



OFFICE OF MINORITY STUDENT AFFAIRS

ANNUAL REPORT



May 24th, 2019

I ILLINOIS

Office of Minority Student Affairs

STUDENT AFFAIRS



Mission Statement

OMSA's mission is to provide exceptional support services that enhance the academic achievement, personal development, and graduation rates of first generation, low-income, and historically underrepresented students at Illinois.

OMSA's vision is to become the campus leader and national trailblazer in transforming the lives of first generation, low-income, and historically underrepresented students.

Executive Summary

The 2018-19 school year marked the OMSA's 50th Anniversary. As one of the oldest and most comprehensive student support organizations of its kind, the OMSA has much to celebrate. The festivities began at last April's at OMSA's 50th Annual Scholastic Achievement Ceremony and continued with last fall's Project 500 Celebration, the OMSA 50th Anniversary Banquet, and culminated at the OMSA's 51st Scholastic Achievement Ceremony last month. Hundreds of students, alumni, university retirees, and well-wishers gathered to celebrate the OMSA's enduring legacy of excellence.

FY 19 also brought new beginnings. After 25 months as the OMSA's interim role, Domonic Cobb emerged from a national search as the new, permanent director for the OMSA. Cobb, a two-time alum and veteran higher education administrator, is the fifth director for the OMSA. Cobb was joined by several new colleagues in OMSA including, veteran Illinois administrator, Kimberly Alexander-Brown as the Senior Associate Director for Student Success; veteran TRIO professional, Vincent Cunningham as Associate Director for TRIO Programs; a new Student Success Advisor, Jasmine Thompson; and new Pre-College Advisor, Jamil Henderson.

Accomplishments

Beyond the OMSA's success in staff recruitment, the OMSA continues to meet their strategic goals and organizational priorities. Below please find an overview of the OMSA's FY 19 achievements:

- 22.8% is the percentage increase in logged mentoring interactions over FY 18.
- 23.1% is the percentage increase in total hours spent in mentoring over FY 18.
- 4579 individual tutoring visits were completed in FY19, up 2.5% over FY 18.
- 871 unique students received tutoring at the OMSA Academic Services Center, up 29.8% from FY 18.
- \$1,345,424 is the amount of federal TRIO funding OMSA successfully steward in FY 19, up 4.25% over FY 18

- \$107,634 is the amount of revenue OMSA earned for the campus from the indirect cost of stewarding the TRIO grants; up 4.25% over FY 18
- The OMSA acquired new technologies that 1) automates its advising and mentoring scheduling and 2) combines its multiple case management platforms into a single system. Both tools will revolutionize academic monitoring efforts in the OMSA.

We are proud of our accomplishments and we remain committed to enhancing and expanding our effort to increase student success for OMSA eligible students at Illinois for generations to come.

Challenges

The OMSA struggles with persistent shortfalls in fiscal resources. Since FY 14, the OMSA has sustained a 9% reduction in its state allocation, roughly \$95,000. The OMSA survived by leveraging resources from vacant positions. Since FY 17, the OMSA made significant progress toward rebuilding its workforce to address the steadily increasing number of OMSA eligible students at Illinois. Consequently, the OMSA is unable to continue utilizing these savings from staff vacancies to offset the state funding shortfall. Faced with another 1.5% reduction (i.e., \$112,000 or a 10.5% cut since FY 14), the OMSA's ability to fully restore its staff and sustain its current level of services to students is in jeopardy.

In addition to fiscal pressures, the OMSA also has a severe shortage of physical space. Due to space constraints the Student Service Building (SSB) and the Academic Service Center (ASC), the OMSA currently has two APs sharing an office (in the SSB) and 15 employees housed with partners in the college and student affairs. As guests in borrowed spaces, the OMSA's staff has no control over facility scheduling, no access to after hour space for student meetings or programs, and no access to the office outside of standard business hours. Additionally, our displaced staff members have reduced access to the OMSA's shared supplies and equipment. Although we are grateful to our partners for taking us in, we recognize this model poses a critical threat to our service delivery and is unsustainable. In summation, the OMSA needs additional resources to fulfill its mission and strategic goals.

