A. A CHANGE IN THE SCHOLARSHIP PROGRAM

Esperanza Nee completed her initial research in preparation for creating a statement about the UCSC Retirees Association Bruce Lane Memorial Scholarship, interviewing Claudia Parrish, the Veterans counselor in the STARS office, and staff in Financial Aid.

Her findings indicate Veterans are better funded than other needy students. Post-911 Veteran’s benefits include payment of their in-state tuition, a $1,000/year book allowance, a monthly living allowance, access to Veterans work-study, and preferential eligibility calculations for some federal and state educational benefits.

At the same time, there are individual circumstances some Veterans face that make them good candidates for additional support. Last year’s recipient who is supporting 5 children, for example, and others, such as PTSD cases, who wait sometimes for years for their cases to make it through the bureaucracy before receiving their benefits. (And it’s eye-opening to learn that the average annual cost of attending UCSC this past year was $31,511!)

Currently prospective recipients do not apply for the scholarship, and Esperanza concluded it makes it difficult for the scholarship selection committee to identify those most deserving or in need of the award. Financial Aid forwards the names of possible candidates, rating them by the technical level of their need but legally can reveal little about their particular challenges. The scholarship selection committee is provided the student’s Admissions Essay but the essay may be several years old and very likely doesn’t reflect the student’s current circumstances, or academic goals.

We also learned from Esperanza’s research that UCSC’s Veterans population is relatively small. In 2012-13, there were 66 based upon self-reported data on Admissions applications, and 49 receiving at least one type of gift aid.

Esperanza and I have shared and discussed her findings with Nancy Pascal, Corinne Miller, Maxine Lane, and Virginia Rivera. We reached consensus that revising the selection process and requiring the students to complete an application was in order. Corinne has emailed the current and former Veteran Peer Mentors at STARS for input. Nancy Pascal, Esperanza Nee, and I will be working with Corinne to create it.

Other changes have been considered, such as increasing the size of the award, adding current and retired staff and their children and grandchildren with financial need to the list of other student populations to be considered if the veteran populations dwindles, but no changes are planned presently. Stay tuned!
B. 2013-14 SCHOLARSHIP FUNDRAISING PLANS

The Fall Picnic is a starting place to begin scholarship fundraising for this year.

• The Fall newsletter includes a pitch for donations tied into the 25\textsuperscript{th} year of the Retirees Association, asking people to consider contributing 25 “somethings” ($250, $25, $0.25…)

• I will bring a supply of the “Silver Anniversary” version of the scholarship donation forms included in the newsletter to the picnic.

• Perhaps the picnic phone tree could be expanded to remind/invite membership renewals and scholarship donations and to reach the newly retired?

Post picnic, prior to the holidays, is a good time to promote the endowment matching gift opportunity as well as promote additional gifts to the fund for the current year. Strategies are a phonathon and letter writing campaign to reach or thank last year’s donors, new and lapsed members, and the newly retired. Some one-on-one solicitations may also be arranged.

Long-term plans continue to include reaching local Veterans Groups