

**Educational Opportunity Program  
Proposal for Associated Students Incorporated  
Fiscal Year - 2017-2018**

***Project Abstract***

In 1968 the Educational Opportunity Program (EOP) was created to provide access to students who were “economically disadvantaged and underserved.” Despite the fact that 49 years have passed, there is still a need for the program to exist. The program continues to advocate and support students by offering a grant and information regarding admissions, and financial aid. EOP offers academic, as well as educational support services to first generation undergraduate students who demonstrate the potential to succeed academically at the college level.

***Introduction/Program Description***

The Educational Opportunity Program is committed to providing its students and the larger student body at California State Los Angeles with a diverse array of educational programs and events that will enhance the quality of their academic endeavors. Concerned with the retention issues of our students and those who attend CSLA, EOP has always collaborated with numerous student and academic organizations to provide the CSLA student body with cultural and educational programs. ASI/EOP referendum funds have historically been used to maintain various student support initiatives such as: EOP Help Week (during the first week of school and during Finals), student leadership training. ASI funds have also been used to support the annual Civil Rights trip to Selma Alabama, and our Senior Recognition at the end of every academic year.

Over the years, our commitment and collaboration with numerous campus groups has been fruitful, as many of our programs have provided unique opportunities for students to experience different perspectives. The direct beneficiaries of the program include: 1) entering EOP freshmen (800), Transfer students (300), and continuing EOP students (3266). Indirect beneficiaries of the program include: 1) Student Resource Centers; 2) Chicano Studies; 3) Pan African Studies; 4) faculty and staff at CSLA; 5) SURGE and 6) the general campus community. Due to the collaborative efforts of EOP, along with numerous other students, campus organizations and departments, we have been able to target a more diverse group of students.

In addition, the quality and quantity of our programs and events are notably increased and enhanced. We have most effectively organized events catering to numerous classes and student groups that are familiar with a particular topic. We have utilized funding to inspire students in their academic endeavors through an incentive system, in which we provide the students with tickets to campus and community mixers, leadership, and academic conferences as well as other incentives, such as receptions, Welcome Week snacks/refreshments and finals support. We have also purchased tickets to school

musicals and theatrical events encouraging students to see the “Arts”. We recognize that funding resources have more of an impact when they are utilized in collaboration with other groups that are also dedicated to the enrichment of education for the Cal State LA student body. The drive and the mission of the Educational Opportunity Program is based on the belief that we serve as a primary vehicle for the CSU in increasing the access and academic success/retention of California’s educationally and economically disadvantaged and we are committed to providing academic opportunities to students and enhancing their educational leadership experience.

### ***Proposed marketing and outreach plans***

EOP will continue to rely on a combination of flyers, e-mail blasts, promotional classroom visits, posters, video/photo documentation and collaboration with student organizations, campus groups as well as academic departments to target and ensure student interest and participation. ASI has continuously contributed in supporting our students at all times.

### ***Current Year Expenditures***

EOP, like ASI is focused on doing programs and providing services that will help with student retention, as well as, educating the student body at large. Our first year retention rates are consistently higher than the university for both first year freshmen (87.2 percent) and our community college transfer (91.3 percent).

Because EOP appreciates ASI’s consistent support and contribution to EOP, we do our best to recognize ASI during all of our events, and on all of our publicity. If we host an event and we did not use any ASI monies, we still list the ASI as a sponsor and place your logo on our flyer. We do this out of respect and recognition of past contributions from ASI. To date we have not spent the funds for this year, but the funds will be used this coming May:

- Foster Youth Mixers/End of Year Celebration (May 2017)
- Senior Recognition/Social Celebration (May 2017)
- Flowers/Decorations for Senior Recognition (May 2017)

We believe that education occurs anywhere on campus. In an effort to improve the retention of our students, this past year EOP has sponsored mandatory programs, Welcomes and Mixers. The Mixers are organized around issues of concern for our transfer and freshmen students. Each semester we have had a mixer for Transfer Students and have had several Deans, staff, and faculty attend. These events give our Transfer students an opportunity to mix with many people they would not normally have an opportunity to meet. The Deans, staff, and faculty who have participated have shared their stories with us, and have served as role models for the students as they consider continuing their education beyond the B.A. degree.

## Budget for 2016-2017

<u>ACTIVITIES</u>	<u>REQUESTED FUNDS</u>
Foster Youth Mixers/End of Year Celebration (May 2017)	\$1,000
Senior Recognition/Social Celebration (May 2017)	\$2,200
Flowers/Decorations for EOP Recognition	\$300
<b>TOTAL:</b>	<b>\$3,500</b>

## Proposed Budget for 2017-2018 \$3,500

During the Fall semester we will bring in all of our first time freshmen in our mini bridge program to meet other students at our first mixer of the year.

In Fall 2017, To celebrate EOP month, we will sponsor a book signing by Margaret Hart, *Educating the Excluded*, Los Angeles: Educational Opportunity Program, California State University Los Angeles, so our students and the University population will be exposed to the history of our program.

Spring 2018 we would like to take a group to Selma, Alabama. To study the Civil Rights movement.

We would like to use the funds for Mixers for Foster Youth, Freshman and Transfer students to provide food and refreshments during the Fall and Spring Semesters, as well as an End of the Year Celebration.

Finally, in an effort to celebrate with our graduating seniors, EOP has a Senior Recognition/Social Celebration for our graduating seniors and their families. This enables EOP to congratulate and celebrate our students' successful culmination of their college career.

## Proposed Budget for 2017-2018 \$5,800

<u>ACTIVITIES</u>	<u>REQUESTED FUNDS</u>
Freshman Welcome for mini bridge students (Fall 2017)	\$1000
Transfer student Welcome (Fall 2017)	

*Educating the Excluded: What Led to the Mandate*

<i>for Educational Opportunity at California State University,</i> Margaret Hart, Book Signing, Fall 2017	\$500
Selma/Civil Rights Trip (Airfare, Housing, food for students)	\$3,000
Senior Recognition/Social Celebration, Spring Foster Youth Mixers and End of the Year Program, Spring	\$1000
Flowers/Decorations for EOP Recognition, June 2016	\$300
<b>TOTAL:</b>	<b>\$5,800</b>

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