

COLLEGE OF BUSINESS & ECONOMICS

COMMUNITY ENGAGEMENT & SOCIETAL IMPACT

ANNUAL REPORT

ACADEMIC YEAR 2024-2025

Engaged learning. Community partnership. Public value.

PURPOSE AND DIRECTION

SOCIETAL IMPACT IN 2024-2025

CBE continued to institutionalize community engagement in AY 2024-2025 through a second annual symposium, student-led and faculty-led project support, community service, discipline-based consulting, and expanded VITA outreach. The year's evidence demonstrates growing emphasis on partner needs, student leadership, assessment, and public dissemination.

22
DOCUMENTED PROJECT RECORDS*

161
REPORTED STUDENT PARTICIPATIONS*

5
DEPARTMENTS REPRESENTED*

*Preliminary Watermark snapshot for AY 2024-2025. Recent-year data entry was incomplete; lower recorded totals should not be interpreted as a decline in activity.

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 deepened community-based service

VITA sustained a large-scale service model and added targeted service days for community organizations and populations with limited access to tax assistance.

~2,163	MORE THAN $3M	137	6
TAX RETURNS PREPARED	TAX BENEFITS GENERATED	STUDENT VOLUNTEERS	SERVICE SITES

DOCUMENTED COMMUNITY BENEFIT

The 166-member team included 137 student volunteers, 19 supervisors, and 10 managers and served more than 2,000 families. Two Homeboy Industries sessions generated $17,484 in federal refunds and $8,171 in state refunds from 17 filed returns; additional service days were held at Our Lady Queen of Angels.

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



CBE Community Engagement Symposium 2025



CBE students serving with the Los Angeles Regional Food Bank

01 SECOND ANNUAL SYMPOSIUM

The April 25, 2025 symposium featured VITA, Websites for Good, workforce-skills research with the City of Los Angeles Department of Recreation and Parks, future-workforce motivation, and health and housing equity.

02 STUDENT-LED GRANT PATHWAY

The Student-Led Collaborative Business Projects Grant, launched in 2024, supported pro bono projects using a two-phase model: community needs assessment followed by impact assessment.

03 SERVICE IN THE COMMUNITY

Ten Community-Based Social Marketing students participated in Cal State LA Gives Back with CESPG and the Los Angeles Regional Food Bank, assembling food packages for residents facing food insecurity.

04 SUSTAINABILITY AND SOCIAL MARKETING

The Pure Water, Shared Future project with the Metropolitan Water District used equity-centered marketing research to address public trust, water reuse, and the needs of underserved Los Angeles communities.

CONTINUOUS IMPROVEMENT

LOOKING AHEAD

PRIORITIES IDENTIFIED AT YEAR-END

1 **DEEPEN PARTNER RELATIONSHIPS**

Move from one-time projects toward recurring partner roles, feedback, and collaboration.

2 **SCALE TWO-PHASE GRANT ASSESSMENT**

Continue needs assessments before projects and impact assessments after implementation.

3 **IMPROVE ANNUAL DOCUMENTATION**

Increase completion of dates, outcome narratives, reports, and community-partner feedback in Watermark.

4 **SUSTAIN PUBLIC ACCOUNTABILITY**

Continue the symposium, service activities, VITA outreach, and communication of project outcomes.

CLOSING PERSPECTIVE

AY 2024-2025 demonstrated a broader, more mature engagement model in which students and faculty contributed professional expertise, community partners shaped project needs, and annual events made the work visible to the College and community.

REPORTING NOTE AND SOURCES

VITA Program records; preliminary Watermark records; CBE accreditation evidence records; Pando Days 2024/25 project documentation. 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

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calstatela.edu/business | 5151 State University Drive, Los Angeles, CA 90032