



# **CAL STATE LA**

VETERANS RESOURCE CENTER

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## **2021-2022 Associated Students, Inc. (ASI) Funding Proposal**

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## The Veterans Resource Center Program Mission

We serve military-connected students by providing academic and professional resources for their development and success. In addition, the “values” below were established to emphasize the factors important to our military-connected student’s sense of commitment.

### **Values**

*Service: Support anyone who walks through our doors with courtesy, professionalism and compassion.*

*Community: Create a welcoming community that celebrates diversity and draws strengths from our shared experiences.*

*Resources: Connect students with the means to empower and enrich their lives.*

*Growth: Forge a path to student excellence by promoting a culture that encourages lifelong learning and the pursuit of one’s life goals.*

### Project Abstract

The Veterans Resource Center (VRC) opened its doors in the Fall of 2013 due to the historic number of military-connected individuals serving in our Armed Forces. In order to meet the needs of our military-connected students, the VRC offers a host of workshops, events, programs, and services to advance their success before, during, and after they arrive to our campus

The VRC seeks critical economic support from ASI that will help continue our Mission of offering a welcoming and inclusive space for our military-connected students. Support consists of food and beverages for workshops held at the VRC and printing cost for event programs. Moreover, we are requesting financial support for the following annual programs: Veterans Day Ceremony, Coffee Hour at the VRC, Women Veterans Appreciation Luncheon, Student to Professional Workshop Series, and Veterans and Dependents Graduation Dinner.

### Program/Service Description

#### **Veterans Day Ceremony/Reception**

**\$1,500**

Our annual Veterans Day Ceremony was established to reflect on the service and sacrifices our military veterans have made for our communities and nation. This request will cover the cost to hold a reception after the Veterans Day Ceremony annually held in the University-Student Union Plaza open to all of our campus community. In fall 2019, participation was high and morale was joyous and celebratory. It provided an opportunity for our campus community to interact, engage, and embrace our student veterans in attendance.

#### **Coffee Hour at the VRC**

**\$1,000**

Coffee Hour at the VRC is a monthly open forum hosted three times per semester by the VRC Staff designed to hear from military-connected and campus community how we can improve our services, programs, and build community. As a result of this open forum, we were able to identify student concerns such as the need for more printing paper and adding an ADA Door

installation for our main entrance. Refreshments and pastries are provided to create a welcoming setting.

**Student to Professional Workshop Series**

**\$1,000**

The VRC host ten professional development workshops throughout the academic year that introduces vital and critical information by providing key preparatory guidance to our military-connected student population in their transitions from student to professional. Workshops include but are not limited to; How to Write a Federal Resume, How to Prepare for a Career Fair, Embracing the Power of LinkedIn, How to Apply to Graduate School, How to Write a Personal Statement, and How to Interview with Confidence.

**Women Veterans Appreciation Luncheon**

**\$500**

This annual program highlights and recognizes women who have served our nation. These women veterans are often overlooked. The Veterans Resource Center would like to honor them by hosting an appreciation luncheon during national women's month with collaboration from ASI. In addition, we hope to create a more functional marketing strategy to increase women veterans participation for this event.

**Veterans and Dependents Graduation Dinner**

**\$5,000**

This annual event is committed to celebrating the graduation of all campus military-connected students. The program is designed to applaud the students for their hard work and dedication that went into earning their degree at Cal State LA. The class of 2019 graduation dinner marked the highest recorded attendance since the inception of our graduation dinner. Over 125 graduates and family members attended the event. The appreciation and the significance of this event continues to grow with gratitude from our graduating military-connected students.

**Total: \$9,000**

**Objectives and/or Learning Outcomes**

In development and implementation of these events/programs we are mindful of the opportunity to measure the effectiveness of our programs and recognize areas of improvement. By doing so, we adopt the Student Life learning domains that will assist, develop, instill, and provide growth in students and are also aligned with the University's mission, strategic initiatives and learning outcomes:

- *Community Engagement*: build a greater sense of pride and belonging in the University community.
- *Personal, Social, and Professional Identity Development*: achieve positive interpersonal relationships within multicultural settings, including valuing, respecting and learning from diversity.
- *Health and Well-being*: engage in activities and strategies that promote healthy attitudes, skills and behaviors.
- *Social Justice*: empower students to engage with others in more meaningful ways.

## **Marketing and Outreach Plan**

Our marketing and outreach strategy encompasses a wide net. The following are some illustrations of our outreach;

- Social media
- VRC newsletter
- Email blast
- VRC on-line calendar
- VRC monthly event calendar (hard copy)
- ASI on-line calendar
- ASI printed calendar
- University calendar
- Community partners (RCA, Project Rebound, ECST, CBE, CAS, GRC, PAGE)

## **Financial Plan and Expense Detail**

The VRC is entirely dependent on Student Success Fee funding. For the 2020-2021 academic year, a budget of \$10,500 was allocated to support our comprehensive programmatic agenda focused on meeting CSU and Cal State LA strategic initiatives. In addition, the 2020-2021 academic year operational budget of \$6000 was appropriated to cover essential office supplies.

Below is an illustration of our 2020-2021 virtual programming for military-connected students:

- VRC Open House (9/3/20)
- U.S. Navy Recognition Day (10/13/20)
- U.S. Marine Corps Recognition Day (11/10/20)
- Veterans Day Ceremony (11/5/20)
- Coffee Hour at the VRC (9/15/20, 10/14/20, 11/19/20, 2/16/21, 3/17/21, 4/15/21)
- Student to Professional Workshop Series (10 sessions in 2020/2021 academic year)
- VRC Thanksgiving Grab n Go (11/19/20)
- ASI Military-Connected Rep Info Session (2/3/21)
- Veterans & Dependents Spring Social Mixer (2/4/21)
- ASI Virtual Bingo (2/10/21)
- Draw like a child, enjoy as an Adult! (3/25/21)
- Veterans Connection Experience (3/19/20)
- Women Veterans Appreciation Tribute (3/25/21)
- Veterans & Dependents Graduation Dinner (pending:TBA)
- VRC Game Night (4/8/21)
- VRC Karaoke Night (4/27/21)

## **Program Evaluation and Quality Control Mechanisms**

Through our various programs and services, we are able to connect with our military-connected student population and get their direct input on how to better provide services, allocate needs,

and identify future programming. For example, the Coffee Hour at the VRC has been extremely beneficial to our military-connected students in terms of allowing them to voice their satisfaction, concerns, or sharing ideas on new services/programs for consideration. These kind of programs allows us to gauge the needs of our students and provide transparency.