The OMSA's Strategic Goals

In FY 20, the OMSA will hold its course, and continue to focusing on the strategic goals and organizational priorities that support its mission and vision. Find them articulated below:

1. Provide exceptional academic mentoring, advocacy, and support services for first generation, low-income, and historically underrepresented undergraduate students that bolsters their success and eases their adjustment to the rigor of college;

2. Support the recruitment and yielding activities for first-generation, low-income, and historically underrepresented students at Illinois (i.e., African American, Latinx, Native American, Native Hawaiian, and Pacific Island students);
3. Collaborate with colleagues in Academic and Student Affairs to create safe and welcoming environments that encourage academic success, personal growth, collegiate persistence, and graduation.

Metrics for the OMSA's Strategic Goals

1. Retention rates
2. Graduation rates
3. Learning Outcomes
4. Student satisfaction

Organizational Priority

1. Continue enhancing our organizational culture by operationalizing the following principles: **S.O.A.R.—“Excellence in Service, Organizational wellness, Assessment and Results”**. Metrics for this priority include student satisfaction assessment, learning outcomes assessment, employee satisfaction assessments, and evidence of student success as defined by the metrics for goal number one above.

Accomplishments and Challenges

FY 19 was a stellar year for the Office of Minority Student Affairs. The OMSA continues to meet their strategic goals, organizational priorities, and contribute to the campus' strategic plan despite their challenges.

Accomplishments

Highlights from our continued achievements include a nearly 30% increase in students tutored (up 29.8% from FY 18); a double-digit gains in logged mentoring interactions and total mentoring hours (up 22.8% and 23.1%, respectively); and an 8% gain for entry-level salaries to meet market demands for retaining talent. Below find details on our achievements organized by the campus' 2018-2023 Strategic Goals.

Goal 1: Foster collaboration, discovery, and innovation (this goal correlates to OMSA's 2nd and 3rd strategic goals).

Selected examples of campus and system collaborations:

- Despite persisting staff vacancies, the OMSA rallied to participate in over 100 recruitment, yielding, and outreach activities. Events include, but are not limited

to, Summer Registration, Illini Days, President Award Day, Salute to Illinois Scholars, Salute to Academic Achievement, Orange and Blue Days, the Lt. Governor's Meeting on Recruitment, Retention, and Academic Support, and numerous middle and high school visits.

Selected examples of academic collaborations:

- The OMSA's Advising and Mentoring (formerly Academic Mentoring Programs and Service) unit and Tutoring and Academic Services (formerly Tutoring and Supplemental Instruction) continue to partner with the colleges of AHS, ACES, BUS, EDU, ENG, FAA, LAS, MEDIA, SOCW, and the Division of General Students(DGS) to provide advising, mentoring, and tutoring vulnerable first-time, co-eds.
- The OMSA collaborated with the Campus Honors Program again this spring to host its fourth annual recruitment luncheon for talented, underrepresented, second-semester freshmen.
- The OMSA's Tutoring and Academic Services unit continued to coordinate activities for the campus-tutoring network, entitled the Illinois Learning Support Professionals.
- The OMSA also worked with several external retention agencies to serve Illinois students. Those organizations include the Chicago Public Schools, Noble Network of Charter Schools, Evanston Scholars, One Goal, Chicago Scholars

Selected examples of student affairs collaborations:

- The OMSA Excellence Awards—awarded annually to four graduating students who exemplified excellence in academics, leadership, and community service. Each year the OMSA collaborates with La Casa and the Bruce D. Nesbitt African American Cultural Center to present these awards at their respective congratulatory ceremonies.
- R.I.S.E. (Readying Illinois Students for Excellence)—a pre-enrollment, residential first year experiences for 1st generation and underrepresented students cosponsored by with Office of the Dean of Students, New Student Programs, Office for Inclusion and Intergroup Relations, Provost, the OMSA, etc.
- The Black & Latino Male and Female Summits—a program designed to explore the intersections of race and gender cosponsored by Office of Inclusion and Intergroup Relations, Bruce Nesbitt African American Cultural Center, La Casa, Office of the Dean of Students, the OMSA, etc.
- D.I.N.E (Diversity Inclusion Network Exchange)— a career development activity focused on inclusion and diversity cosponsored by the Career Services Network, the OMSA, University Housing, Office of Inclusion and Intergroup Relations

