

UNIVERSITY of **HOUSTON**

WOMEN AND GENDER RESOURCE CENTER

FY23 Student Fees Advisory Committee (SFAC) Program Questionnaire

1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and justification of your unit's student fee allocation in terms of benefits for students.

In FY21, the Women and Gender Resource Center (WGRC) made updates to the vision, mission, and methods of the department.

The Vision of the Women and Gender Resource Center is to advance the UH community by challenging gender inequities to prioritize the success of all students, faculty, and staff.

The Mission of the Women & Gender Resource Center is to promote gender equity and student success through educating, empowering, and supporting the UH community.

The WGRC accomplishes our mission through our **Three Methods**:

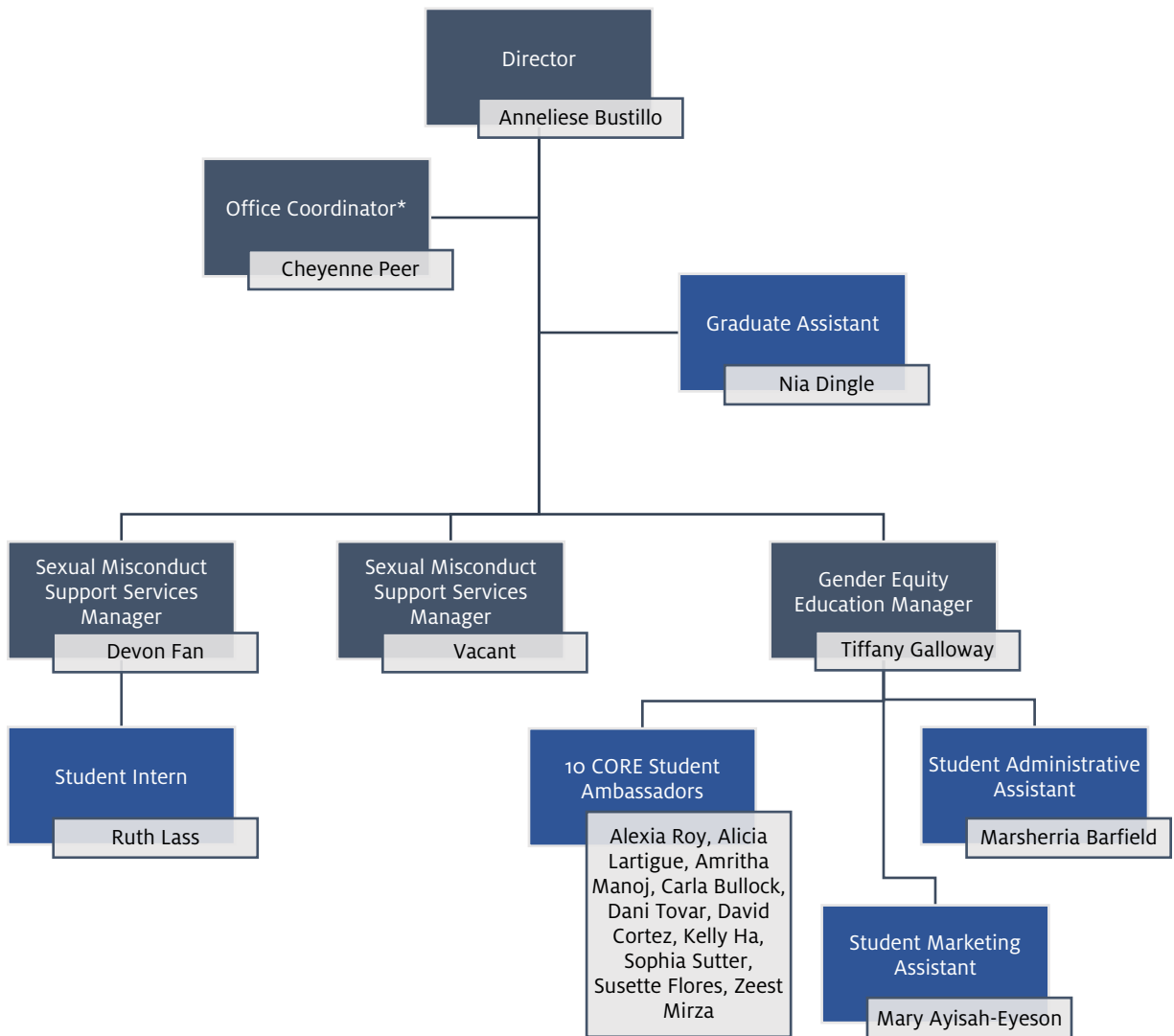
- *Educating* on gender-related issues impacting access, development, inclusion, and success.
- *Empowering* all members of the UH community (with a special focus on cis and trans women, femmes, gender non-conforming and gender non-binary people, two-spirit, and anyone who identifies with women) by providing opportunities to develop personal, interpersonal, organizational, and communal competencies.
- *Supporting* sexual misconduct survivors and respondents, new parents, and any member of the UH community in need of resources, assistance, and/or comfort.

