



STUDENT UNION, INC.

ANNUAL REPORT
2012/2013



**SAN JOSÉ STATE
UNIVERSITY**

Student Union, Inc. | www.union.sjsu.edu

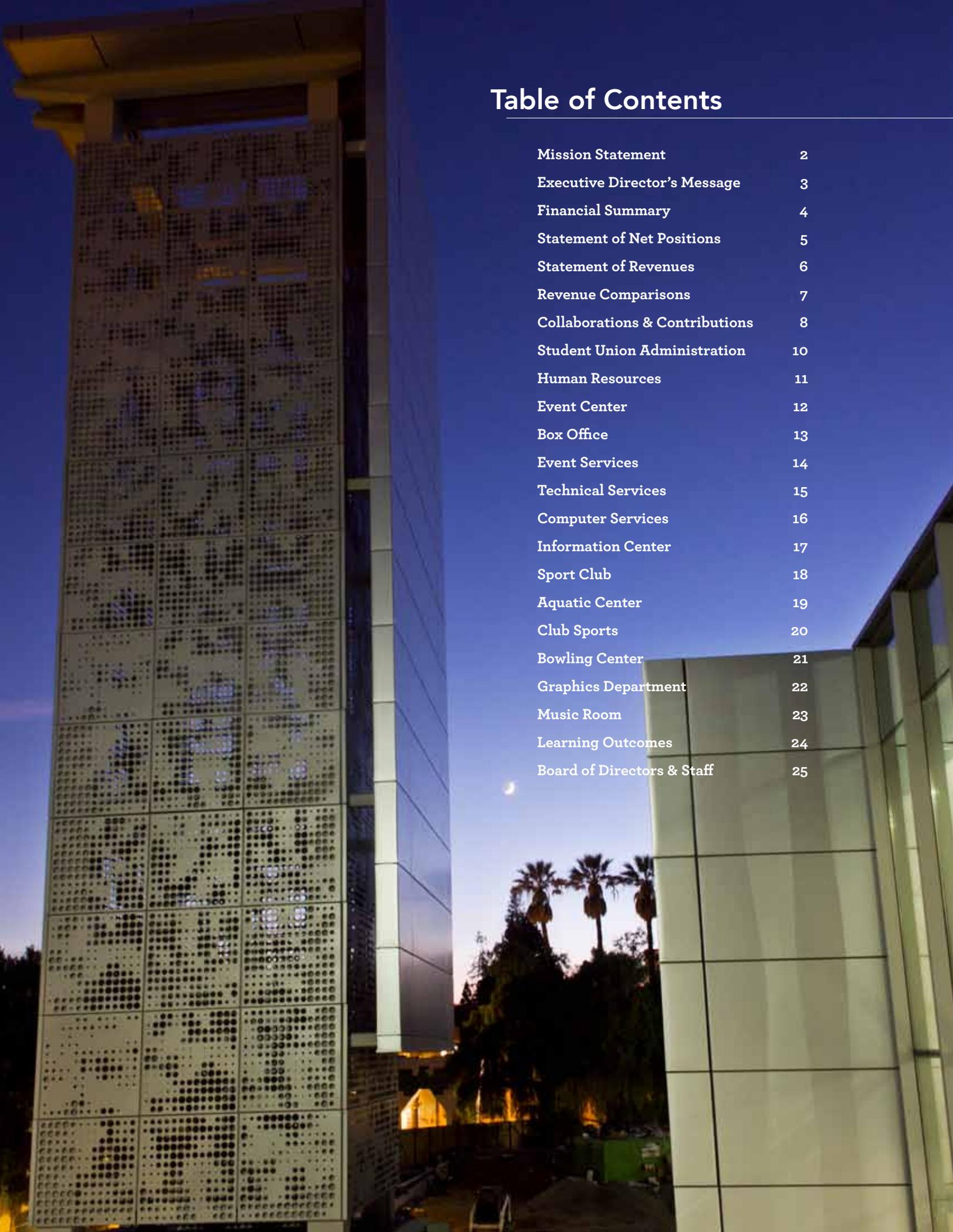


Table of Contents

Mission Statement	2
Executive Director's Message	3
Financial Summary	4
Statement of Net Positions	5
Statement of Revenues	6
Revenue Comparisons	7
Collaborations & Contributions	8
Student Union Administration	10
Human Resources	11
Event Center	12
Box Office	13
Event Services	14
Technical Services	15
Computer Services	16
Information Center	17
Sport Club	18
Aquatic Center	19
Club Sports	20
Bowling Center	21
Graphics Department	22
Music Room	23
Learning Outcomes	24
Board of Directors & Staff	25