Goal 2: Provide transformative learning experiences (this goal correlates to the OMSA's 1st and 3rd strategic goals)

The OMSA has much to be proud of in the area for transformation learning for FY 19. All of our units were deeply engaged in creating transformative learning experiences for our precollege and college students alike. In addition to the gains in advising and tutoring cited above, this year 3,744 OMSA students were eligible for recognition at our Scholastic Achievement Ceremony, each earning a 3.67 or higher during the spring or fall of 2018. Among those eligible to be awarded, 1,055 earned a perfect 4.0. Please refer to the Assessment section on page 7 for more details on our transformative learning experiences.

Goal 3: Make a significant visible societal and community impact

The OMSA is deeply engaged in community outreach and the delivery of educational services to local youth. The OMSA's effort in providing the TRIO pre-college programs for nearly 600 Champaign County youth has required continuous collaboration with local and regional schools districts, city governments, park districts, churches, and community centers for more than five decades. We are proud of the service we provide the youth of this community and honored to contribute to the land grant mission through our legacy of service in this area. Please refer to the Assessment section on page 7 for more information regarding TRIO's visible impact.

Goal 4: Steward current resources and generate additional resources for strategic initiative.

The OMSA continues to exercise sound fiscal judgment and to operate in the black.

- The OMSA successfully stewarded \$1,345,424 (up 4.25% from FY 18) in federal grant funding.
- The OMSA earned the campus \$107,634 or 8% of the total federal grant dollars award in FY 18. This represents a 4.25% increase over last year.

Challenges

The OMSA struggles with persistent shortfalls in fiscal resources and physical space. Since FY 14, the OMSA has sustained a 9% reduction in its state allocation, roughly \$95,000. The OMSA survived by leveraging resources from vacant positions. Since FY 17, the OMSA made significant progress toward rebuilding its workforce to address the steadily increasing number of OMSA eligible students at Illinois. Consequently, the OMSA is unable to continue utilizing savings from staff vacancies to offset the state funding shortfall. Faced with another 1.5% reduction (i.e., \$112,000 or a 10.5% cut since FY 14), the OMSA's ability to fully restore its staff and sustain its current level of services to students is in jeopardy.

The OMSA is lean. There are few options for offsetting the proposed reductions. Further reductions to the state budget will expedite the depletion of our staff vacancy fund balance by the end of FY 21. Without an infusion of capital, by FY 22 the OMSA, will have to cut core student services (i.e., tutoring, advising, supplemental instruction, and mentoring) by reducing our student employees.

A reduction in the OMSA's student workforce will have a significantly negative impact on OMSA eligible students. First, our students will lose income that they depend on for financing college, and second, our students will lose access to the critical academic services that support to their persistence and graduation. Moreover, with the anticipated growth in OMSA eligible student enrollment, fueled in part by the success of the Illinois Commitment campaign, the impact of reducing the OMSA's services will continue to grow.

Beyond the threat of further budget reductions and increased student demand, the OMSA is facing potentially devastating impact from other proposed costs increases. First, the campus is considering a \$10,000 surcharge on graduate employees. If implemented, OMSA would instantly face a \$120,000 cost to maintain its current graduate workforce. Similarly, with the new state minimum wage bill signed into law in 2019, the OMSA now faces a minimum of \$43,000 in cost increases to maintain the current levels of tutors between now and FY 22. Succinctly, the OMSA is facing increasing demand with diminished resources.

In addition to fiscal pressures, the OMSA also has a severe shortage of physical space. Due to space constraints the Student Service Building (SSB) and the Academic Service Center (ASC), the OMSA currently has two APs sharing an office (in the SSB) and 15 employees housed with partners in the college and student affairs. All 15 displaced staff members (i.e., 4 full-time APs and 12 part-time graduate employees) occupy temporary spaces in college offices (i.e., LAS, DGS, BUS, ENG, ACES, MEDIA, AHS, FAA, EDU) and housing facilities. As guests in borrowed spaces, the OMSA's staff has no control over facility scheduling, no access to after hour space for student meetings or programs, and no access to the office outside of standard business hours. Additionally, our displaced staff members have reduced access to the OMSA's shared supplies and equipment. Although we are grateful to our partners for taking us in, we recognize this model poses a critical threat to our service delivery and is unsustainable.