FY21, the WGRC continued to provide services both virtually and in-person. Through educational programming, the WGRC addresses the needs of the entire student population and embodies the SFAC philosophy of facilitating student success, creating a social environment that encourages student engagement and a sense of community, enhancing intellectual development, and promoting the development of personal and interpersonal skills of students.

While the increase in opportunities to engage and support UH community members has significantly grown, it has become a challenge to continue to meet the demands of the growing UH population in providing effective educational programming, resources, consultations, and support services. Prior to FY19, the entire budget for the unit was allocated through Ledger 2 central funds. With the support of SFAC, the WGRC was able to expand our annual Gender Equity Week, serve more students through the Sexual Misconduct Support Services (SMSS) program, and build the CORE Ambassador program.

For FY23 the Women and Gender Resource Center would like to formally request approval to present to the SFAC committee to receive funding to continue providing services and educational opportunities to students at UH. The following one-time funding requests and base allocation request reflect the mission of the WGRC, values of the Division of Student Affairs and Enrollment Services, the SFAC philosophy, and the University's commitment to student success.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.



*The Office Coordinator position supports both the WGRC and LGBTQ Resource Centers

3. List your unit's strategic initiatives and action steps identified for the 2020-2021 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

Goal 1: CORE Student Ambassador Program | DSAES Strategic Initiatives: Student Success 1, 2; UH Strategic Goal: Student Success

The WGRC relaunched the CORE Ambassador Program providing leadership development opportunities for students looking to gain more knowledge of gender-related issues.

1. Recruitment: The WGRC will run a recruitment campaign hoping to have at least 12 applicants.
2. Training: The WGRC will develop a semester-long training program that aligns with the Scarlet Seals of Excellence Program. Topics addressed will include:
 - Strength and Skill Development (Personal Development, Leadership)
 - Job Applications, Resumes, and Cover Letters (Personal Development)
 - Salary Negotiation (Personal Development, Thinking & Communicating)
 - Discussing Sex & Gender (Diversity, Thinking & Communicating)
 - Trauma-Informed Responses and Support (Thinking & Communicating)
 - Social Media, Event Planning, and Workshops

The goal was accomplished by Summer 2021, in the following ways:

- The WGRC successfully relaunched the CORE program and retained 75% of the FY21 cohort to return for the FY22 cohort.
- The WGRC ran a social media and email campaign soliciting applications for the CORE Ambassador Program. Over 40 applications were submitted.
- The WGRC ran professional development seminars around all four Scarlet Seals. Students reported the most confidence in Diversity & Leadership, but their self-assessments showed the largest improvement in Thinking & Communication.

Goal 2: Staff Wellness Initiatives | DSAES Strategic Initiative: Division Cohesion 5; UH Strategic Goal: Social Responsibility

The WGRC will Increase the department-level wellness initiatives to have 6 total practices in the Staff Handbook.

1. Benchmarking: The Director will evaluate current WGRC practices that can be added to the Staff Handbook (e.g. walking breaks), and research how other DSAES departments conduct formal wellness initiatives for their professional staff.
2. Well-Being Ambassadors: The WGRC will have one professional staff member join the Well-Being Ambassador program through Human Resources.
3. Wellness Statement: In an effort to create healthier work/life balances for the professional and student staff, the Director formalized our practices by adding new initiatives to the Staff Handbook.

The goal was accomplished in Spring 2021 in the following ways:

- The WGRC Staff developed, wrote, and added a wellness statement in the WGRC Staff Handbook addressing 6 initiatives for the department's professional staff's well-being which contributes to overall departmental and divisional success.
- The Director served on the HR Well-Being Ambassador Program.