Mission Statement

The Student Union Corporation offers quality services and programs that promote social, recreational, cultural and educational development. The Student Union Corporation of San José State University is committed to operating a financially responsible business, facilitating and enhancing the learning experience of a diverse campus community. The Student Union Corporation invests in the well-being of San Jose State University students to be socially responsible leaders and productive individuals who meet the challenges of an ever-changing world.



A MESSAGE FROM THE Executive Director

An Auxiliary Task Force was formed at the request of SJSU President Qayoumi in Fall 2012. This task force was given the direction to consider possible merging and/or dissolution of the various SJSU auxiliaries and released recommendations in a report issued in Spring 2013. Though the President stated there would not be any move to merge or dissolve any auxiliary boards at the current time, the Student Union Board of Directors requested their Board attorney assist them in developing objectives to address concerns based on the task force report. Along with this, the staff and the Board spoke of the need for a complete comparability study, addressing social security concerns, and continued to work with the Student Union facilities team to prepare for the move out of the old Student Union Building. This included moving our fulltime staff from the Student Union building to the construction trailer on 9th street, the closing of the current Student Union building, and the opening and move into the west and east ends of the new sections of the Student Union.

A Special Committee of the Board was appointed by the Board Chair and met throughout the summer to work with Mark Bookman, Board attorney. The result of this work is an 80 page document that addresses the history and role of auxiliaries in the CSU, the SJSU Student Union fee history, promises made to SJSU students for usage of this fee, the applicable laws, analysis of SJSU Student Union operations and its comparison to the College Union Concept and core functions, followed by recommendations.

Over the years auxiliaries such as the Student Union at San Jose State University have provided each campus with various programs, services, and facilities without the use of general fund money. Over time, due to the financial crisis and continued state budget cuts, students have been asked to subsidize their education through increased tuition, and pay for the various services and programs through increased student fees such as those approved for the New and Renovated Student Union, Recreation Center and Aquatic Center. Therefore, we must not forget the role of Student Unions across the country and internationally, which states:

- As the *center of the college community life*, the union complements the academic experience through an extensive variety of *cultural, educational, social, and recreational programs*. These programs provide the opportunity to balance course work and free time as cooperative factors in education.
- The union is a *student-centered* organization that values *participatory decision-making*. Through *volunteerism, its boards, committees, and student employment*, the union offers first-hand experience in citizenship and educates students in leadership, social responsibility, and values.
- In all its processes, the union encourages self-directed activity, giving maximum opportunity for self-realization and for growth in individual social competency and group effectiveness.

(ACUI - The College Union Idea)

Also, we must not forget the core competencies needed by College Unions, as stated by the Association of College Unions International (ACUI) in order to maximize their role described above. These competencies are: Communication, Facilities Management, Fiscal Management, Human Resource Development, Intercultural Proficiency, Leadership, Management, Marketing, Planning, Student Leadership, and Technology. The Board and staff of the Student Union are committed to addressing the recommendations made by the consultant, as well as completing the comparability study and the social security concerns this coming academic year.

Sincerely,

Catherine A. Busalacchi
Executive Director



Financial Summary

The Student Union of San José State University is a California State University auxiliary organization that manages and maintains three major facilities at the San Jose State University campus located in downtown San José, California. The Student Union began its operations at SJSU in October 1969 and became incorporated in March 1982. The facilities include the Student Union Building, the Aquatic Center, the Event Center Building, and a small ATM Kiosk. The non-profit corporation has been in business for over 43 years and receives no state funding. Revenue is derived from student fees collected, as well as revenues earned from various service fees and rental of the facilities. Students interact with the Student Union on a daily basis, either through the use of facilities, participation in sponsored events, or through a Student Union program. The Student Union also acts as a bridge to the greater campus community, whose members makes use of its recreational facilities and attend the diverse concerts and events on the SJSU campus.