In summation, the OMSA needs additional resources to fulfill its mission.

Assessment

New Assessment Strategies across the OMSA

The 2018-2019 academic year marked a major step forward for assessment across the Office of Minority Student Affairs. As the first full year following the hiring of a Research and Assessment Analyst, new assessment strategies have been implemented across the department to increase the both the quantity and quality of available assessment data. Three principles have guided the implementation of assessment strategies over the past year: 1) increase the amount of departmentally-generated data linked to institutional-level data; 2) prioritize dashboards that rely on live data feeds; and 3)

employ data collection methods that increase the useable amount of data that is generated instead of relying on survey methods with ever-decreasing response rates.

Taken together, these strategies have led to the successful creation and implementation of numerous dashboards that allow for unprecedented data and assessment utilization by staff across the department. Currently live projects include: a population-level student overview dashboard, a mentoring dashboard, an SSS dashboard, two tutoring dashboards, two dashboards that track anonymous, quick-response feedback from students utilizing our mentoring and tutoring services, an OMSA student lookup tool, a persistence and graduation rate dashboard, and an intercollege transfer dashboard. These tools, available to all of our full time staff, have revolutionized the way the OMSA tracks service levels and interprets the impact we have on the campus community.

The OMSA Services in 2018-2019

Once again, this year saw the OMSA continue to expand services offered and increase the quantity and quality of the services and support we provide to the campus. This section highlights how

Advising & Mentoring

- 961 unique students had individual interactions with an OMSA Mentor, an increase of 55.5% over the 2017-2018 academic year
- 3,258 logged interactions across 1,229 total hours. Both logged interactions and total hours of interaction logged increased over the 2017-2018 academic year, 22.8% and 23.1% respectively
- Piloting new quick-feedback system, allowing students to provide feedback at any time after a mentoring session. 165 responses were gathered in just over one month's time

Tutoring at the Academic Services Center

- 871 unique students attended tutoring, an increase of 29.8% over the 2017-2018 academic year
- 4,579 individual visits totaling 6,929 hours in tutoring services provided. Individual visits increased 2.5% over the 2017-2018 academic year
- Offered matched tutoring, Walk-in tutoring, final exam review sessions, Supplemental Instruction, study skills consultations, workshops, and individual study opportunities

TRIO McNair Scholars

- 36 total TRIO McNair Scholars Participants
- Graduating and Continuing Scholars = 14
- New Cohort Enrollees = 22
- December Graduates = 2
- May Graduates = 8

TRIO Student Support Services

- 270 total TRIO Student Support Services Participants
- 101 scholars graduated or are scheduled to graduate in May or August of 2019 with baccalaureate degrees.
- 548 one-on-one advising sessions
- Over 868 hours of logged interaction between students and SSS staff

TRIO Talent Search

- 500 total TRIO Talent Search Participants
- 93% of graduation rate (TRIO Talent Search High School Seniors)
- 100% of TRIO Talent Search students (6th grade-11 grade) persisted in school for next academic grade level
- 81.2% Low-Income and First-Generation College Students
- 90.2% Traditionally Underrepresented Minority Students

TRIO Upward Bound

- 99 total TRIO Upward Bound Participants
- 45 students participated in the 2018 Summer Residential Program
- 20 college acceptances for 2019 seniors from institutions across Mid-West, South and East coast

Assessment Action Plan

Moving forward, the OMSA Assessment Action Plan calls for a continuation of the solid foundation built over the past year. One of the biggest initiatives this past year saw the learning outcomes for every OMSA unit evaluated and overhauled. Moving forward, these revitalized learning outcomes will be paired with the three overarching assessment strategies to continue expanding the information available about our services and the students we serve.

Diversity

Diversity amongst OMSA Staff

The Office of Minority Student Affairs has an abiding commitment to diversity. The OMSA's staff is among the most diversity on campus. Of the 15 FTE academic professionals employed in the OMSA in FY 19, 74% were Black, 13% were Latino, and 13% were White. 53% of those academic professionals were women and 47% were men. Similarly, among the OMSA's support staff, 66% were black women and 33% were white men.

