 

**ASI & USU 2014-2015 Annual Report**

**ASI Student Government**

**Unit Programs & Services**

The purpose Student Government is to advocate for students keeping them at the forefront of the decision making process, provide services, and ensure students have an opportunity to build leadership skills outside of the classroom.

* Dine-in with ASI Student Government.
* Leaders-to-Leaders Conference
* Student Success Campaign
* One-on-One with the Mayor

**Unit Achievements**

* Have successfully managed to have students attend ASI Student Government sponsored events, particularly those intended to assess student concerns as well as events tailored for students to get to know their student government.
* The Leaders to Leaders Conference held served as an opportunity for students to grow as leaders by providing networking opportunities, as well as workshops provided to enhance and develop the quality of their leadership and professionalism.
* Conducted the Student Success Campaign, which was intended to see what students felt could be improved, services lacked, etcetera, to improve their success as students during their academic career.

**Event/ Services Indicators**

|  |  |
| --- | --- |
| Student Open Forum | 16 participants |
| One on One with the Mayor | 100 participants |
| Dine in with Student Government | 49 Participants |
| EGG-citing ASI Facts | 144 participants |
| Total Participants | **309 participants** |

**Budget Breakdown**

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| --- | --- | --- |
| ASI Student Government | Expense | $30,590.85 |
|  | **Revenue** | **$0.00** |

**USU Board of Directors**

**Unit Programs & Services**

The University Student Union of California State University, Stanislaus is the center of student life on campus. As a not-for-profit organization run by the students for the students, we meet the needs of our diverse University by bringing the campus community together within our facilities. We provide a multitude of services, programs, and events to facilitate the growth and development of our campus community.

* Run 4 U
* Birthday Bash
* Monday Pick Me Up
* Maintain USU facilities and services by making decisions at the Board of Directors level

**Unit Achievements**

* **University Student Union Board of Directors Renovation and Expansion project** – This past year we focused our energy on furthering the progress of this project by finalizing the project budget, presenting to all entities that the project will directly effect, presenting to administration, and by receiving approval from both SFAC and President Sheley.
* **Board member and student assistant involvement** – Over the year, we encouraged participation at programming events, allowed for opportunity to plan Stockton Center Event, and provided students with all of the information necessary to be successful in their positions.
* **Programming** – This past year we implemented a new large-scale event, Run 4 U: Color Edition, and it was very successful. Additionally, the USU Events Coordinator worked to make both Monday Pick Me Ups and the Birthday Bash better events for all students.

**Event/ Services Indicators**

|  |  |
| --- | --- |
| Monday Pick Me Up | 100 students weekly |
| USU Birthday Bash | 1,000 participants |
| Finals Week | 500 participants |
| Stockton Center Event | 50 participants |
| USU & U | 75 participants |
| Total Participants | **1,725 participants** |

**Budget Breakdown:**

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| --- | --- | --- |
| USU Leadership | Expense | $53,879.17 |
|  | **Revenue** | **$0.00** |

**ASI & USU Programming**

**Unit Programs & Services**

* Code Red Entertainment is a dynamic student-programming group from the Associated Students Inc., (ASI) and the University Student Union (USU) at California State University, Stanislaus. Code Red Entertainment provides quality programming by engaging in large-scale, social, cultural, and educational events.
* We strive to provide students with the upmost collegiate experience through event participation and active involvement in student life.
* Code Red Entertainment host events on and off-campus through one of the programming units: ASI Special Events, ASI Campus Pride, USU Social Awareness, USU Daily Events, and USU Weekend Warrior.

**Unit Achievements**

* Programming focused on quality programming in order to increase student turnout for programming events.
* Code Red Entertainment members have been empowered to create, plan, and implement events based on their own programming unit.
* For each Code Red Entertainment meeting throughout the semester, were given the task of leading and chairing a weekly meeting.

