



STUDENT FEES ADVISORY COMMITTEE FY26 BASE AUGMENTATION REQUEST (C)

The WGRC is seeking a FY26 Base Augmentation Request in the amount of \$10,000 for Domestic Violence Awareness Month (DVAM) programming.

Domestic Violence Awareness Month (DVAM) is a nationally recognized campaign each October dedicated to raising awareness and educating the community about domestic violence, its impact, and the importance of prevention. According to data from the National Coalition Against Domestic Violence (NCADV), nearly 1 in 3 college students report experiencing some form of dating violence, including physical, emotional, or verbal abuse, during their time in college. The prevalence of dating violence among college students emphasizes the need for comprehensive awareness, prevention, and support programs.

Through a series of events, DVAM programs at the WGRC will highlight the resources, support services, and advocacy available to students affected by dating and domestic violence. These efforts will not only amplify the visibility of the WGRC's services but also create opportunities to collaborate with other student affairs and academic departments, building a stronger, united front against violence on campus.

Our DVAM initiatives directly support the university's strategic goal of increasing student engagement by fostering a sense of community around a shared commitment to safety and support. By raising awareness about the realities of domestic violence and promoting resources for those in need, we aim to create a more informed and supportive environment that can enhance the retention rates of First Time in College (FTIC) students and the retention rate of Pell-eligible FTIC students, who may otherwise feel isolated or unsupported in difficult situations.

Additionally, bringing programming and marketing of WGRC services to the Sugar Land and Katy instructional sites helps to increase engagement for students at UH Sugar Land and UH Katy campuses, ensuring that the campaign's message and resources reach a wider audience.

These initiatives underscore our dedication to fostering a campus culture where every student has the opportunity to thrive in a secure and inclusive environment, ultimately contributing to their academic and personal success.

Project: Domestic Violence Awareness Month Programming

Investment: \$10,600 (Asking amount plus 6% admin fee)

Itemized breakdown estimate: Marketing (flyers and yard signs): \$2,000; Promotional items (t-shirts): \$4,000; Events (food, marketing, supplies): \$4,000