

# Matador Momentum Progress Report

## Table of Contents

<b>Accomplishments and projects, September 2018-May 2020</b>	<b>1</b>
<b>Future projects</b>	<b>3</b>
<b>Leadership updates</b>	<b>3</b>
<b>Team roster</b>	<b>4</b>

## Accomplishments and projects, September 2018-May 2020

1. Student Success Wallet Cards for 2019-2020: as a follow-up to the very popular 2018-2019 cards, the new cards for 2019-2020 were distributed at New Student Orientation events, at the President's Welcome Back Picnic, and at other events and relevant offices across campus throughout the academic year (until campus closed in late March due to COVID-19). The cards feature a student-designed graphic (known as "Cali-Matty") and a QR code linked to [the companion Matadors Rising Student Success Resources website](#), which has been regularly updated through the time of this report.
2. We also distributed newly designed Matador shirts at the President's Welcome Picnic.
3. We produced Matadors Rising stickers featuring the slogan "We Can Do This!" and a Rosie-the-Riveter-style Matador flexing her/his/their bicep.
4. We followed up the successful fall 2019 Matadors Rising coffee sleeves campaign with four completely new designs, developed in partnership with Marketing & Communications. The four new designs are keyed to the four steps videos (see next item), and they are now in storage on campus while we wait for the Freudian Sips to reopen post-COVID.
5. We continued our support for the highly successful Peer Mentoring program initiated by Matador Momentum and administered by the Office of Student Involvement and Development.
6. We completed the "four steps" video series, "CONNECT," "PLAN," "EXPLORE," and "GRADUATE," which were produced in partnership with CSUN's Marketing and Communications team. They were posted on [the Matadors Rising website front page](#).
7. Our Faculty/Staff Student Success Champions project received 81 nominations from CSUN students in spring 2020. The Faculty Champion, the Staff Champion, and the six Honorable Mention Champions were recognized at "[Celebrating Student Success: Stronger Together](#)," the final event in the Provost's Student Success Series (April 2020). Each of the eight winners received a letter of congratulations from Dr. Melanie Bocanegra, AVP, Student Success. The names of the nominees are posted on the [Student Success Champions page](#). We have a trophy for each of the two champions, and student success lapel pins for all of

the nominees, which we expect to present whenever campus reopens in the coming academic year. *CSUN Today* also featured the Champions in their story [Provost's Series Celebrates Student Success Champions](#) (12 May 2020).

8. We sponsored (funded) prizes for the student winners of the second and third years of the [Matador Moments competition](#) on Portfolium (spring 2019 and spring 2020). Members of the Matador Momentum team once again served as competition judges.
9. We hosted two very well-attended "Mid-semester Math Motivation" events--one in spring 2019 and the other in fall 2019--to encourage successful course completion by students enrolled in Developmental Math classes. A third event was originally scheduled for early April 2020 but COVID-19 intervened and the event was not held. Contributing partners included the LRC (t-shirts, sticky-note calendars, mini-staplers, and other swag), the Career Center (which allowed us to borrow a table and chairs for our volunteers), and Developmental Math, which designed posters advertising the events to students. A notable feature of both events was the distribution of handwritten motivational notes, which we solicited from faculty and staff across campus. (We posted a Wall of Thanks at [https://padlet.com/momprofdiva/Midsemester\\_Motivation\\_Campaign](https://padlet.com/momprofdiva/Midsemester_Motivation_Campaign).)
10. The [Mentoring and Peer Programs](#) collection was updated in fall 2019.
11. We overhauled the Matadors Rising website and successfully acquired a custom URL to make it easier to find: <https://www.csun.edu/matadorsrising>
12. The Matador Momentum site was similarly updated: <https://www.csun.edu/matador-momentum>
13. We revised and sharpened our team Mission Statement: "Matador Momentum is a campus-wide working group that champions equitable student success. Our goal is to support the CSUN community through strategic projects that encourage and motivate our students."
14. We added how-to checklists to our [Campus Communications Makeover](#) page.
15. We chose a second set of [Matadors of Distinction](#), eight students (each nominated by their respective college) whose profiles appear on the Matadors Rising website. They were also recognized at Honors Convocation in spring 2019.
16. We hosted a Finals Giveaway for the campus in December 2018. Students stopping by our tables were offered a free Scantron, a pencil, a "green book" (for taking exams), a pen, a student success resources wallet card, light refreshments, high fives, and words of encouragement.
17. We developed a budget request form to keep closer tabs on actual and potential spending. It's posted on Box in the Matador Momentum Workspace folder.
18. We helped draft the summer 2019 "Parent Letter" and "Family Letter" for the campus. Feedback was positive. Survey results from parents at the fall 2019 Parent Day indicate that about 75% of the attending parents received the letter and either strongly agreed or agreed that they gained a better understanding of how to support their student. We recommended that the summer 2020 version of the letters go out to all recipients as a bilingual (Spanish & English) document.
19. We tabled at some of the 2019-2020 Provost's Student Success Series events.

