Women and Gender Resource Center
Division of Student Affairs

FY25 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 a justification of your unit's student fee allocation in terms of benefits for students.

Mission:

The mission of the Women & Gender Resource Center is to advance the University of Houston and promote the success of all students, faculty, and staff through educating, empowering, and supporting the UH community.

The Women and Gender Resource Center accomplishes its mission using our 3 Methods: Education, Empowerment, and Support. The WGRC actualizes its mission and moves towards our vision by:

- **Educating** on gender-related issues impacting access, development, and success.
- **Empowering** all members of the UH community 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 information.
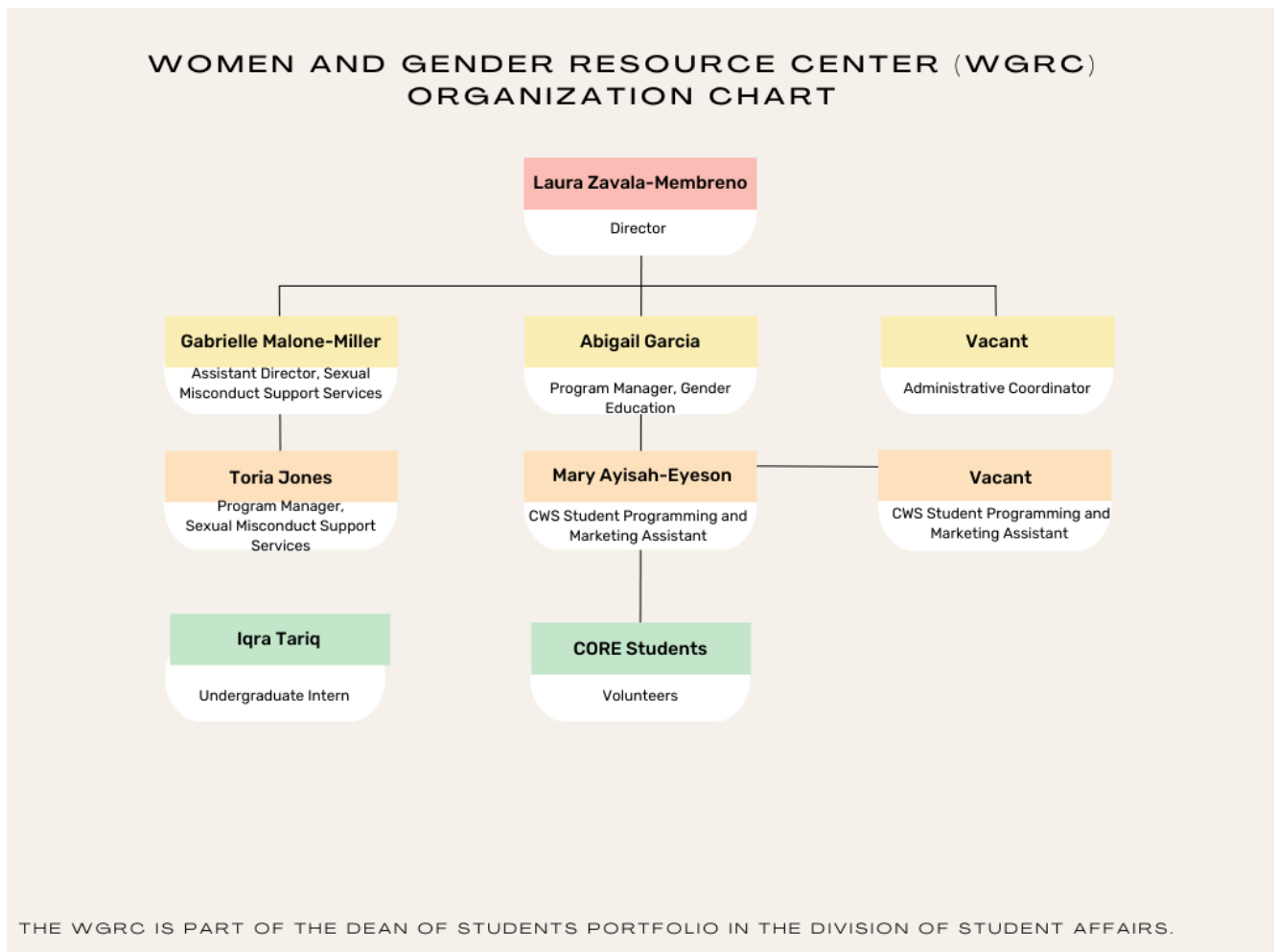
Justification of Student Fee Allocation:

The Women and Gender Resource Center addresses the needs of the entire student body through Sexual Misconduct Support Services (SMSS), educational programming, and resources. The WGRC believes that we embody 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.

