



CAL STATE LA

VETERANS RESOURCE CENTER

2023-2024 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. 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 at 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, Pizza with the VRC, Women Veterans Appreciation Tribute, and VRC Graduation Banquet.

Program/Service Description

Veterans Day Ceremony/Reception

\$3,500

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 the fall of 2022, we resume this celebration and participation was high and morale was joyous and celebratory. This celebration provides an opportunity for our campus community to interact, engage, and embrace our student veterans in attendance and across the nation in spirit.

Pizza with the VRC

\$500

Pizza with the VRC (formerly Coffee Hour at the VRC) is a monthly open forum hosted three times per semester by the VRC staff designed to hear from the military-connected and campus community how we can improve our services, and programs, and build community. Because of this open forum a couple of years ago, 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. Pizza and refreshments will be provided to create a welcoming engagement.

Women Veterans Appreciation Tribute**\$1000**

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 during national women's month in collaboration with ASI. In addition, we hope to create a more functional marketing strategy to increase women veterans' participation in this event.

VRC Graduation Banquet**\$4,000**

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 2022 graduation dinner marked the return of this amazing event after a hiatus due to the COVID-19 pandemic. Over 120 graduates and family members attended the event. The appreciation and significance of this event continue to grow with gratitude from our graduating military-connected students.

Total: \$9,000**Objectives and/or Learning Outcomes**

In the 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 encompass a wide net. The following are some illustrations of our outreach;

- Social media
- VRC newsletter
- Email blast
- VRC online calendar
- VRC monthly event calendar (hard copy)
- ASI online 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 2022-2023 academic year, a budget of roughly \$10,500 was allocated to support our comprehensive programmatic agenda focused on meeting CSU and Cal State LA strategic initiatives. In addition, the 2022-2023 academic year operational budget of roughly \$6000 was appropriated to cover essential office supplies.

Below is an illustration of our 2022-2023 virtual/in-person programming for military-connected students:

- VRC Open House (in-person)
- U.S. Navy Recognition Day (in-person)
- U.S. Marine Corps Recognition Day (in-person)
- Veterans Day Ceremony (in-person)
- Pizza with the VRC (in-person)
- Student to Professional Workshop Series (virtual and in-person)
- VRC Thanksgiving (in-person)
- Virtual Bingo (virtual)
- Women Veterans Appreciation Tribute (spring event; in-person)
- Veterans & Dependents Graduation Dinner (spring event, in-person)
- VRC Karaoke Night (in-person)

Program Evaluation and Quality Control Mechanisms

Through our various programs and services, we can 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, Pizza with the VRC (formerly Coffee Hour at the VRC) has been extremely beneficial to our military-connected students in terms of allowing them to voice their satisfaction, and concerns, or sharing ideas on new services/programs for consideration. This kind of program allows the VRC to gauge the needs of our military-connected students and provide equality and transparency.