In anticipation of future needs, the Student Union has been undergoing a major renovation and expansion since 2010. The Student Center Facilities Project includes the expansion of the current Student Union building to the west and east sides, as well as the complete renovation of the current Student Union building. Student Union fees paid by SJSU students were \$324 per semester and totaled approximately \$19.5 million in FY 2012-13. Student Union fees returned for operations in FY 2012-13 were \$4,347,845. Collected student fees during the year also paid the bond debt which was approximately \$1.65 million. The balance of the collected fees will pay for part of the current renovation as well as the future expansion and renovation of the Sport Club and Aquatic Center. These expanded facilities will better meet the needs and demands of growing student clubs and organizations at SJSU, as well as provide social, recreational, and educational space for all SJSU students. The new facilities will provide opportunities for students, faculty, and staff to socialize, congregate, and engage outside of the classroom.

The Student Union is governed by a Board of Directors composed of eleven (11) voting members:

- Students - Six (6)
- Faculty - Two (2)
- Administrators - Two (2)
- Community Member - One (1)

The Student Union's Executive Director acts as the Board Secretary, which is a non-voting position. The Board of Directors meets at least once quarterly, reviews and develops policy, and approves the annual budget. There are four subcommittees of the Board that address personnel, facilities and programs, the annual audit, and finances and reserves of the corporation.

The Student Union financial reserves consist of Local Reserves held locally by the Student Union and the balance of the collected student fees held in trust by SJSU. These reserves are reviewed annually by the Board of Directors to maintain a solid financial position, as well as ensure adequate funding for future capital improvements.

Providing quality programs and services while constantly improving the quality of Student Union facilities is a priority for Student Union staff and the Board of Directors. The Student Center Facilities Project, currently under construction, anticipates the needs and expectations of future students and will enhance campus life at the university.

Statement of Net Position

THE STUDENT UNION OF SAN JOSÉ STATE UNIVERSITY
(A California State University Auxiliary Organization)
YEARS ENDED JUNE 30, 2013 & 2012

	2013	2012
ASSETS		
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 129,536	\$ 934,989
Investments	660,760	479,181
Accounts Receivable	138,704	157,293
Prepaid Expenses and Other	49,237	58,640
Total Current Assets	978,237	1,630,103
NONCURRENT ASSETS		
Restricted Cash	25,000	25,000
Investments	7,262,653	6,516,573
Fund Held in Trust	121,171	123,197
Capital Assets, Net	2,716,290	2,485,086
Total Noncurrent Assets	10,125,114	9,149,856
Total Assets	\$ 11,103,351	\$ 10,779,959
LIABILITIES & NET POSITION		
CURRENT LIABILITIES		
Accounts Payable	\$ 567,792	\$ 641,986
Accrued Payroll and Related Expenses	384,757	408,914
Other Accrued Liabilities	90,204	82,431
Total Current Liabilities	1,042,753	1,133,331
Funds Held in Trust Liability	121,171	123,197
Total Liabilities	1,163,924	1,256,528
NET POSITION		
Investment in Capital Assets	2,716,290	2,485,086
Unrestricted:		
<i>Board Designated</i>	3,300,622	1,728,552
<i>Unallocated</i>	3,922,515	5,309,793
Total Net Position	\$ 9,939,427	\$ 9,523,431

Statements of Revenues, Expenses & Changes in Net Position

THE STUDENT UNION OF SAN JOSÉ STATE UNIVERSITY

(A California State University Auxiliary Organization)

