SF STATE CHANGING DEMOGRAPHICS

Enrollment: The student population at San Francisco State has experienced a period of rapid growth and significant changes over the past 10 years. In fall semester 2000, a total of 26,826 students were enrolled compared to 30,469 enrolled in Fall 2009. Hidden inside the substantial growth of 13.6% overall are even more dramatic changes in the composition of the student population:

- The incoming freshman population doubled from 2,042 to 4,032.
- The percentage of freshmen coming from outside the San Francisco Bay Area has more than tripled from 574 to 1,815.
- The student average age has changed from 26.2 to 24.5, while the average undergraduate age has dropped from 24.0 to 22.8.
- The graduate population has declined from being 24.1% of the student body to 17.9%.
OFFICE OF THE DEAN OF STUDENTS

Student Affairs/Enrollment Management reorganized establishing an Office of The Dean of Students to better meet current student needs. The Dean of Students team includes:

Direct Reports
- Assistant Dean of Students
- Assistant to the Dean of Students
- Associate Dean of Students/Director of Residential Life
- Director of Student Involvement and Career Center (SICC)
- Director of Campus Recreation
- Director of Student Conduct
- Marketing Specialist

Administrative Liaison to:
- Associated Students Incorporated (ASI)
- Cesar Chavez Student Center (CCSC)
MISSION

The Office of the Dean of Students works collaboratively with students, faculty, administrators, and staff to enhance the overall SF State student experience. As partners in the educational process we:

- Create opportunities for students to integrate curricular and co-curricular learning
- Promote and support student inclusion in the University decision making process
- Inform and educate students of their rights and responsibilities as members of the University, San Francisco, and global communities
- Promote and educate students about diversity and social justice
- Network and collaborate with faculty to enhance the student learning experience
- Provide educational programs, events, and job opportunities that focus on development of leadership competencies, career and life skills, wellness, critical thinking and problem solving skills, and crisis management
STUDENT LIFE INITIATIVE COMMITTEE

The Student Life Initiative Committee includes students and representatives from departments throughout the University. The committee continually assesses and develops resources, events and programs to enhance student life at SF State.

- Office of Dean of Students
- Student Involvement and Career Center
- Residential Life
- Associated Students Inc.
- Cesar Chavez Student Center
- Campus Recreation
- Office of Student Conduct
- University Police Department
- Undergraduate Studies
- Prevention Education Programs
- Athletics
- College of Liberal and Creative Arts
- University Communications
- Alumni Relations
- Counseling and Psychological Services
- University Property Management
- Grounds, Fleet Services, and Integrated Waste Management
- SFSU Bookstore
- Government Relations
- Division of Information Technology
- Chartwells
STUDENT LIFE INITIATIVE GOALS

The Student Life Initiative has several goals, including:

- Improve retention and assist with facilitating graduation
- Continue to provide and develop programs, support services, and events for our student community, emphasizing students living in Residential Life and surrounding communities
- Establish policies and procedures to address safety and security concerns as well as University disruption
- Be proactive in assessing student needs and providing appropriate services
- Connect faculty, administrators, and staff with SF State students through co-curricular programming
- Strengthen a sense of community on campus
- Develop academic class year identity (Class of 2014, Class of 2013, etc.)
- Strengthen alumni support
- Develop new SF State traditions while complimenting existing traditions
WHERE ARE OUR STUDENTS IN REGARDS TO STUDENT LIFE?

Highlights From the Student Pulse Assessment Survey (2010-2011)

- 68.5% of students are currently satisfied with student life
- 16% did not know what student life meant
- 42% of students stated they are not connected to class identity
- 14% did not know what class identity meant
- 43% identified strong relationships with faculty, staff and students as being most important in identifying a sense of community at SF state
- 55% of students are minimally aware or not aware of student events on campus
- 51.3% of students live on campus or within 4 miles of campus
- 86.6% of students want more entertainment events on campus
STUDENT LIFE INITIATIVE COMMITTEES

In order to facilitate meeting the Student Life Initiative goals, six subcommittees have been formed that focus on the following topics:

- **Arts and Culture** - Highlights existing and develops new arts and cultural events on campus as well as plans fun trips into SF.

- **Event Venues** - Reviews current event venues on campus and develops potential future event venue locations for Student Life events.

- **Late Night Events** - Plans and coordinates all of the late night events on campus.

- **School Spirit** - Plans Homecoming in the fall and Spirit Week in the spring. Also plans class identity events.