Goal 3: Advancement & Fundraising | DSAES Strategic Initiatives: Partnerships 5, Resources 1; UH Strategic Goals: Student Success, Competitive Funding

Work with the DSAES Development Officer to develop a list of grants to submit proposals to in FY21 or FY22 and complete paperwork/marketing materials to launch a sexual misconduct survivor emergency aid fund in FY22.

This goal was accomplished through meetings with funders regarding the McPhail Scholarship fund, by identifying three grants to apply to in FY22, and in researching opportunities for the survivor emergency fund.

Strategic Initiative 1: Feminist After 5 Marketing | DSAES Strategic Initiative: Division Cohesion 2.3; UH Strategic Goal: Social Responsibility

Progress: Maintaining

Description: Enhance marketing for Feminist After Five (networking social) to engage more DSAES Staff and partners in Academic Affairs.

Results: In FY22, new marketing will debut to coincide with the return of the in-person event.

Strategic Initiative 2: Collaboration Agreements | DSAES Strategic Initiative: Division Cohesion 4.1; UH Strategic Goal: Competitive Resources

Progress: Delayed

Description: Create WGRC Collaboration Agreement for collaborative initiatives with DSAES Campus Partners

Results: This subtask has been pushed to FY22.

Strategic Initiative 3: Transition Guides | DSAES Strategic Initiative: Division Cohesion 4.4; UH Strategic Goal: Student Success

Progress: Maintaining

Description: Create transition guides for all FTE positions

Results: The WGRC Director and Gender Equity Program Manager transition guides were completed in FY21. SMSS Program Manager guide set to be completed in FY22.

Strategic Initiative 4: Direct Mail Campaign | DSAES Strategic Initiative: Partnerships 5; UH Strategic Goal: Student Success

Progress: Delayed

Description: Direct mail campaign for McPhail Endowed Scholarship and Emergency Aid Funding to Alumni

Results: Due to COVID-19 and economic concerns, this was delayed to FY22.

Strategic Initiative 5: Conference Proposals | DSAES Strategic Initiative: Partnership 6.1; UH Strategic Goal: Nationally Competitive Research

Progress: Maintaining

Description: Create 3 conference proposals for presentations at regional or national conferences

Results: WGRC Staff was accepted to present at NASPA Multicultural Institute, Texas Association of Chicanos in Higher Education, and Texas Association Against Sexual Assault.

Strategic Initiative 6: Website Re-design | DSAES Strategic Initiative: Resources 1.2; UH Strategic Goal: Student Success

Progress: Ongoing

Description: Re-design website to include more appealing graphics and concise, but important information for students, faculty, and staff

Results: WGRC staff has been working with Kyle Stehling of DSAES IT to develop new widgets and graphics for the website. The calendar, About Us, main page, and 50% of the subpages have been re-designed. All pages have been updated for accessibility readers. This sub tactic will continue in FY22.

Strategic Initiative 7: SMSS Case Management Database | DSAES Strategic Initiative: Resources 3.2; UH Strategic Goal: Student Success

Progress: Maintaining

Description: Create and utilize SMSS Case Management Database using Symplicity

Results: This sub tactic is pending funding through SFAC in FY22.

Strategic Initiative 8: CORE Curriculum | DSAES Strategic Initiative: Student Success 1.2; UH Strategic Goal: Student Success

Progress: Completed

Description: Assess the CORE ambassador program and CORE curriculum against the Scarlet Seals of Excellence components of Diversity, Leadership, Personal Development, and Thinking & Communication.

Results: Completed in FY21 with additional assessments set for FY22.

Strategic Initiative 9: Student Staff Position Descriptions | DSAES Strategic Initiative: Student Success 1.4; UH Strategic Goal: Student Success

Progress: Ongoing

Description: Update student staff position descriptions to include learning outcomes related to diversity competencies beyond gender

Results: Student staff position descriptions were updated to accurately reflect the current job duties in FY21, In FY22, WGRC will begin tracking student staff's diversity competencies.

Strategic Initiative 10: Men & Masculinities Programs | DSAES Strategic Initiative: Student Success 2.1; UH Strategic Goal: Student Success

Progress: Delayed

Description: Benchmark Men & Masculinities Programs and Initiatives at peer institutions

Results: Due to staff turnover, this sub tactic has been pushed to FY22.