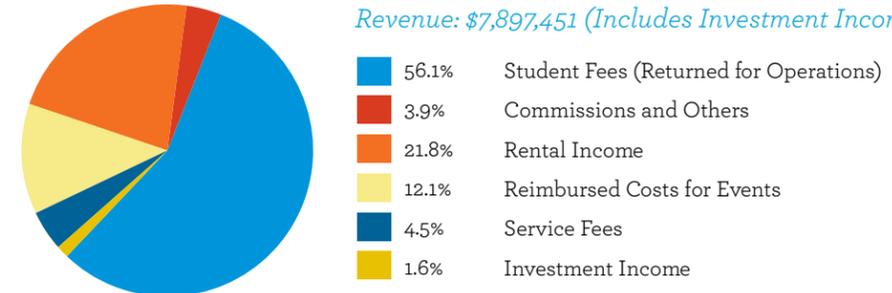
YEARS ENDED JUNE 30, 2013 & 2012

	2013	2012
OPERATING REVENUES		
Student Union Fees	\$ 4,347,845	\$ 4,431,804
Service Fees	310,617	355,888
Reimbursement of Event Costs	567,740	544,232
Rental Income	1,491,814	1,724,168
Reimbursed Wages and Benefits	359,646	407,796
Commissions	126,890	169,610
Other	49,354	135,554
Total Operating Revenues	7,253,906	7,769,052
OPERATING EXPENSES		
Wages and Benefits	3,684,431	3,642,125
Insurance	201,148	217,760
Supplies	237,514	254,063
Communications	38,779	37,903
Repairs and Maintenance	129,368	138,393
Utilities	864,276	872,316
Event Costs	649,471	624,297
Small Equipment Purchases	42,862	61,073
Depreciation	396,030	368,509
Business Services	1,185,071	1,184,261
Miscellaneous	42,004	40,859
Project Expenditures	66,747	50,332
Total Operating Expenses	7,537,701	7,491,891
Operating Income (Loss)	(283,795)	277,161
NONOPERATING INCOME		
Investment Income, Net	699,791	128,399
Increase in Net Position	415,996	405,560
NET POSITION		
Beginning of Year	9,523,431	9,117,871
End of Year	\$ 9,939,427	\$ 9,523,431

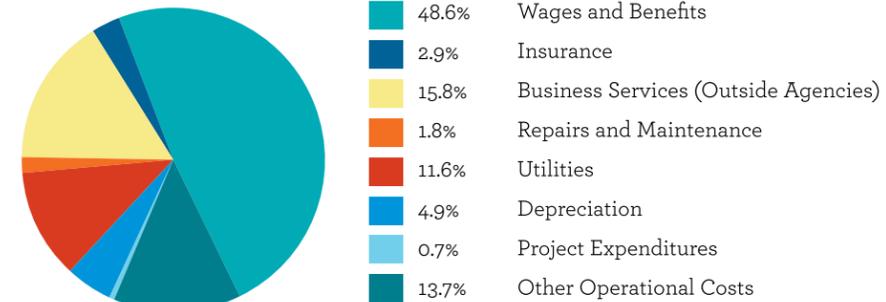
Revenue and Expenses Comparison

FY 2011/2012

Revenue: \$7,897,451 (Includes Investment Income)

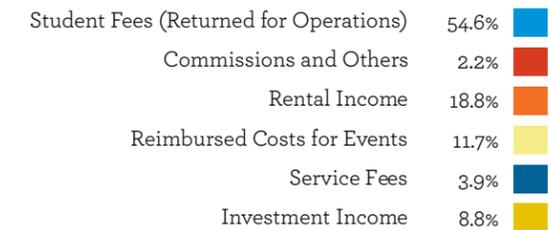


Expenses: \$7,491,891

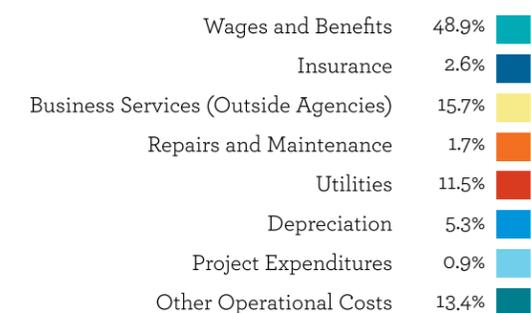


FY 2012/2013

Revenue: \$7,953,697 (Includes Investment Income)



Expenses: \$7,537,701



COLLABORATIONS & CONTRIBUTIONS TO THE SJSU COMMUNITY

The Student Union, Inc. has a strong belief that student needs are best met through generous collaborations and contributions between many departments. By collaborating with and contributing to the university, the Student Union, Inc. supports the university's mission and strengthens its own commitment to student development and the San José State University community.