**Event/ Services Indicators**

|  |  |
| --- | --- |
| General Programming |  |
| Warriors Got Talent | 139 students, and community |
|  |  |
| ASI Campus Pride |  |
| Release the Warrior In You (Homecoming Rally) | 503 students |
| Warrior Incentive Program | 1,000 (prizes given out) students |
| Luck of the Warrior | 65 students |
|  |  |
| ASI Special Events |  |
| Homecoming Week (5 total) | 1,300 students |
| Warrior Day | 3,000 students |
| USU Daily Events |  |
| Warriors in the Quad (8 total) | 2,000 students total |
| Farmers Market | 150 students |
| Finals Stress Relief | 150 students |
|  |  |
| USU Social Awareness |  |
| Breaking the Stereotype | 155 students |
| LGBT Week (3 total) | 390 students |
| Cyberspace: What is there to Face? | 110 students |
| Terms and Conditions May Apply | 10 students |
| Random Acts of Kindness | 100 students |
| USU Weekend Warrior |  |
| Winchester Mystery House | 33 students |
| Golden State Warriors Basketball Game | 39 students |
| San Jose Sharks Hockey Game | 19 students |
| Alcatraz Tour | 43 students |
| Average Totals |  |
| Total Events | 31 |
| Event Participation/ Attendees | 9,206 |

**Budget Breakdown:**

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| --- | --- | --- |
| ASI Campus Pride | Expense | $9,262.52 |
|  | Revenue | $0.00 |

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| --- | --- | --- |
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| ASI Special Events | Expense | $117,730.16 |
|  | Revenue | $16,071.42 |

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| --- | --- | --- |
|  |  |  |
| USU Daily Events | Expense | $8531.51 |
|  | Revenue | $588.94 |

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| --- | --- | --- |
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| USU Social Awareness | Expense | $3,443.59 |
|  | Revenue | $0.00 |

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| --- | --- | --- |
|  |  |  |
| USU Weekend Warrior | Expense | $17,898.67 |
|  | Revenue | $9,270.00 |

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| --- | --- | --- |
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| General Programming | Expense | $6,723.02 |
|  | Revenue | $0.00 |
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| --- | --- | --- |
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|  | **Overall Expense** | $87,846.04 |
|  | **Overall Revenue** | $6,134.87 |

**Community Service Program**

**Unit Programs & Services**

Warriors Giving Back was created because ASI and USU wanted a way for the campus community to come together and give back to children of our local community. This project was launched during the 2014-2015 academic year, and consists of three campaigns.  The Backpack and School Supply Drive and Project Giving Tree are the campaigns during the fall semester, and the campaign in the spring is Summer Fun in the Sun.  All the donations collected during these campaigns from students, staff, and faculty are distributed to local 2nd grade students.

* Backpack and School Supply Drive
* Project Giving Tree
* Summer Fun in the Sun

**Unit Achievements**

* + Launched three successful campaigns
    - Backpack and School Supplies
      * Goal: 30 Actually collected: 52
    - Project Giving Tree Gifts
      * Goal: 75 Actually collected: 130
    - Summer Fun in the Sun Sand Pail Gifts
      * Goal: 20 Actually collected: 24
  + Connect with local schools where campaign donations are going to students
    - Backpack and School Supply Drive
      * Participating school was Crowell Elementary, and stayed in contact with the Assistant Principal Angela Freeman during campaign.
    - Project Giving Tree
      * Participating schools were Dennis Earl and Medeiros Elementary, and stayed in contact with the Principal Ms. Fong and the Administrative Secretary Katie Contreras from Dennis Earl and a second grade teacher Ms. Locke from Medeiros during the campaign.
        + Connected with Dennis Earl Elementary School Assistant Principal who became the Principal at Crowell Elementary January 2015.
    - Summer Fun in the Sun
      * Participating school was Osborn Two Way Immersion Academy, and stayed in contact with a second grade teacher Miss Mercado during the campaign.