Strategic Initiative 11: EMPOWER Conference | DSAES Strategic Initiative: Student Success 2.1; UH Strategic Goal: Student Success

Progress: Completed

Description: Expand the Empower Women's Leadership Conference to be inclusive of more gender identities

Results: Completed in FY21 with special topics seminars for non-binary, genderqueer, and male students,

Strategic Initiative 12: Intern/Practicum Placement | DSAES Strategic Initiative: Student Success 3.2; UH Strategic Goal: Student Success

Progress: Ongoing

Description: Create formal process/structure for student interns, practicum and capstone experiences

Results: In FY21, the WGRC Built collaboration with UH-Clear Lake's Bachelor of Social Work program and UH Graduate College of Social Work's Master of Social Work program. Staff also developed job descriptions for undergraduate and graduate interns.

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

The WGRC prioritizes assessment and data-driven decision-making. Our primary FY21 assessment activity was based on the CORE Student Ambassador Program.

Assessment Activity 1: THE HIVE Restructuring

Description: To increase the skills and competencies the CORE Ambassadors acquire in the areas of Diversity, Leadership, Professional Development, and Thinking & Communicating.

Purpose of Assessment Activity: With the relaunch of the CORE Ambassador program, the WGRC will align their monthly training sessions with each of the four seals of the Scarlet Seals of Excellence Program (Diversity, Leadership, Professional Development, and Thinking & Communicating). The intention of this assessment is to understand if and how the CORE Ambassador program contributes to student development and inform future CORE Ambassador training programs.

Method of Assessment: Survey

Method of Assessment Description: Incoming CORE Ambassadors were be given three self-reported surveys (including quantitative Likert scale questions and open-ended qualitative questions) to measure their own skills and competencies in each area. WGRC staff will then determine which sessions were most effective in increasing skills and competencies for each of the four seals.

Frequency / Timeline of Assessment Activity:

First assessment: September 2020

Second assessment: January 2021

Third Assessment: April 2021

Data Comparison: May-June 2021

Results:

100% of the CORE Ambassadors reported feeling confident in applying for the Diversity & Leadership Scarlet Seals.

62.5% reported confidence in applying for the Thinking & Communication Seal, and 50% felt comfortable applying for the Personal Development Seal.

The CORE program increased students' self-perception in all 4 Scarlet Seals 27%, with the most growth in Thinking & Communication. The students reported the most improvement in that area due to low self-perception in the first survey, however, they reported in the final survey still feeling underprepared for applying for the seal.

Action to be taken as a result of the activity: The CORE program is going to focus primarily on Diversity & Leadership in the FY22 curriculum. However, for returning students, we will continue assessing their growth in the other two areas as well.

Overall Engagement

	Staff Engagements	SMSS	Consultations	Support Groups	Trainings	Events
	Attendance at meeting for WGRC business	Individuals provided support services	Individual conversations providing resources	Latinas REACH, Sista Circle	Gender Equity workshop and trainings	Signature programs
FY20	1,346	413	1,144	65	343	317
FY21	669	699	3,974	126	450	458

The WGRC saw growth in SMSS support services, consultations, support group participation, training attendance, and signature program attendance. Training and Signature Programs were both lower than pre-pandemic times, due to events being held virtually or canceled. During COVID-19, however, the WGRC saw huge increases in the need for individual consultations and SMSS services.

5. Please discuss any budget or organizational changes experienced since your last (FY2022) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections.

In FY21, the Gender Equity Program Manager, Javier Carmona, accepted an Assistant Director position at Rice University. One month later, the WGRC welcomed Tiffany Galloway as the new Gender Equity Program Manager.

The WGRC has been relying heavily on our fund equity to continue employing student workers and provide professional development for staff. By FY23, the department will need SFAC support to move forward with nationally recognized professional development opportunities like NASPA's Culture of Respect, federally mandated certifications for the SMSS Program Managers, and conference attendance for the times that WGRC employees are asked to present at conferences. In FY21, the Director presented at the Texas Association for Chicanos in Higher Education (TACHE) conference, the Texas Association Against Sexual Assault (TAASA) conference, and the UH Division of Student Affairs & Enrollment Services (DSAES) Leadership Conference. In FY22, the Director is set to present at the NASPA Multicultural Institute and the SMSS Program Manager is set to present at NASPA Strategies Conference.