The support of SFAC has been instrumental in expanding the reach of the WGRC beyond Ledger 2 central funds. Because of SFAC, in FY23 the WGRC was able to increase programming to reach more students than ever before.

For FY25, the WGRC is poised to reach even greater numbers of students through office visitors and programming. We are also newly relocated in a suite of our own and uniquely positioned to reassess how we can continue best serving our student population that is representative of the city in which we live. For this reason, the WGRC is formally requesting approval to present to SFAC to receive funding to continue providing and expanding services and educational programs to the UH community. The following one-time and augmentation requests reflect the mission and vision of the WGRC, the values of the Division of Student Affairs, the SFAC philosophy, and the University's commitment to student success during and beyond their time at UH.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and them 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.

WOMEN AND GENDER RESOURCE CENTER (WGRC)
ORGANIZATION CHART

Laura Zavala-Membreno
Director

Gabrielle Malone-Miller
Assistant Director, Sexual Misconduct Support Services

Abigail Garcia
Program Manager, Gender Education

Vacant
Administrative Coordinator

Toria Jones
Program Manager, Sexual Misconduct Support Services

Mary Ayisah-Eyeson
CWS Student Programming and Marketing Assistant

Vacant
CWS Student Programming and Marketing Assistant

Iqra Tariq
Undergraduate Intern

CORE Students
Volunteers

THE WGRC IS PART OF THE DEAN OF STUDENTS PORTFOLIO IN THE DIVISION OF STUDENT AFFAIRS.

3. If your unit falls under the Division of student Affairs, list your unit's strategic initiatives and action steps identified for the 2022 – 2023 academic year and cite the specific Division

of Student Affairs (DSA) Strategic Initiatives and University of Houston Strategic Goals to which they can relate (links below). If your unit does not fall under the division of student affairs, explain, in detail, the strategic plan your unit operated under. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/ action step changes 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.

DSA: uh.edu/dsa/about/strategic-planning/2019-2023/
UH Goals: uh.edu/about/mission

Strategic Initiative 1: DOS Collaborations – Host 2-3 annual partnerships with DOS portfolio departments.
DSA Strategic Initiative: Division Cohesion 1.4
UH Strategic Goal: Social Responsibility
Progress: Complete
Description: The WGRC successfully collaborated with the following DOS portfolio departments in FY23: Veteran Services, Dean of Students Office, and Children's Learning Center.

Strategic Initiative 2: IDI - Participate in Intercultural Development Inventory and develop a group learning plan in addition to individual learning plans.
DSA Strategic Initiative Student Success 2.2
UH Strategic Goal: Social Responsibility
Progress: Complete
Description: The WGRC completed this goal and continues to engage in ongoing learning related to intercultural competence.

Strategic Initiative 3: Maxient - Create and utilize SMSS Case Management Database using Maxient.
DSA Strategic Initiative: Resources 3.2
UH Strategic Goal: Social Responsibility
Progress: Complete
Description: SMSS has transitioned case management into Maxient.

Strategic Initiative 4: Website Redesign - Re-design website to include more appealing graphics and concise, but important information for students, faculty and staff. Create user satisfaction assessment.
DSA Strategic Initiative: Resources 1.2
UH Strategic Goal: Social Responsibility
Progress: Ongoing
Description: Due to staff vacancy and then onboarding in DSA IT, this goal has moved more slowly than anticipated. However, WGRC has made incremental improvements to our website by adding a Quick Exit button (enhancing browsing safety for individuals in abusive or unsafe situations),

improving organization of resources under our Resources tab (making it easier to navigate and find resources), and adding a referral form for SMSS that populated via Maxient, a secure case management system. Improvements to our website continue.