**Event/ Services Indicators**

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| --- | --- |
| Summer Fun in the Sun | 60 participants |
| Total Participants | **60 Participants** |

\*Participants consist of students, staff, & faculty

**Budget Breakdown:**

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| --- | --- | --- |
| Warriors Giving Back | Expense | $733.05 |
|  | **Revenue** | **$1,250.77** |

**ASI Leadership**

**Unit Programs & Services**

* ASI Leadership is dedicated to providing activities and services that enable the growth and refinement of leadership skills and traits within students both within the organization and campus-wide. As a relatively new department, ASI Leadership looks forward to building cooperative relationships with other departments on-campus and within the community to provide a comprehensive leadership program to our students.
* Student Government Leadership Council
* 1st Annual Leader 2 Leader Conference

**Unit Achievements**

* Successfully administered first annual Leader 2 Leader Conference offered to campus-wide student leaders. This conference offered student leaders the opportunity to come together for a day of leadership development, activities, and networking. Feedback from participants was overwhelmingly positive with many looking forward to a larger turnout for the 2nd Annual Leader 2 Leader Conference.
* Completed the first year of Student Government Leadership Council (SGLC) enabling students an opportunity to learn about student government, get involved in student government events, and connect with leaders within ASI and on-campus. The SGLC started with nine members at the beginning of the 2014-2015 academic year and had the following retention and leadership successes with council-members:
  + Two members moved on to sit on USU Board of Directors
    - One reappointed for 2015-2016 Academic Year
    - One appointed for 2015-2016 Academic Year and elected Vice Chair
  + One member hired as USU Executive Assistant
  + One member nominated by CSSA as top candidate for Student Trustee Position
  + Three members ran in elections for ASI Board of Directors
    - Two of these members elected to ASI Board of Directors for 2015-2016 Academic Year

**Event/ Services Indicators**

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| --- | --- |
| Leader 2 Leader Conference | 38 Participants |
| SGLC Workshops: |  |
| *Student Success Focus Group* | 7 Participants |
| *Governing Documents – Part 1* | 6 Participants |
| *Governing Documents – Part 2* | 6 Participants |
| *ASI Budget* | 6 Participants |
| *USU Expansion/Renovation* | 3 Participants |
| *Life Skills: Cover Letters, Resumes, & Interviews* | 6 Participants |
| *Life Skills: Time Management* | 2 Participants |

**Budget Breakdown:**

N/A

**USU Operations/ Reservations**

**Unit Programs & Services**

These departments address the maintenance of the union, internal and external use of the venues located in the Student Union. The Reservations and Operations department include the stewardship of budgets allocated for the functions of each of the departments/ services and collaboration from student assistants in roles allowing them to provide services to campus community.

* Maintain the cleanliness of the union through student operated custodial service.
* Supervision of building and operations with the collaborated help of students working as Building Managers.
* Event set up through the Event Managers, a service created to provide a higher level of service for campus community and clients hosting events in USU venues.
* Distribution of funds from the union budget for routine maintenance, repair, replacement and student assistant positions in the union.
* Timely scheduling and coordinating of events for student organizations and campus departments.

**Unit Achievements**

* Beginning in July, new student assistant positions were created to help service the campus community using the union as a study location, for entertainment or events. Student assistants also helped maintain a level of cleanliness in the Student Union.
* The Reservations department transitioned to 25 Live allowing for greater level of service, all departments were serviced in timely manner, zero complaints.
* Operations / Reservations Department has used only 57.0 percent of the budget for operations, repair, replacement and student assistant payroll, savings of $118,578.00
* Operated student assistant’s positions using 68.5 percent of the budget.
* Operated student custodial department staying within the allocated budget for supplies using 94.2 percent of the budget.
* USU Reservations exceeded income projections by 8 percent generating a total of $72,329.00 for fiscal year 2014-2015.
* USU Reservations 10 percent increase in generated income from $62,333.32 in 2013-2014 to $72,329.00 total 2014-2015.
* The Reservations Department by the numbers:
  + - Hosted Internally 487 meetings with an attendance of 28,062
    - Hosted 729 student club events with an attendance of 31,764
    - Hosted 422 campus department events with an attendance of 23,706
    - Hosted a total of 226 off campus events with an attendance of 79,669
  + The Operations Department implemented the use of work tickets, inter-department repair request. By the numbers:
    - Submitted a total of 79 work tickets
    - 49 custodial request
    - 32 USU IT request
    - 41 Building Manager request
    - Average amount of time for ticket completion, 3 days