6. If your unit concluded FY2021 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which caused the addition and provide a line-item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).

The WGRC did not conclude FY21 with fund equity in excess of \$5000.

7. Please list your 2022-2023 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Values and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

Goal 1: CORE Student Ambassador Program | DSAES Strategic Initiatives: Student Success 1, 2; UH Strategic Goal: Student Success

Description: In FY21, the WGRC relaunched the CORE Ambassador Program providing a leadership development opportunity for students looking to increase their education and empowerment around gender-related issues. Based on FY21 assessments, the WGRC will restructure the CORE curriculum to better align with the Scarlet Seals of Excellence.

1. Recruitment: The WGRC will run a second recruitment campaign on social media and email soliciting applications for the second year of CORE Ambassador Program aiming to solicit 25 applications.
2. Training: In AY21, the WGRC made a curriculum aligned with the Scarlet Seals of Excellence. In AY22, the department will evaluate if changes made based on last year's assessment improve the curriculum to be better aligned with the Seals.

Goal 2: Title IX Video Series | DSAES Strategic Initiatives: Resources 2, Partnership 1; UH Strategic Goal: Social Responsibility

Description: In collaboration with Equal Opportunity Services, the WGRC will produce 5-10 short videos addressing Title IX topics including "Responding to a friend," "What happens with my report?," and "What is SMSS?" These videos are aimed at supporting survivors of sexual misconduct and empowering our campus community to address sexual violence.

1. Request for Proposals: Launch a request for proposals looking for a videographer/director; Determine if Houston Public Media could be a partner
2. Scriptwriting and Project Development:
 - Develop learning objectives by 10/21
 - Write script by 12/21
 - Begin casting and partnership with theater department by 2/22
3. Record Video Module:
 - Record video modules by 5/22
 - Release videos in Summer 2022

Goal 3: Department Restructure | DSAES Strategic Initiatives: Resources 3; UH Strategic Goal: Student Success

Description: The purpose of this goal is to compile data and support for important departmental restructuring, including creating plans for re-naming, staffing, and the advisory board. This goal is intended to help the department ensure we are effectively meeting our mission.

1. Center Renaming:
 - Host focus groups with vested campus partners, students, and faculty/staff to determine a new department name.

- Work with Advancement to consider naming rights.
 - Work with Communications & Marketing to debut a new name by Fall 2022.
2. Position Descriptions and Reclassifications:
 - Rewrite current position descriptions
 - Outline the need for reclassifications
 - Create a request for a new position(s) for SFAC
 3. Advisory Board:
 - Review the role of an Advisory Board and consider relaunching
 - Consider developing a faculty outreach committee as a part of the Board
 - Revitalize the Scholarship and Awards Committee
 4. Awards Review:
 - Connect with the Office of the Provost on the interest/purpose of the Distinguished Service to Women Awards
 - Connect with the Office of the President on funding

Strategic Initiative 1: Feminist After 5 Marketing | DSAES Strategic Initiative: Division Cohesion 2.3; UH Strategic Goal: Social Responsibility

Progress: Maintaining

Description: Enhance marketing for Feminist After Five (networking social) to engage more DSAES Staff and partners in Academic Affairs. In FY22, new marketing will debut to coincide with the return of the in-person event

Strategic Initiative 2: Collaboration Agreements | DSAES Strategic Initiative: Division Cohesion 4.1; UH Strategic Goal: Competitive Resources

Progress: To be started in FY22.

Description: Create WGRC Collaboration Agreement for collaborative initiatives with DSAES Campus Partners

Strategic Initiative 3: Transition Guides | DSAES Strategic Initiative: Division Cohesion 4.4; UH Strategic Goal: Student Success

Progress: Maintaining

Description: Create transition guides for all FTE positions. The WGRC Director and Gender Equity Program Manager transition guides were completed in FY21. SMSS Program Manager guide set to be completed in FY22.

Strategic Initiative 4: Department Recognition Program | DSAES Strategic Initiative: Partnerships 1.2; UH Strategic Goal: Competitive Resources

Progress: To Be Started

Description: Create and implement Department recognition program (Ex. Gender Equity Alliance)

Strategic Initiative 5: Direct Mail Campaign | DSAES Strategic Initiative: Partnerships 5; UH Strategic Goal: Student Success

Progress: To be started

Description: Direct mail campaign for McPhail Endowed Scholarship and Emergency Aid Funding to Alumni.