Strategic Initiative 5: CORE and SSE - Assess the CORE ambassador program and CORE curriculum against the SSE components of Diversity, Leadership, Personal Development, Thinking and Communication.
DSA Strategic Initiative: Student Success 1.2
UH Strategic Goal: Social Responsibility
Progress: Postponed
Description: The CORE Ambassador program has paused due to staffing and changes as a result of SB17. We will revisit this program and its viability in the coming academic year.

Strategic Initiative 6: Annual Program Evaluation - Develop ongoing process to evaluate which programs to continue or discontinue in upcoming years.
DSA Strategic Initiative: Resources 1.3
UH Strategic Goal: Social Responsibility
Progress: Ongoing
Description: We are currently working on a standardized assessment that can be provided to individuals who participate in programs to determine their effectiveness at achieving outcomes.

Strategic Initiative 7: Community Partner Consortium - Create a Community Partner Consortium (community resources/agencies that provide support to UH students related to Sexual Violence & Gender Issues).
DSA Strategic Initiative: Partnerships 3.1
UH Strategic Goal: Social Responsibility
Progress: Complete
Description: We have compiled a list of resources for individuals that provide support to not only UH students, but also faculty, staff, and visitors, who have been impacted by gender-based violence/sexual misconduct. We continue to update these resources as needed and appropriate. Resources are made available on request, and we are working to update our website to provide a comprehensive list of resources available on-demand. Additionally, we have resource flyers available in our office for in-person visitors.

Strategic Initiative 8: Conference Proposals - Create a minimum of 3 conference proposals for presentations at regional or national conferences.
DSA Strategic Initiative: Partnerships 6.1
UH Strategic Goal: Student Success
Progress: Complete
Description: Conference proposals presented in FY23 include:

Garcia, A. (2023, February). *Unpacking Yellow Silence: The Transformation of the Asian American Experience in Higher Education* [Conference Presentation]. Association of College Unions International. Boston, MA, United States.

Garcia, A. (2023, March). *Relational approaches to nurture Asian American communities and solidarities* [Conference Presentation]. Association of Asian American Studies. Long Beach, CA, United States.

Zavala-Membreno, L. (2023, February 22 - 25). Hay Que Echarle Menos Ganas: Interrupting Hustle Culture Mentality [Conference Presentation]. 48th Annual Texas Association of Chicanos in Higher Education Conference, Houston, TX, United States.

Garcia, A. C. & Jones, T. (2023, June 8 – 11). *So You Agree? You Think Your Programming is Inclusive?: Critical Perspectives on Programming for Underserved Student Populations* [Conference Presentation]. 2023 Naspa Region III Summer Symposium, Orlando, FL, United States.

Jones, T. (2023, July 27). Critical Viewpoints for Disabled Survivors: Addressing Barriers and Accessibility On and Off Campus [Virtual Presentation]. ValorUS Campus Summer Series, Virtual, United States.

Strategic Initiative 9: Space Assessment - Work with Facilities/Space Planning and Student Accessibility Center to create a physically accessible workspace.
DSA Strategic Initiative: Student Success 2.4
UH Strategic Goal: Student Success
Progress: Ongoing
Description: Now that we are in a new suite, we plan to invite the Dart Center to visit our space and help us devise a more universally accessible area for all visitors. We also plan to invest in the resources, to the best of our ability, that would help our physical space be more accessible.

Strategic Initiative 10: Mail Campaign - Direct mail campaign for McPhail Endowed Scholarship and Emergency Aid Funding to Alumni
DSA Strategic Initiative: Partnerships 5.2
UH Strategic Goal: Competitive Funding
Progress: Ongoing
Description: We are currently working with Advancement to determine the best ways to reach alumni and donors to support WGRC scholarships and our desire for an emergency fund for individuals impacted by sexual misconduct.

Strategic Initiative 11: Department Recognition Program - Create and implement Department recognition program (Ex. Gender Equity Alliance).
DSA Strategic Initiative: Partnerships 1.2
UH Strategic Goal: Social Responsibility
Progress: Canceled

Description: We have paused a department recognition program in order to be compliant with SB17. At this time, we continue to provide individual recognition of staff who complete COMPASS Sexual Misconduct Response Training with a "COMPASS Navigator" placard.