**Budget Breakdown**

N/A

**USU Service Desk**

**Unit Programs & Services**

The USU Service Desk offers many services and merchandise that meet student, staff, and faculty needs in a manner that is helpful and efficient.

* + Prints
  + Copies
  + Scans
  + Faxes
  + Warrior Identification Cards
  + Bus Passes (Stanislaus & Merced County)
  + Movie Tickets
  + Great America Tickets
  + Boomers Tickets
  + Envelops
  + Greeting Cards
  + Balloons/Helium
  + Warrior Merchandise

**Unit Achievements**

* Started the process of creating a PowerPoint Presentation that will better train new USU Service Desk Attendants of policies, procedures, and processes necessary to properly run the desk.
* Increased the sales of all Buss Passes sold at the Service Desk as compared to the same time period as last year.
* To increase campus awareness of our Print-N-Go! Service. The number of prints (black/white and color) collectively increased by 80% as compared to the same time period as last year.

**Services Indicators**

N/A

**Budget Breakdown**

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| --- | --- | --- |
| USU Service Desk | Expense | 17,564.72 |
|  | **Revenue** | **8,748.25** |

**USU Game Room**

**Unit Programs & Services**

The Game Room is a resource used to provide a place for students to relax and be free of the sometime stressful academic campus environment. Students have the option to enjoy premium television programming, billiard tables, Ping Pong, game consoles, and the latest game console games.

* + USU student assistants meeting the needs of the CSU students hosted in the game room.
  + Enforce fair and equal use of games to all students.
  + Internal game room budget generated to support repair and replacement of items as needed.

**Unit Achievements**

* The Sony PlayStation investment helped generate $17743.00 in 2014-2015 increase of 50 percent from 2013-2014.
* Game room operations budget used only 56.1 percent of allocated budget.
* Game room salary budget operated only using 78.4 percent of allocated budget.

**Services Indicators**

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| --- | --- |
| Game Console Rentals | 887 rentals |

**Budget Breakdown**

N/A

**ASI & USU Marketing**

**Unit Programs & Services**

* ASI Warrior Merchandise Sales
* ASI- Club Colors Apparel and Promotional Items
  + Ordering for Clubs/organizations & Departments
* USU Marketing-
* Graphic Design & Printing
* A-frame rentals
* ASI & USU Marketing- branding the organizations and individual units
* Social Media
* Website

**Service Indicators**

Marketing Requests:

* Print/Design requests: 347
* Business cards: 29
* Total: 383

Facebook:

* 2,821 “likes”
* 163 total posts
* 50-300 average views per post

Instagram:

* 1,043 “followers”
* 160 total posts
* 54 average “likes” per post

Videos:

* 16 YouTube video posts
* 11- Facebook videos
* 10- Instagram videos
* 8- Internal videos roughly
* 30- Total video requests

Snapchat:

* Release Date: February 2015
* People added: 109

App:

* 539 Total users

**Budget Breakdown**

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| --- | --- | --- |
| ASI Merchandise Sales | Expense | $8,024.84 |
|  | **Revenue** | **$5,889.91** |
|  |  |  |

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| --- | --- | --- |
| ASI- Club Color Sales | Expense | $46,809.90 |
|  | **Revenue** | **$36,500.65** |

|  |  |  |
| --- | --- | --- |
| USU Marketing Services | Expense | $4,033.56 |
|  | **Revenue** | **$13,782.64** |

**ASI Strategic Plan**

1. ***Recruitment and Retention of Board of Directors, Student Assistant, Volunteers, and Full Time Staff***

* **ASI Student Government:** Facilitated a winter training session that included both ASI & USU.
* **Code Red Entertainment-** We met this by effectively retaining our Code Red Members. This year one of our main goals was to give them more responsibilities in order for them to feel more valued. Each member planned, created and managed their own event.
* **ASI Leadership-** SGLC workshops carried out to enable involved student leadership development and retention.

