

Serna Center Assessment Report 2023-24

Who We Are

The Serna Center is dedicated to cultivating an environment that champions leadership, empowerment, self-advocacy, and civic engagement, not only among Chicanx/Latinx students but also for students from other under-represented backgrounds at Sacramento State. Our mission goes beyond individual growth – it encompasses a commitment to fostering awareness of the social, political, economic, historical, and cultural realities faced by Chicanx/Latinx populations. Through comprehensive programming, we establish a robust foundation that not only enriches cultural identity but also nurtures a profound sense of *familia* within the campus community.

Events, Activities, & Signature Programming

Fall 2023 Events

- Snacks with the Serna Center – 56 attendees
- La Bienvenida – 400+ attendees
- Café y Conversación (Coffee & Conversation) – 122 attendees
 - Session 1 – 20
 - Session 2 – 23
 - Session 3 – 18
 - Session 4 – 24
 - Session 5 – 16
 - Session 6 – 21
- Hispanic Heritage Month – 1120 attendees
 - Green & Gold Speaker Series (Ft. Las Cafeteras) – 86
 - Millennial Loteria Social – 34
 - Feria de Educación – 1000+
- Sugar Skull Social – 45 attendees
- Dia de Los Muertos Altar Exhibit – 150 attendees
- Engage & Empower Series – 170 attendees
 - Session 1 – 85
 - Session 2 – 85

Spring 2024 Events

- Spring Welcome – 38 attendees
- HSI Regional Convening – 88 attendees
- Café y Conversacion – 79 attendees
 - Session 1 – 22
 - Session 2 – 17
 - Session 3 – 19
 - Session 4 – 21
- Engage & Empower Series – 170 attendees
 - Session 1 – 85
 - Session 2 – 85
- Paz, Justicia, y Libertad Art Series – 63 attendees
 - Session 1 – 23
 - Session 2 – 19
 - Session 3 – 21
- Farmworker Awareness Week – 120 attendees
 - 2nd Annual Fuego Night – 120
- Chicanx/Latinx Recognition Ceremony – 3000
 - Graduates – 480; Guests – 2520

Signature Programming

- La Bienvenida
- Hispanic Heritage Month
- Feria de Educación
- Spring Welcome
- Chicanx/Latinx Recognition Ceremony

Approximate Total Attendance: 5,621

Direct Student Services

- 96 students
- Top areas of support:
 - Financial aid & scholarships
 - General academic advising
 - Internship/job search
 - Basic needs resource referral

Social Media Analytics

- 2101 followers
- 72 new posts; 231 total

Assessment Data

After attending a Serna Center event:

- 45% of respondents expressed a great increase in their knowledge of the services offered by the center.
- 63% of respondents expressed a moderate or a great increase in their awareness of scholarship opportunities.
- 72% of respondents expressed a moderate or a great increase in their understanding of Latino/a/x culture.
- 63% of respondents expressed a moderate or a great increase in their knowledge of different career paths.
- 36% of respondents expressed a great increase in their knowledge about mental health.
- 55% of respondents expressed a great increase in their awareness of the importance of civic engagement.
- 100% of respondents expressed that they found the center staff to be quite or extremely welcoming, with 91% stating they feel comfortable asking staff questions.
- 73% of respondents reported making social connections with others.

Quality Improvement Activities

The Serna Center did the following activities to improve services over the course of the year:

- Improve sense of belonging: Established a Relaxation Corner (free coffee & tea, mindfulness coloring books & activities, sensory wellness items) to encourage more students to spend time in the center.
- Improve use of space: Worked with signage committee to create external signage with center name and office hours; purchased lap desks to alleviate lack of tables; coordinated a study hall in the adjoining conference room to provide more spaces for students to study.
- DIY Marketing: Purchased arrows and A-frames to increase visibility of center that was needed due to lack of institutional signage.