



**CALIFORNIA STATE UNIVERSITY, LOS ANGELES**  
**RESOURCE ALLOCATION PLAN**  
**FISCAL YEAR 2021-22**

**RAP-6**

**ACCOUNTABILITY REPORT**  
**(Applicable To All Funds)**

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Division: **Academic Affairs**

Dept ID: **204135**

Department: **Financial Aid and Scholarships**

Fund Code: **TL48H**

Prepared By: **M. Garcia / T. Nguyen**

Program Code: **20501**

Budget: **\$ 30,000**      Expenditure: **\$ 30,000**

Project ID:                     

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Please use evidence-based data including year-end financial reports and historical data for comparison.

- 1. Describe how resources are aligned with the campus strategic plan, which includes Engagement, Service, and the Public Good; Welcoming and Inclusive Campus; Student Success; and Academic Distinction.**

The Future Scholars Scholarship award fosters student success by providing financial assistance to students with unique talents and diverse life experiences to help them pursue their educational goals at Cal State LA.

- 2. Provide key performance metrics to measure and sustain success.**

Future Scholars Scholarship is awarded to high achieving students with proven financial needs. The scholarship aid helps alleviate financial factors that may impact academic success and jeopardize their position to compete for national careers.

- 3. Describe program outcomes and results. Identify challenges encountered.**

Challenges we have is providing long term statistics of their achievements after the scholarship has been awarded.



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**ACCOUNTABILITY REPORT**  
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Division: **Academic Affairs**

Dept ID: **204155**

Department: **University Outreach**

Fund Code: **TL48A**

Prepared By: **Vince Lopez**

Program Code: XXXXXXXXXX

Budget: **\$ 157,000**      Expenditure: **\$ 115,161.68**

Project ID: XXXXXXXXXX

Please use evidence-based data including year-end financial reports and historical data for comparison.

**1. Describe how resources are aligned with the campus strategic plan, which includes Engagement, Service, and the Public Good; Welcoming and Inclusive Campus; Student Success; and Academic Distinction.**

Admissions and Recruitment aims to provide extensive information to our prospective students, applicants, admits and their families and the community at large. Throughout this past academic year, our department worked with local high schools and community colleges to educate students and the community about Cal State LA admission criteria, the available majors, resources, and support programs available to students. We collaborated with other Cal State LA departments and community partners to host events for students and their families, and counselors; as well as educated prospective applicants on how to be a successful student.

**2. Provide key performance metrics to measure and sustain success.**

Within our local recruitment region, there are over 250 high schools and 13 community colleges. Recruiters provide services to all these schools, as well as schools outside of our service area. They also provide information to community organizations. They present to groups of students on admission, academic majors, campus life, and financial aid, as well as conduct workshops to guide them through the process of applying to the university and other university programs. They encourage students to visit campus and maintain a relationship with high school, community college counselors and community partners to ensure timely and accurate information on the university is passed on to prospective students. In addition to the recruiters there are student assistant ambassadors who field several hundred emails and phone calls each week. These highly trained student workers, promote university programs and services as well as share information on admissions requirements. The main objective of student workers is to identify, develop relationships with, and motivate potential students to apply and enroll at Cal State LA and graduate. The Department developed attractive recruitment materials that promote the university's mission and how becoming a Golden Eagle will facilitate an individual's success are integral to meeting recruitment goals. These materials are both available in print and online. Recruitment specialists, ambassadors, and staff from throughout the university share these materials during fairs, presentations, workshops and school site visits. Materials are distributed to prospective students, parents, and school site personnel. Large quantities are distributed at events including the CSU Counselor Conferences, our Counselor Update Conference, college fairs, school site presentations, community events. They are also distributed at targeted recruitment events such as Super Sunday, Black Excellence at Cal State LA, and Black Expo.

Admissions and Recruitment hosted and participated in a number of events including:

- a) CSU Counselor Conferences
- b) Campus Highlight Presentations
- c) EagleFest – Fall Preview Day
- d) Application Workshops
- e) Cal State LA Presentations
- f) Participation in College Events hosted by local area politicians
- g) Participated in events for campus partners (EOP, Pathway Program, Veteran’s Resource Center)
- h) Academic College Presentations for potential students
- i) Black Expo Conference
- j) CSU Super Sunday
- k) Black Excellence at Cal State LA
- l) What’s Next? Workshops – Freshmen admits
- m) What’s Next? Workshops – Transfer admits
- n) What’s Next? Workshops – Parents (both English and Spanish)
- o) What’s Next? Workshops – High School Counselors
- p) What’s Next? Workshops – Community College Counselors
- q) Regular “Check-In” sessions – for admitted students
- r) Pre-Admit Appointments - for prospective students
- s) Preview Day – for Admitted Applicants

**3. Describe program outcomes and results. Identify challenges encountered.**

The university received 60,430 applications and admitted 48,178 applicants new students. We conduct appraisals for the counselors we serve and encourage regular feedback regarding the services we are providing and how we can improve in the way we support students and counselors. The dominant challenge this year continued to be the COVID pandemic. As a result of the pandemic, access to students at school sites was non-existent for most of the academic year. Furthermore, most school sites had only online classes. Therefore, students had limited access to information about applying to colleges. This limited access was not only from the colleges, but even from their school site staff, such as counselors. As a result, we had to provide virtual services only to students for most of the academic year.