Strategic Initiative 6: Conference Proposals | DSAES Strategic Initiative: Partnership 6.1; UH Strategic Goal: Nationally Competitive Research

Progress: Maintaining

Description: Create 3 conference proposals for presentations at regional or national conferences

Strategic Initiative 7: Website Re-design | DSAES Strategic Initiative: Resources 1.2; UH Strategic Goal: Student Success

Progress: Ongoing

Description: Re-design website to include more appealing graphics and concise, but important information for students, faculty, and staff

Strategic Initiative 8: CORE Curriculum | DSAES Strategic Initiative: Student Success 1.2; UH Strategic Goal: Student Success

Progress: Completed

Description: Assess the CORE ambassador program and CORE curriculum against the Scarlet Seals of Excellence components of Diversity, Leadership, Personal Development, and Thinking & Communication.

Strategic Initiative 9: EMPOWER Conference | DSAES Strategic Initiative: Student Success 2.1; UH Strategic Goal: Student Success

Progress: Completed

Description: Expand the Empower Women's Leadership Conference to be inclusive of more gender identities

Strategic Initiative 10: Intern/Practicum Placement | DSAES Strategic Initiative: Student Success 3.2; UH Strategic Goal: Student Success

Progress: Ongoing

Description: Create formal process/structure for student interns, practicum and capstone experiences

8. Recognizing that the potential to generate additional Student Service Fee income for FY2023 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total FY2023 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

The Women & Gender Resource Center does not receive base funding. Should there be a 5% cut to one-time requests, the WGRC would put in place the following reductions:

Additional One-Time Funds for FY22

	Current Request	5% Reduction
Case Management System Set-Up	\$7,500	\$7,500
Case Management System Annual Fee	\$10,000	\$10,000
Culture of Respect	\$5,695	\$5,695

Given that our AOT requests are external fees, we would not be able to make changes to these requests. However, we could adjust our FY22 programming and professional development funds.

One-Time Funds for FY23

(a)

	Current Request	5% Reduction
SMSS Programming	\$2,500	\$2,500
SMSS Training	\$2,500	\$2,500
SMSS Case Management Software	\$10,000	\$10,000
NSAC Attendance	\$3,500	\$3,000
SMSS Certifications	\$3,600	\$3,600
Local Student Affairs Conference	\$1,400	\$700

(b)

	Current Request	5% Reduction
Gender Equity Programming	\$5,000	\$4,700
Gender Equity Training	\$2,500	\$2,500
Phenomenal Woman	\$5,000	\$4,500
EMPOWER	\$1,500	\$1,500
CORE Ambassadors	\$2,800	\$2,800

(c)

	Current Request	5% Reduction
Marketing Campaign	\$2,200	\$2,090

(d)

	Current Request	5% Reduction
Professional Development	\$8,000	\$7,600

9. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.

The Women and Gender Resource Center receives funding from Ledger 1 (state funds) and Ledger 2 (central tuition funds). These funds only support salary and benefits. The WGRC also has an endowed scholarship funded by donors Beverly McPhail and Kevin Kulish.

In FY21, the WGRC began working with the DSAES Advancement Officer to market for and solicit donations for programming, services, and resources and applied for grants for programming and services. In FY20, WGRC applied for an Office of Violence Against Women Grant requesting \$350,000, but we did not receive funding. In FY21, the grants we were interested in were suspended due to COVID-19.

10. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

There are no departments/offices that directly do the same work carried out by the Women and Gender Resource Center. Therefore, there is no direct overlap with other areas/services on campus. However, the following departments/offices provide services and resources that WGRC staff may refer students to and/or collaborate on programs and educational initiatives:

- LGBTQ Resource Center- has a more specific focus on sexual orientation; collaboration exists where appropriate related to gender diversity
- Center for Diversity and Inclusion- has a broader focus; collaboration exists where appropriate related to intersections of diversity and gender
- UH Wellness- collaboration on Sexual Violence education and prevention; however, the WGRC leads support service efforts on campus under the SMSS program
- EOS- focuses on compliance and carrying out policies related to gender equity, and issues of gender discrimination; the WGRC focuses on advocacy and education, and collaborates and refers students to EOS when appropriate