1. ***Foster Student Development and Conduct Assessments of Learning Outcomes***

* **ASI Student Government:** Planned and executed a Leaders to Leaders conference.
* **Operations/ Reservations-** Individual staff members have been granted access and trained on the 25live software.
* **USU Game Room-** Conducting semester evaluations and providing feedback to students helping them improve customer service skills.

1. ***Assessment and Measurements of Programs Offered***

* **Code Red Entertainment-**Some coordinators created surveys at the start of the school year. During specific events, our members would randomly pick a student and had them verbally evaluate the event.

1. ***Foster Relationships with Other Departments on Campus while Creating Equal Partnerships and Brand Recognition***

* **ASI Student Government:** ASI BOD directors served on a variety of internal and external committees that consisted of students and faculty (i.e. Branding and Identity Enhancement Project Committee).
* **Code Red Entertainment-** Our programming staff and members have created a great relationship with other departments all across campus. Collaborating on events ends up being very beneficial to all. One of our heavily collaborative event has Homecoming.
* **ASI Leadership-** 
  + Worked with individuals from other departments on campus including Alumni Relations, Communications Department, and Student Leadership & Development to provide students with an informational and engaging program to foster student development in leadership skills (Leader 2 Leader Conference).
  + Currently working with Housing & Residential Life, Financial Aid, Academic Advising, and Financial Services to combine forces and provide students with a Financial Literacy Workshop Series for the upcoming 2015-2016 Academic Year.
* **Operations/ Reservations-** Reservations Department has hosted 422 department events including 23,706 attendees from July 14 to May 2015.
* **USU Game Room-** Allowing the game room to be a space for student organizations to meet contributes to the development of student networking skills needed for long-term success.
* **Marketing-** working with campus departments on the ordering on any apparel or promotional items from Club Colors. Also, working and collaborating with departments such as Health Center and Housing on social media outlets.

1. ***Foster Relationships with the Stanislaus Community and Alumni of California State University, Stanislaus***
   * **Code Red Entertainment-**Our StanFest Concert and Carnival works in a way in which not only targets the campus community, but the Turlock community and Alumni as well.
   * **Operations/ Reservations-** Reservations department has hosted 226 off campus events including 79,669 attendees from July 14 to May 2015.
   * **USU Game Room-** The Game Room is a space external client and Stanislaus community members can reserve at reasonable rate. Providing a level of customer service through student assistants enhances the experience and occasion for the community member.
   * **Marketing-** Alumni Merchandise designs and sales.
2. ***Strengthen Our Relationship with Local, State, and Federal Council Members and/or Legislators for the Betterment of Students at CSU Stanislaus***

* **ASI Student Government:** Continued to work on building a relationship with Turlock City Council. Continued to work on the senior class gift as well as having the ASI President sit as the Alumni Council Liaison for CSSA.

1. ***Plan and Execute More Effective Large-­‐Scale Events***

* **ASI Student Government:** Assisted in the planning and execution of Homecoming and Warrior Day.
* **Operations/ Reservations-** CAS Assessment inventory requirement for maintenance, replacement, inventory of all USU/ASI technology. Task was accomplished through help of new USU IT tech.
* **USU Game Room-** The latest games and PlayStation consoles contribute to the ASI strategic plan, responsible stewardship of funds entrusted by our student community.

1. ***Update the Technology Used within the Organization and Ensure Software is Up To Date***

* **Marketing-**update technology schedule to ensure all computers and software are up to date.

1. ***Be Involved in the Planning and Execution of the University Student Union Renovation/Expansion***

* **ASI Student Government:** ASI President and Vice President joined the USU Chair and Vice Chair during their presentations for the Student Union Renovation/Expansion.
* **Marketing-** Assisted with the marketing and surveys for the Renovation project.

