

Project Name	Category	Contact	Students served	Students Enrolled	Interactions per Student	Sea Funding Received	SEA funds % of Project
SLEE: Welcome Day	Event	H. Zarate	656	638	1	\$	95%

Please type in your responses to the below questions within the space provided.

Summarize your projects' overall goals and/or intentions for students.

The Student Government Assembly (SGA), Student Success Coaches, Outreach, Graphics Services, Admissions & Records, and the office of Student Life, Equity & Engagement (SLEE) partnered to bring the Santa Rosa Welcome Day. It was on **Thursday, August 16th from 2 – 6 pm in Bertolini Quad on the Santa Rosa Campus.**

The purpose of the day is to be a sort of orientation for new and returning students. It includes taking care of business in preparation for the fall semester, such as purchasing photo ID's and textbooks; connect students with student services and academic programs; provide school supplies; offer a meal and host interactive activities that will support new friendships. Welcome Day was free and open to the public.

Goal is to welcome and support new and returning students!

Note: There was also a Welcome Day held at Petaluma Campus on Saturday, August 18th and on Saturday, September 15th with each event serving over 200 students.

Please describe the specific activities supported by SEA funds.

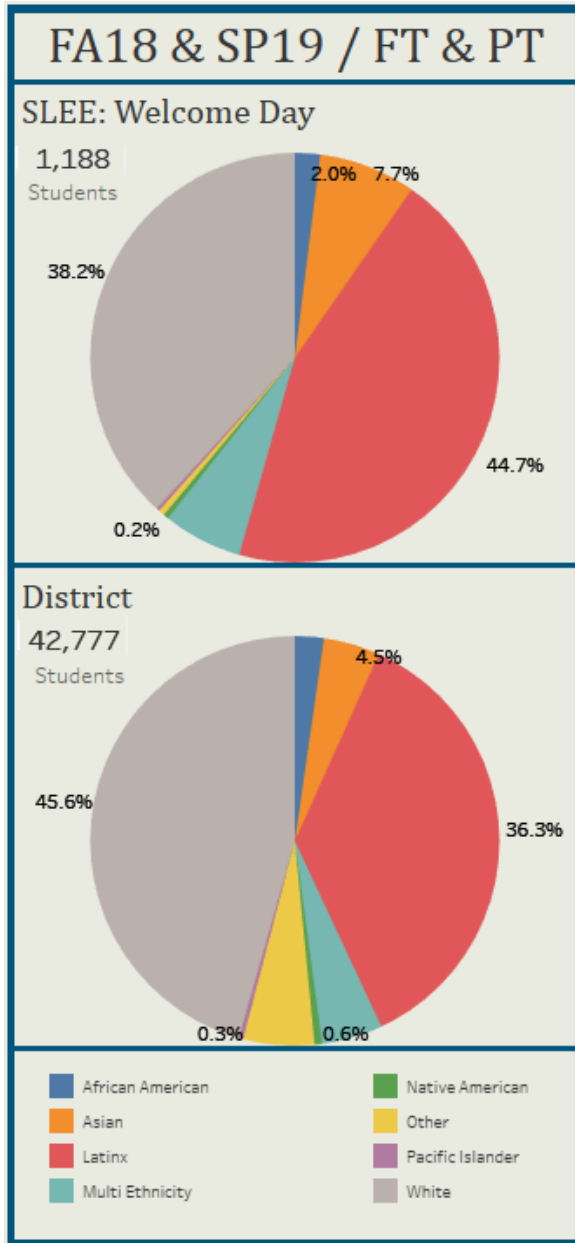
- Promotional materials via snail mail, email, text and social media
- Snacks for planning committee
- Over-time for classified staff
- 75 tables at Resource Fair, both on- and off-campus organizations
- Success Steps promoted at Student Success Coaches table with scavenger hunt completion card qualified for giveaways
- Campus tours
- Entertainment was a professional DJ and photo booth
- Giveaways included t-shirts, backpacks, folders, scantrons, green books, folders, pens, highlighter
- Free dinner for attendees and staff

Share any highlights or achievements your group had during the year – refer to the following data if applicable.

The data speaks to the goals accomplished and target populations served. At a debrief from planning committee, the general thoughts were:

- a. Opening program was good with Student Success steps highlighted w/SGA and Eric Thompson as Einstein
- b. Inclusive for target populations, plus ASL Interpreters and Spanish translation
- c. Awesome giveaways, Student Success Drawing had multiple opportunities to get tickets
- d. Great feedback from resource fair with loads of student contacts!
- e. Great participation from internal and external organizations
- f. Need more staffing
- g. Good attendance, always want more
- h. Tours need better organization/training
- i. Bookstore was understaffed
- j. Student ID's need more organization
- k. Great feedback on dinner
- l. Planning by sub-committee worked really well
- m. Good promotional materials and timing
- n. How do we get those who RSVP (over 1000 for SR and 400 for PC) to event?
- o. Definitely stood out as its own event for new and returning students

Data



Headcount & Proportion Rates

	District	Project
African American	1,034 2.4%	24 2.0%
Asian	2,024 4.7%	90 7.6%
Latinx	16,855 39.4%	534 44.9%
Multi Ethnicity	2,306 5.4%	75 6.3%
Native American	253 0.6%	4 0.3%
Pacific Islander	156 0.4%	3 0.3%
White	18,963 44.3%	452 38.0%
First Gen Student	10,438 24.4%	309 26.0%
Received FIN AID	16,857 39.4%	942 79.3%
Foster Youth	694 1.6%	20 1.7%
LGBTQ	1,305 3.1%	60 5.1%
DSPS	2,858 6.7%	133 11.2%
Veteran	1,770 4.1%	38 3.2%
Homeless	255 0.6%	19 1.6%
Totals	42,777	1,188
	Combined 43,965	

