

COMMUNITY ENGAGEMENT & SOCIETAL IMPACT

ANNUAL REPORT

ACADEMIC YEAR 2023-2024

Engaged learning. Community partnership. Public value.

PURPOSE AND DIRECTION

SOCIETAL IMPACT IN 2023-2024

During Fall 2023 and Spring 2024, CBE expanded community-engaged learning, strengthened its partnership and grant infrastructure, and created new public forums for sharing impact. The year combined course-based projects, faculty development, direct service, VITA expansion, and the inaugural CBE Community Engagement Symposium.

60

DOCUMENTED PROJECT RECORDS*

415

REPORTED STUDENT PARTICIPATIONS*

5

DEPARTMENTS REPRESENTED*

*Preliminary Watermark snapshot for AY 2023-2024. Records were being collected and validated; annual figures reflect documented activity rather than a final census.

CBE MISSION

We develop engaged leaders and foster their professional and social mobility to Greater Los Angeles and the world.

THREE PATHWAYS TO PUBLIC VALUE

●

COMMUNITY-ENGAGED LEARNING

Students apply disciplinary knowledge through projects developed with community partners.

●

KNOWLEDGE & SCHOLARSHIP

Faculty and students create and share knowledge that responds to societal and organizational needs.

●

SERVICE & PARTNERSHIP

CBE contributes professional expertise, direct services, outreach, and sustained community relationships.

FLAGSHIP INITIATIVE

COMMUNITY IMPACT IN ACTION



VITA broadened access to free tax preparation through a six-site service model spanning the campus, public libraries, and a nonprofit partner.

2,307

TAX RETURNS PREPARED

MORE THAN \$3M

REFUNDS GENERATED

74

STUDENT VOLUNTEERS

6

SERVICE SITES

DOCUMENTED COMMUNITY BENEFIT

The program served more than 2,000 families. Ninety-six percent of surveyed customers were somewhat or extremely satisfied; average ratings were 4.89 out of 5 for service quality and 4.81 for timeliness.

WHY VITA MATTERS

- Expands access to free, trusted tax preparation.
- Develops applied accounting, communication, and client-service skills.
- Produces direct financial benefits for households and communities.

ANNUAL HIGHLIGHTS

PARTNERSHIPS, EVENTS & CAPACITY



The inaugural CBE Community Engagement Symposium



Cal State LA Gives Back 2024

01 INAUGURAL SYMPOSIUM

On April 26, 2024, CBE hosted its first Community Engagement Symposium. Five presentations highlighted accessible nature, Websites for Good, VITA, data-informed homelessness strategies, and inclusive learning.

02 SERVICE DAY

Fifteen students joined Cal State LA Gives Back with CESP and the Los Angeles Regional Food Bank, helping assemble 1,953 food packages for Los Angeles County residents facing food insecurity.

03 FACULTY AND PROJECT DEVELOPMENT

Eight faculty registered for community-engagement training, the workshop series supported 14 new projects, and four consultations helped faculty identify partners and design projects.

04 INFRASTRUCTURE AND VISIBILITY

CBE advanced the Societal Impact Grant Phase One process, updated its societal impact plan, and refreshed the community-engagement webpage with current content.

CONTINUOUS IMPROVEMENT

LOOKING AHEAD

PRIORITIES IDENTIFIED AT YEAR-END

CONTINUE FACULTY DEVELOPMENT

- 1
- Offer recurring pedagogy workshops and partner-identification assistance.

SUSTAIN PROJECT SUPPORT

- 2
- Maintain grants and other resources that help faculty design, implement, and assess community-engaged work.

STRENGTHEN WATERMARK REPORTING

- 3
- Use a centralized system to capture curricular, research, service, and partner evidence.

EXTEND SIGNATURE PROGRAMS

- 4
- Broaden VITA, financial literacy, service days, and the annual symposium in partnership with local communities.

CLOSING PERSPECTIVE

AY 2023-2024 marked a transition from planning to visible institutional practice: CBE expanded direct service, created an annual public forum, and strengthened the structures that support faculty and community partners.

REPORTING NOTE AND SOURCES

CBE Community Engagement Report 2024; VITA Program records; preliminary Watermark records; CBE accreditation evidence records. Watermark figures are preliminary and reflect records assigned to the academic year; ongoing collection and validation may increase totals.

PREPARED BY

Dr. Shikha Upadhyaya, CBE Director of Community Engagement calstatela.edu/business | 5151 State University Drive, Los Angeles, CA 90032

COLLEGE OF BUSINESS AND ECONOMICS