August 2015
Super Saturday
Southern California

September 26, 2015
Feria de Educación
CSU Sacramento

October 2015
Feria de Educación
Southern California

October 2015
Feria de Educación
CSU Fresno
Members of the Presidents’ Council on Underserved Communities

Dr. Joseph I. Castro  
President, CSU Fresno

Dr. William A. Covino  
President, CSU Los Angeles

Dr. Mildred García  
President, CSU Fullerton

Dr. Alexander Gonzales  
President, CSU Sacramento

Dr. Willie J. Hagen  
President, CSU Dominguez Hills

Dr. Dianne F. Harrison  
President, CSU Northridge

Dr. Horace Mitchell  
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Dr. Tomás D. Moráles  
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Dr. Leroy M. Morishita  
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Dr. Eduardo M. Ochoa  
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Dr. J. Michael Ortiz  
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Dr. Mo H. Qayoumi  
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Dr. Lisa Rossbacher  
President, Humboldt State

Dr. Richard R. Rush  
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