Strategic Initiative 12: Internship Experience - Create formal process/structure for student interns, practicum and capstone experiences that fosters their holistic well-being and incorporates valuable transferrable skills.
DSA Strategic Initiative: Student Success 3.2
UH Strategic Goal: Student Success
Progress: Ongoing
Description: We are currently working on a formalized structure for student interns that is general enough for different subject areas while allowing for the development of individual goals that are supportive of a student's growth and learning.

Strategic Initiative 13: Collaboration Agreement - Create WGRC Collaboration Agreement for collaborative initiatives with DSAES Campus Partners.
DSA Strategic Initiative: Division Cohesion 4.1
UH Strategic Goal: Social Responsibility
Progress: Canceled
Description: The WGRC has decided to establish collaboration agreements on a project-by-project, as-needed basis versus creating a standard Collaboration Agreement. We decided to cancel this item and shift our focus towards continuously establishing and nurturing positive, collaborative relationships based on mutual trust and respect.

Strategic Initiative 14: Feminist After Five - Enhance Marketing for Feminist After Five Networking Social to engage more DSAES Staff.
DSA Strategic Initiative Division Cohesion 2.3
UH Strategic Goal: Social Responsibility
Progress: Ongoing
Description: This program has paused due to SB17.

Strategic Initiative 15: FTE Transition Guides - Create transition guides for all FTE positions
DSA Strategic Initiative Division Cohesion 4.4
UH Strategic Goal: Student Success
Progress: Complete
Description: Transition guides for all FTE positions are complete and will be reviewed as-needed on an ongoing basis as changes to job responsibilities emerge.

4. Please list your 2024-2025 strategic initiatives and action steps in priority order and if operating under the DSA, cite the specific Division of Student Affairs Values and University of Houston Strategies Goals to which they relate. If your unit does not operate under the DSA, reference the strategic plan your unit operates under. Larger units may wish to group responses by subprograms. 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.

Strategic Initiative 1: DOS Collaborations – Host 2-3 annual partnerships with Dean of Students portfolio departments.
DSA Strategic Initiative: Division Cohesion 1.4
UH Strategic Goal: Social Responsibility
Progress: Ongoing
Description: The WGRC continues to engage in collaborations with partners in the Dean of Students portfolio, including a partnership with Children's Learning Centers to provide free diaper bags for parenting students, and annual participation in the International Student Orientation hosted by International Student and Scholar Services Office.

Strategic Initiative 2: Student Employee Development - Create formal process/structure for student employees that fosters their holistic well-being and incorporates valuable transferable skills.
DSA Strategic Initiative: Student Success 3.2
UH Strategic Goal: Student Success
Progress: Ongoing
Description: The WGRC, as part of a larger DSA initiative, will be working to assess student employee development and improve the student employee experience in accordance with national higher education student affairs competency standards.

Strategic Initiative 3: Space Assessment - Work with Facilities/Space Planning and Student Accessibility Center to create a physically accessible workspace.
DSA Strategic Initiative: Student Success 2.4
UH Strategic Goal: Student Success
Progress: Ongoing
Description: We are restarting this strategic initiative as a result of our office relocation into Student Center South.

Strategic Initiative 4: Website Redesign - Re-design website to include more appealing graphics and concise, but important information for students, faculty and staff. Create user satisfaction assessment.
DSA Strategic Initiative: Resources 1.2
UH Strategic Goal: Social Responsibility
Progress: Ongoing
Description: With new staffing in DSA IT, the WGRC continues to develop the website to be more organized, have more comprehensive resources, and accurate information for the UH community. We also continue to work with the Student Accessibility Center and Electronic Information and Resources (EIR) Accessibility to assess our website for accessibility as a legal compliance matter and best practice.

Strategic Initiative 5: Annual Program Evaluation - Develop ongoing process to evaluate which programs to continue or discontinue in upcoming years.
DSA Strategic Initiative: Resources 1.3
UH Strategic Goal: Social Responsibility
Progress: Ongoing
Description: The WGRC is developing a process by which to evaluate programs that is a combination of participant feedback, attendance/participation/engagement, and employee feedback.