- **Student Assessment** - Conducts and reviews assessment regarding what students want from their Student Life experience.

- **Student Life Marketing** - Develops and implements a marketing plan and materials to publicize Student Life and outreach to SF State students.
2010-2011 STUDENT LIFE INITIATIVE HIGHLIGHTS

- Conducted assessment regarding student life, including interests and satisfaction
- Hosted 10 late night events (4 in Fall 2010 and 6 in Spring 2011)
- Developed the Student Life Calendar as part of the University Calendar [https://oi.sfsu.edu/cgi-bin/student/webcalendar.view_cal?viewcal=10](https://oi.sfsu.edu/cgi-bin/student/webcalendar.view_cal?viewcal=10)
- Hosted the first annual Spirit Week in Spring 2011 (formerly Homecoming)
- Conducted initial review of event venues on campus
- Student Center extended operations hours 24/7 during finals period spring semester as part of their Final Stretch event
- Developed the Student Life website [http://www.sfsu.edu/~life](http://www.sfsu.edu/~life)
2011-2012 STUDENT LIFE INITIATIVE HIGHLIGHTS

- Conducted assessment regarding student life, including interests and satisfaction
- Hosted 10 late night events (4 in fall 2010 and 6 in spring 2011)
- Developed the Student Life website http://www.sfsu.edu/~life
- Developed the Student Life Social Media Presence
- Hosted the first annual Homecoming Week in fall 2011
- Hosted the first annual 5K Walk/Run for Wellness
- Hosted an event to see an American Conservatory Theater production
- Hosted the first annual Dean of Students’ Student Staff Appreciation event
## WHO’S ATTENDING LATE NIGHT EVENTS (2011-2012)?

### Totals

<table>
<thead>
<tr>
<th>Attendance</th>
<th>2010 - 2011</th>
<th>2011 - 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students and Guests SF State students and guests (SF State student ID card swipes)</td>
<td>6,015</td>
<td>7,274</td>
</tr>
<tr>
<td>SF State students attended at least one late night event</td>
<td>2,828</td>
<td>3,145</td>
</tr>
<tr>
<td>Age 18 and 19 years old</td>
<td>2,893</td>
<td>3,424</td>
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<tr>
<td>Ethnicity</td>
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<tr>
<td>White</td>
<td>1,726</td>
<td>1,951</td>
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<tr>
<td>Hispanic/Latino</td>
<td>928</td>
<td>1,325</td>
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<tr>
<td>Asian</td>
<td>917</td>
<td>1,456</td>
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<tr>
<td>African American</td>
<td>407</td>
<td>609</td>
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<tr>
<td>Two or more Ethnicities</td>
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<td>504</td>
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<tr>
<td>Declined to state</td>
<td>198</td>
<td>260</td>
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<tr>
<td>Native Hawaiian/Other Pacific Islander</td>
<td>58</td>
<td>81</td>
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<tr>
<td>Class Level</td>
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<td></td>
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<tr>
<td>Freshmen</td>
<td>2,624</td>
<td>4,073</td>
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<tr>
<td>Sophomore</td>
<td>784</td>
<td>783</td>
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<tr>
<td>Junior</td>
<td>640</td>
<td>769</td>
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<tr>
<td>Senior</td>
<td>455</td>
<td>495</td>
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<tr>
<td>Post BA</td>
<td>113</td>
<td>90</td>
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<tr>
<td>Gender</td>
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<tr>
<td>Female</td>
<td>2,599</td>
<td>3,597</td>
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<tr>
<td>Male</td>
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<td>3.0 or higher</td>
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<td>1,468</td>
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<tr>
<td>2.5 or higher</td>
<td>2,908</td>
<td>2,668</td>
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</table>
HOW STUDENTS, FACULTY AND STAFF CAN GET INVOLVED IN THE STUDENT LIFE INITIATIVE?

Collaborate with the Office of Dean of Students including:
- Student Involvement and Career Center
- Residential Life
- Campus Recreation
- Office of Student Conduct
- Associated Student Incorporated
- Cesar Chavez Student Center

Join the Student Life Initiative Committee and/or Sub-Committee
http://tinyurl.com/SFSU-LIFE

Volunteer at a Late Night Event
https://orgsync.com/32333/forms/56914

Consult with the Initiative
Invite Office of Dean of Students Staff for Presentations

Promote Student Life
- Website: http://dos.sfsu.edu
- Facebook: https://www.facebook.com/LifeAtSFState
- Twitter: http://twitter.com/LifeAtSFState
- Email: life@sfsu.edu