20. At our invitation, Interim Vice-Provost Matt Cahn attended portions of all four of our fall 2019 meetings. AVP Melanie Bocanegra attended our final spring 2020 meeting in April, which was held on Zoom.

## Future projects

- a. Finding ways to continue our most successful high-impact projects, such as Matador Moments, the Faculty & Staff Student Success Champions, Mid-semester Math Motivation events, and Matadors Distinction.
- b. Getting the campus to post and maintain a truly comprehensive, searchable event calendar.
- c. Developing a “quick start guide” and/or wallet card for staff and faculty.
- d. Producing “project briefs”--Instant Momentum Projects--describing work we want to institutionalize. Each project brief will include how-to information and funding tips and should enable others on campus to roll out or reproduce a similar project. Our role going forward might be to serve as an incubator or brain trust, developing new ideas we could spin off in this way.
- e. Determining how Matador Momentum will fit in the Office of Student Success. During the time covered in this report (since 2018), we reported to Student Affairs VP William Watkins through the Student Retention & Graduation Committee.
- f. Encouraging and connecting digitally with new and continuing students over summer 2020. Various ideas were suggested at our May 2020 meeting, including these:
  - Holding up one word apiece (like a recent Oviatt Library video) and talking about that word in a social media video
  - Making a series of super-short videos
  - Releasing the videos beginning ASAP and going on through the summer
  - Celebrating a sense of community (as is currently being done by Associated Students in their virtual outreach efforts)
  - “What I wish for you is....”—a way to “gift” graduates with something positive (this is apparently being done now by advising staff in the MCCAMC)
  - Pitching some messages to new students
  - A shout-out wall like this one: <https://www.lmu.edu/classof2020/shout-outtheclassof2020/>
  - One member noted that not everyone will feel comfortable making a video (especially a video selfie) and suggested it would be important to include alternate formats.
  - We already have experience composing affirmations, thanks to the Midsemester Math Motivation project (item 10 above).

## Leadership updates

At our last spring 2020 meeting, we announced upcoming leadership changes: Autumn Fabricant will be convening the Matador Momentum team going forward, with Patrick Bailey

and Helen Heinrich continuing in their roles as key leaders. Susanna Eng-Ziskin will step back from her leadership role but will keep working as a member of the team. And Cheryl Spector, founding team leader, retired from CSUN as of May 22, 2020.

During the three semesters covered in this report, we welcomed several new members to the Matador Momentum team and said goodbye to some others, including students who have graduated.

## Team roster

These are the students, faculty, staff, and administrators who served as members of the Matador Momentum team for all or part of the time covered in this report (between September 2018 and May 2020):

Abramowitz, Karen: Coordinator, Supplemental Instruction and Tutoring, Learning Resource Center

Aston, Christopher: Interim Director, Student Involvement and Development

Bailey, Patrick: General Manager, Associated Students

Briggs, Marlon James: Counselor, University Counseling Services

Campbell, Dylan: Graduate Student

Dalferes, Nyla: Associate Director, Career Center

Danis, Gabrielle ("Gabby"): Program Coordinator, Student Involvement and Development

Dube, Sangita: Academic Advisor, Kinesiology Department

Eng-Ziskin, Susanna: Chair, Research, Instruction, & Outreach Services Department, Oviatt Library

Espinoza-Guzman, Christina: Office of the Dean, Graduation and Retention Advising Specialist, College of Science and Mathematics

Fabricant, Autumn: Supplemental Instructor, Upward Bound; Lecturer, Academic First Year Experiences

Feyk-Miney, Ryan: Research Coordinator, Office of Institutional Research

Fitch, Emily: Graduation and Retention Specialist, Financial Aid & Scholarships

Gauthier, Brandon: Graduate Student

Greco, Cynthia: Senior Coordinator, Office of Student Success

Heinrich, Helen: Director, Data and Analytics, Academic Technology

Hernandez, Dennis: CSUN student

Kellenberger, Anne: Writing Programs Coordinator, Learning Resource Center

Kroeker, Kelly: Administrative Analyst/Specialist, Academic First Year Experiences

Kurland, Michael: Office of the Dean, Graduation and Retention Specialist, Mike Curb College of Arts, Media and Communication

Lyons, Lonni: Graduate Student, Educational Psychology and Counseling, Counseling and Student Services Option

McDermott, Gael: Hub Operations Specialist, Matador Advising Hub

Mercado, Debbi: Assistant Coordinator, Upper Division Writing Proficiency Exam; Lecturer, English and Academic First Year Experiences

Morejon, Carol: Graduate Student & Lead Engaged Student Intern for the Office of Community Engagement

Poloskov, Elizabeth: Staff Psychologist, University Counseling Services

Reinig, Matt: NCOD Academic Advisor

Spector, Cheryl: Special Assistant, Academic First Year Experiences; Professor, English Department

Spector, Rebecca: Study Abroad & National Student Exchange Advisor, International and Exchange Student Center

Stevens, Mark: Professor, Educational Leadership & Policy Studies

Stranzl, Frank W.: Associate Director, Employee Development and Communications