**USU Strategic Plan**

1. ***Provide students with adequate facilities to inspire excellence, innovation, passion, and fun.***

* **University Student Union-** This past year we have pushed towards the initiation of a renovation and expansion project to provide students with the facilities that they need to be successful on this campus.
* **Operations/ Reservations-** Reservations / Operations Departments began implementing Social Tables software to provide detailed layouts of events
* **Marketing-** Assist with the creation of advertising materials to promote the USU building and services.

1. ***Recruitment and retention of University Student Union Board of Directors members, student assistants, volunteers and full-time staff.***

* **University Student Union-** Over the past year, we have worked to recruit and hire students who show a sincere interest in the organization and we have worked to create an experience for those involved with the organization that is fun and fulfilling to encourage their continued participation.
* **Code Red Entertainment-** We met this by effectively retaining our Code Red Members. This year one of our main goals was to give them more responsibilities in order for them to feel more valued. Each member planned, created and managed their own event.
* **USU Game Room-**Encouraging Game Room student staff to be proactive, help with areas of customer service for students hosted in the Game Room.

1. ***Provide memorable and excellent customer service across all units.***

* **University Student Union-** As a board, we have made an effort to provide all students with a meaningful experience and one that helps to better their experience on this campus by providing them with events such as Monday Pick Me Up, the Birthday Bash, Run 4 U, the Halloween Haunted House, and Union/Finals Week.
* **Code Red Entertainment-**At every event, we strive to give students the best experience possible. Also, in working with vendors and students at events, we always kept professional and courteous.
* **Operations/ Reservations-** 
  + Student assistants have participated in trainings and worked more closely with supervisors to improve performance.
  + Feedback from clients both good and bad are shared with the reservations staff to continue to improve services
* **USU Game Room-**Providing a clean and friendly environment in the Game Room.

1. ***Effectively assess and react to student’s needs from and opinions of the University Student Union.***

* **University Student Union-** This past year we have responded to a survey that was taken on the Turlock campus in Spring of 2014 by pursuing the renovation expansion project and we also took surveys at the Stockton Center which lead us to purchasing items that they need for their student center (refrigerator and computers)
* **Code Red Entertainment-**Some coordinators created surveys at the start of the school year. During specific events, our members would randomly pick a student and had them verbally evaluate the event.

1. ***Fostering harmonious and beneficial relationships with other on campus departments.***

* **University Student Union-** The USU Board of Directors have worked to make decisions that better the experiences of all students. We worked especially hard to maintain a good and productive relationship with ASI.
* **Code Red Entertainment-** Our programming staff and members have created a great relationship with other departments all across campus. Collaborating on events ends up being very beneficial to all.
* **Operations/ Reservations-** Reservations department hosted 422 department events including 23,706 attendees from July 14-May 2015.
* **USU Game Room-**Allowing the rental of the game room for events.
* **Marketing-**Assist on campus departments with graphic design and printing needs.

1. ***Make an effort to stay up-to-date on technology and software within the USU.***

* **University Student Union-** Organizationally, we have provided out student assistants and staff with the technology and software that is needed to be most productive and additionally we have worked to make sure that all individuals get the appropriate software training.
* **Operations/ Reservations*-*** CAS Assessment inventory requirement for maintenance, replacement, inventory of all USU/ASI technology. Task was accomplished through help of new USU IT tech.
* **USU Game Room-**Investment in PlayStations allowing for better gaming experience.
* **Marketing-**update technology schedule to ensure all computers and software are up to date.

1. ***Effectively advertise and market the University Student Union and all of its units.***

* **University Student Union-** This past year we focused on expanding and executing a social media plan (Facebook, Instagram, Twitter) and also worked with the marketing department to create print media to reach out to students.
* **Code Red Entertainment-** We use the Marketing team with every opportunity possible. We use them to promote our events on all channels of social media.