Strategic Initiative 6: FTE Transition Guides - Create transition guides for all FTE positions
DSA Strategic Initiative Division Cohesion 4.4
UH Strategic Goal: Student Success
Progress: Ongoing
Description: We are resuming this strategic initiative due to the addition of an Administrative Coordinator.

Strategic Initiative 7: IDI - Participate in Intercultural Development Inventory and develop a group learning plan in addition to individual learning plans.
DSA Strategic Initiative Student Success 2.2
UH Strategic Goal: Social Responsibility
Progress: Ongoing
Description: The WGRC staff continue to engage in intercultural competence development and learning.

    i.   Articulate how KPIs are tracked and how/when your unit utilizes them to measure progress towards your goals. Are there any deficiencies in your ability to measure your KPIs? If so, explain why.

Key Performance Indicators for WGRC include:
- Number of students that visit the WGRC
- Number of students that engage with WGRC programs
- Number of students served through SMSS
- Number of students served through resources, including menstrual products and diaper bags
- Number of partnerships between WGRC, DOS/DSA, other UH partners, and community partners

The WGRC believes in continuous, ongoing assessment of KPIs as an indicator of progress towards our goals, highlighting areas of underperformance, establishing accountability for the department, and assisting in determining where resources should be allocated. KPI measurement is done on a monthly, semesterly, and annual basis. This measurement allows us to make data-

driven decisions and continually strive for excellence. The WGRC does not currently identify any deficiencies in KPI measurement.

ii.   Identify the milestones laid out on the path to achieving the long-term goals you have laid out. How do these milestones contribute to your unit's ability to hold itself accountable to the long-term goals?

Long-term Goal	Milestone	Accountability	Responsible Person
Sexual misconduct awareness and education programs.	Develop and implement comprehensive sexual misconduct awareness and education programs.	Measure the number of individuals who participate in programs and assess their understanding of key concepts.	Program Manager
Sexual Misconduct Support Services	Offer expansive, trauma-informed support services for individuals affected by sexual misconduct.	Monitor utilization of support services. Evaluate accessibility and effectiveness of services through feedback mechanisms.	Assistant Director, Sexual Misconduct Support Services
Collaboration with campus partners.	Foster collaboration with other university departments, student organizations, and community partners.	Document collaborative initiatives. Grow number of partnerships. Evaluate the impact of these collaborations.	Program Manager
Student involvement	Encourage student involvement in efforts and programs.	Measure student participation in programs and initiatives. Assess the impact of participation on student success.	Program Manager
Continuous improvement.	Establish a system for continuous improvement based on feedback and assessment results.	Regularly review the effectiveness of programs and services. Implement improvements based on feedback and best practices.	Assistant Director, Program Manager

iii. In your response, identify who (besides the department director) is responsible for each milestone in the plan and for measuring each KPI you have identified.

Please see above response.

5. 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 exists, 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 this data. If your unit holds events, please provide revenue sources breakdown of each revenue stream including but not limited to the number of:
   i. Tickets sold/number of attendees recorded
   ii. Merchandise
   ii. Concessions sold/distributed
   iii. Revenue generated from these sales

To evaluate our success in achieving our goals, we engage in both quantitative and qualitative measures around:
- Number of individuals served
- Surveys regarding participant feedback

In FY23, we provided 1,480 services through Sexual Misconduct Support Services. We saw 1,424 visitors in our office. We served 859 individuals through our signature events and engaged with 4,815 community members at tabling events.

6. If your unit concluded FY2023 with a Fund 3 addition to Fund Equity in excess of $5,000, please describe the conditions which cause the addition and provide a line-item identification of the budgetary sources(s) of the addition (I.e., lapsed salary, conference travel, etc.).

The WGRC did not end FY23 with fund equity in excess of $5,000.

7. Recognizing that the potential to generate additional Student Service Fee income for FY2025 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 5.0% in your total FY2025 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

For the first time, the Women and Gender Resource Center has a new Student Service Fee base funding for our Administrative Coordinator position. A reduction of 5.0% in this budget would impact the salary for this position and make it difficult to retain and recruit a professional staff member. Already at a midpoint of $19.15 an hour, a lower salary as a result of a budget cut would further impact staff recruitment and retention.

In lieu of a budget reduction to this Student Service Fee base budget, the WGRC would prefer to accommodate budget reductions in our one-time funds. This would allow us to protect salary funding and we would make necessary adjustments to programming in its place.

