

**Educational Opportunity Program
Associated Students, Incorporated**

**Annual Program Report 2014-2015 &
Funding Budget for 2015-16**

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 42 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 aids. 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 University 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 CSULA, EOP has always collaborated with numerous student and academic organizations to provide the CSULA 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.

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 (3100). Indirect beneficiaries of the program include: 1) Student Resource Centers; 2) Chicano Studies; 3) Pan African Studies; 4) faculty and staff at CSULA; and 5) the general campus community. Due to the collaborative efforts of EOP, along with numerous other students, campus organization 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 cram support/snacks/refreshments. 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 L.A. student body. The drive and the mission of the Educational Opportunity Program is based on a 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, poster, 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 to our 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. 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. This year, we were allotted **\$6,890.93** from ASI. At the present moment, we have not spent any of that allotment. The funds will be used to pay for our annual EOP Civil Rights Tour to Selma, Alabama which we would like to use in August (special event), and our Senior Recognition/Social Celebration.

We believe that education occurs anywhere on campus. In an effort to improve the retention of our students, this past year EOP has sponsored Welcomes and Mixers. The Mixers were organized around issues of concern for our Transfer and freshmen students. Each quarter we have had a mixer for Transfer Students and have had several Deans, staff, and faculty attend. These events gave 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. In April this year we will sponsor a Mixer for our freshmen, that will bring the students together for food and fun. These mixers also give students the opportunity to be updated on new issues. Each event has the retention of the student in mind.

Once again, ASI funds will help to send four of students to Selma, Alabama on our annual EOP Civil Rights Tour. They will travel with an EOP staff member. Upon their return these students will be making presentations of their experiences to our entering group of first time freshmen, transfer students, staff, and faculty, the Provost and President Covino (if ASI would like a presentation of their experiences, we can make arrangements).

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 celebration our students' successful culmination of their college career.

Budget for 2014-2015

\$6,890.93

ACTIVITIES

REQUESTED FUNDS

Civil Rights Tour, August 2015

\$6590.93

Flowers/Decorations for EOP Recognition, June 2015

\$300

TOTAL:

\$6,890.93

Proposed Budget for 2015-2016

<u>ACTIVITIES</u>	<u>REQUESTED FUNDS</u>
Foster Youth Mixers	\$1,000
Selma/Civil Rights Trip (Airfare, Housing, food for students)	\$5,590
Flowers/Decorations for EOP Recognition	\$300
	TOTAL: \$6,890

Rebecca L. Hopkins
EOP Director