Diversity within OMSA Services

The OMSA also leads the campus in providing services for our diverse student body. In FY 19, 100% of the OMSA's programs and services were designed to meet the unique needs of the 12,698 first generation, low-income, and historically underrepresented or underserved undergraduate students at Illinois.

| | Number of Students | Percent of Undergraduates |
|------------------|---------------------------|----------------------------------|
| Race-Eligible | 6,817 | 19.5% |
| First-Generation | 7,331 | 21.0% |
| Test-Eligible | 5,297 | 15.2% |
| Low-Income | 4,181 | 12.0% |

In addition to the aforementioned services for our undergrads, the OMSA delivered college preparatory services to nearly 600 middle and high schools students from Champaign, Decatur, and Urbana in FY 19. More than 80% of these students hail from first generation and low-income households.

Succinctly, serving diverse students is a point of pride for the OMSA. We have been committed to inclusive excellence for more than five decades and we are poised to sustain our efforts indefinitely.

Innovation and Change

This academic year brought a variety of changes to the Office of Minority Student Affairs, few as impactful as the hiring of two new senior leadership professionals. Kimberly Alexander-Brown, Senior Associate Director for Student Success, joined the team to oversee the newly restructured Academic Services Center, housing the OMSA's Advising & Mentoring (formerly Academic Mentoring Programs and Services) and Tutoring & Academic Services (formerly Tutoring & Instructional Services) programs. Additionally, Vincent Cunningham, Associate Director for TRIO Programs, has assumed leadership over the four federally funded TRIO programs housed within the OMSA. With these additions rounding out the OMSA's Senior Leadership team, the office has been able to provide both more day-to-day support and supervision to each of the Assistant Directors while also dedicating more resources to guiding the overall direction of each of the individual units with the OMSA.

Another of the more visible changes within the OMSA was the establishment of the Marketing and Communications administrative increment. While the OMSA has had a Marketing Intern for several years, the intern position has largely functioned in graphic design and photography roles with little strategic guidance and oversight for the OMSA

marketing and communications strategy as a whole. This new role assigned to Dr. Ryan Young, Research & Assessment Analyst, allows for a close association between our data and assessment initiatives and our marketing strategies. This has been particularly beneficial as the OMSA refocuses our efforts on strengthening partnerships with academic colleges and dispelling myths and misconceptions about the academic success of our students.

This year also laid the groundwork for future changes the OMSA is particularly excited about that will come to fruition during for the beginning of the next academic year. These include adopting a standalone, vendor-sourced appointment scheduling solution for our Mentoring program, and collaborating with Mark Hege's team to repurpose a contact database as a greatly improved case management system to keep records of interactions with students. Together, these technological advancements will allow for graduate mentors to spend a much great percentage of their time working with and for students, instead of on redundant administrative tasks or appointment management.

Facilities

The Office of Minority Student Affairs continues to struggle with insufficient space. We have a critical shortage of office, meeting, multipurpose, and student study space. Currently the OMSA's main office is located in the Student Services Building in Champaign. The OMSA's Academic Services Center is housed in a leased, commercial facility in Urbana and our Student Success Advisors and Graduate Mentors are located, in donated office spaces within both College Offices and Student Affairs facilities. Although OMSA is grateful for the donated office spaces across campus, we would function much more efficiently under one roof. Ideally, a new facility for the OMSA would be equipped with adequate office space for all of our professional and para-professional staff; conference rooms; instructional facilities; space for student computing, meeting, studying, lounging, and multipurpose space for programming with a self-contained refreshment/food preparation center. To maximize the OMSA's space, the Academic Services Center will be undergoing renovations this upcoming summer to add an additional four offices for full time staff. While this project is necessary, it will not provide sufficient space to meet our ongoing needs.

Goals

Below please review details regarding our strategic goals, organizational priorities, and metrics for FY20.

The OMSA's Strategic Goals

In FY 20 the OMSA will hold its course and continue to focusing on the strategic goals and organizational priorities that support its mission and vision. They are outlined below:

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