8. Please discuss any budget or organizational changes experienced since your last year (FY2024) 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.

Since our FY2024 SFAC request, the Women and Gender Resource Center has experienced a significant physical change. The WGRC relocated offices and is now housed in a suite of our own. This office shift has improved our operational efficiency by allowing us to more clearly inform visitors of the space that they are in and the services we provide. Additionally, it has created a unique opportunity to reevaluate and enhance our current suite of services. Finally, the relocation has necessitated the hiring of an Administrative Coordinator to help us staff our front desk and be the first point of contact for visitors to our space. The Administrative Coordinator salary will be coming out of newly moved SFAC base funds.

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 WGRC receives funding from Ledger 1 (state funds) and Ledger 2 (central tuition funds). These funds support salary and benefits.

i. If applicable, what can be done to increase donations, sponsorship sales, and other revenue streams? Please answer each separately.

The WGRC could engage in a combination of strategic planning, relationship building, and communication streams to build additional sources of revenue.

To increase donations, we could:
- Develop relationships with alumni and community members through targeted events, communications, and networking opportunities.
- Establish an online fundraising campaign.
- Leverage social media and other digital platforms to reach a broader audience from which to solicit donations in funds or in kind (such as menstrual products).
- Implement a donor recognition program on our website and social media.

To increase sponsorship sales, we could:
- Identify companies or organizations with a vested interest in the mission of the WGRC.
- Offer sponsorship opportunities for Resource Fairs and/or Empower Conference.

To increase other revenue streams, we could:
- Invest in writing grant applications.
- Form an interdisciplinary team with academic affairs to pursue larger grant opportunities.
- Charge fees for specialized trainings for non-UH community members.

10. Does your unit generate revenue? (Please do not address donations in this question) If your unit does not generate revenue, respond "not applicable. If so:
   i. Provide your unit's P&L statement for the current fiscal year and trailing five-years showing all revenue streams for your unit. N/A
   ii. Provide line-item data for each revenue stream. N/A
   iii. For each revenue stream, provide an explanation of the nature of the revenue and briefly articulate the successes and failures for each line item. N/A

11. Does your unit raise money from donors and sponsors? If your unit does not receive donations or sponsorships, respond "not applicable." If so:
   i. Identify key staff members responsible for development and seeking sponsorships. N/A
   ii. Provide financials for the current fiscal year, as well as the trailing five fiscal years including: N/A
      1. An analysis of your development activities. Include a breakdown of the nominal quantity of donors donating $20m+, $10m+, $5m+ $1m+, $500k+, $100k+, $50k+, $25k+, $10k+, $5k+, $1k+, $100+. Provide this both in terms of lifetime contributions and annual contributions. N/A
      2. An analysis of your sponsorship activities. Include a breakdown of total sponsorship dollars and identify your top twenty-five (25) sponsorship deals. N/A
   iii. If applicable, provide a breakdown of each capital project or capital campaign in your unit. Explain how each capital project or campaign aligns with the goals and milestones laid out in your departments strategic plan. N/A

12. 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.

No departments/offices directly do the same work carried out by the WGRC. 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:

- UH Wellness - The WGRC and UH Wellness collaborate on sexual violence education and prevention; however, the WGRC leads support service and response efforts on campus under the Sexual Misconduct Support Services program.
- Equal Opportunity Services - EOS focuses on compliance and carrying out policies related to Title IX and issues of gender discrimination; the WGRC focuses on advocacy and education, and collaborates and refers students to EOS when appropriate.
- Center for Student Advocacy and Community – The newly established CSAC assists in providing students from various backgrounds with resources and advocacy related to essential needs, including parenting students; the WGRC is a strong partner for CSAC and referrals happen mutually where appropriate.

13. What percentage of department M&O is allocated to marketing?

Approximately 7% of the WGRC M & O budget is allocated to marketing.

     a. Please detail your comprehensive marketing strategy towards the student body including metrics used to measure the effectiveness of the marketing strategy.

The WGRC's marketing strategy consists of the following:
- Reach students through communication channels they frequently use, including social media (Instagram, Twitter, Facebook) and email messaging (monthly newsletter).
- Ensure mindful language, representative imaging, and alternative formats for written material to enhance accessibility are being used in marketing communications.
- Stay current on promotional materials that are appealing to students (t shirts, swag items), as well as what helps attract participants to programs (giveaways, food).
- Engage students through interactive and participatory content, such as social media giveaways.
- Provide regular updates on programs using our website calendar and LiveWhale.

To measure the effectiveness of our marketing strategy, the following metrics are used:
- Social media engagement analytics:

- o   Likes, views, shares, comments
- o   Follower growth
- Email marketing
  - o   Open rate
  - o   Click-thru rate
- Event performance

    b.   How much revenue is allocated towards the marketing strategy?

The WGRC does not generate revenue to allocate towards marketing strategies. The percentage of our budget identified above is what we dedicate to marketing, along with SFAC One-Time Requests identified for this year, including our requests for:

Term	Item	Amount	Percent to Allocate to Marketing	Marketing Strategy
FY24 AOT	Print Materials and Suite Decoration	$2,000	100%	Office branding, informational flyers for events/tabling
FY24 AOT	WGRC 20th Anniversary Event	$7,500	75%	Branded giveaways, 20th anniversary signage to display outside WGRC
FY25OT	Red Zone Programming	$10,000	75%	Yard signs, A frames with campus resources, branded giveaways
FY25OT	Sexual Assault Awareness Month	$10,000	75%	Yard signs, A frames with campus resources, branded giveaways

14. If any of your funding from the student service fee goes to your general operating fund, please detail where any student service fees you received went and what they were spent on as well as future intentions if granted. Otherwise please respond "not applicable". N/A

15. How does your unit contribute to campus culture and improve the student experience? How is the effectiveness of these contributions measured by your unit if at all? What else can your unit do going forward to continue to improve your contribution to the student experience?

The Women and Gender Resource Center contributes positively to the UH campus culture and overall student experience in several ways. We:

- Create a welcoming environment for all students through our support services, office space, programming, and resources.
- Demonstrate a commitment to the health and well-being of students through confidential Sexual Misconduct Support Services and free health products including menstrual products, safe sex products, and hygiene items.
- Conduct educational programs and raise awareness on sexual misconduct and gender-related issues and experiences.
- Offer confidential, empathetic, and trauma-informed support for individuals impacted by sexual misconduct, thereby contributing to a campus culture where students feel valued and cared for.
- Provide free resources, reducing barriers to seeking help and support and reinforcing the culture that Coogs care for one another and that everyone has a right to resources that promote well-being.
- Address myths and misconceptions related to sexual misconduct, therefore creating a culture that stands against victim-blaming and promoting a stigma-free environment.
- Collaborate with other campus departments and services in the promotion of campus-wide initiatives on student health and well-being, strengthening the overall network of support services on campus.
- Invest in the mental and emotional well-bring of students, equipping them through our support services and educational programming to have skills for healthy relationships and communication and positively influencing their academic success, retention, and overall student satisfaction

The overall effectiveness of these contributions is measured using post-event surveys, and we could improve assessment measures by providing an opportunity for a more general survey of visitors related to how participation in our space/programs have impacted them academically and personally.

Going forward, to continue expanding the positive contribution we make to campus culture, the WGRC could add to the student experience by:

- Expanding outreach and education to reach a broader audience.
- Identify additional support services that align with the evolving needs of students.
- Grow collaborations with on and off-campus units and organizations to expand the network of support available to students.
- Assess and improve the accessibility of our services.
- Showcase student success stories and positive outcomes resulting from the WGRC's support to build a positive narrative around our contributions and inspire trust in our services.

a. Does your unit contribute to turning students into coogs for life?

The WGRC contributes to turning students into Coogs for life in the following ways:

- We provide scholarship opportunities, reducing financial barriers to education and creating a sense of gratitude and loyalty to the institution that can persist beyond graduation.
- We maintain open and effective communication channels through our newsletter and social media, keeping students informed and connected, and therefore fostering relationships beyond graduation.
- We deliver high-quality student support services, leading students to be more likely to value the institution and have a desire to remain connected past graduation.

The WGRC recognizes that there is an opportunity to more specifically reach and target alumni audiences to foster a lifelong commitment to the University of Houston.