Division of Student Affairs

- Associated Students
- Career Center
- Cesar Chavez Community Action Center
- Division of Student Affairs
- MOSIAC
- Orientation and Transition
- VP of Student Affairs
- Student Conduct and Ethical Development
- Student Health Center
- Student Involvement
- Women's Resource Center

University Colleges and Academic Departments

- Provost and Vice President for Academic Affairs
- Charles W. Davidson College of Engineering
- College of Applied Sciences and Arts
- College of Business
- College of Humanities and the Arts
- College of Science
- College of Social Sciences
- Connie L. Lurie College of Education
- College of International and Extended Studies

OTHER SJSU DEPARTMENTS & ORGANIZATIONS

- Athletics
- Campus Reading Program
- Human Resources
- International Gateways
- Math Engineering Science Achievement
- Mineta Transportation Institute
- Office of the President
- University Housing
- University Police
- Spartan Shops
- SJSU Research Foundation

STUDENT CLUBS

- African American Commencement Committee
- Akbayan Pilipino American Organization
- Alpha Kappa Omega
- Alpha Kappa Psi Professional Business Fraternity
- Alpha Omicron Pi Women's Fraternity
- Alpha Tau Omega
- Ballroom Dance Club
- Beta Alpha Psi
- Beta Theta Pi
- Biomedical Engineering Society at SJSU
- Black Student Union (BSU)
- Campus Village Building C Hall Government
- Chicano Commencement Committee
- Child and Adolescent Development
- Delta Gamma
- Delta Sigma Phi Fraternity
- Delta Sigma Pi
- Delta Zeta Sorority
- Financial Management Association
- Grupo Folklorico Luna y Sol de San José University
- Indian Students Organization
- Iota Phi Theta Fraternity, Incorporated
- Kappa Delta Sorority
- Lambda Theta Nu Sorority
- Marketing Association
- Muslim Students Association
- Nigerian Student Association
- Peer Health Education Program, Student Educators

- Pi Alpha Phi
- Phi Beta Sigma Fraternity Inc.
- Pi Kappa Alpha Fraternity
- Pi Sigma Alpha
- Pre-Physical Training Club
- Psi Chi
- Public Relations Student Society Association
- Q-Tip (Queers Thoughtfully Interrupting Prejudice)
- Recreation Therapy Association
- Sigma Alpha Lambda
- Sigma Alpha Zeta
- Sigma Chi Fraternity
- Sigma Nu Fraternity
- Sigma Delta Alpha
- Sigma Theta Psi
- Sikh Students Association
- Society for Computer Engineering
- Society of Hmong Students
- Society for Human Resource Management (SHRM)
- Society of Latino Engineers and Scientists
- Student Chapter of the American Meteorological Society (SCAMS)
- Tau Beta Pi
- Theta Chi Fraternity
- United Sorority and Fraternity Council
- Urban Planning Coalition
- Vietnamese Student Association, SJSU
- Women in Aviation

COMMUNITY

- Bay Area Afterschool All Stars
- Downtown College Prep
- East Side Union High School District
- Entertainment Network Productions
- Escuela Popular High School
- FIRST Robotics
- Fischer Middle School
- Far West Wheelchair Sports Camp
- Fresh Lifelines for Youth (FLY)
- Grace Community Center
- Indian Health Center of Santa Clara Valley
- KQED
- Olympics Bowling
- Post Senior Program
- Sacred Heart Community Services
- Stipe Elementary School
- YWCA

Student Union Administration

The Student Union Administration Department oversees the day-to-day operational functions within the Student Union building. Maintaining cooperative relationships with Spartan Shops, Barnes & Noble, Associated Students, and the MOSAIC Cross Cultural Center for operation of their areas within the building, the Student Union Associate Director manages the Administration Office and the Event Services Department while also directing the efforts of the Student Union Operations staff and Student Union Maintenance staff to ensure delivery of quality service to both internal and external customers.

The Administration Office serves as the central lost and found site for SJSU, providing a valuable service to the campus community by handling lost and found transactions for all areas of campus other than the Martin Luther King, Jr. Library and the Event Center. Administration staff worked with more than 100 local businesses to provide door prizes for the Division of Student Affairs' Professional Development Day 2013. The Associate Director worked with architects, construction management and FD&O staff, general contractor, and several consultants and subcontractors on the Student Union Expansion and Renovation Project.

Operations and Event Services worked closely with Student Involvement to support the success of the New Student Orientation Program, despite new challenges presented by the ongoing Student Union Expansion and Renovation Project. As the Student Union moves toward completion of the expansion in late 2013, dedicated and professional full-time staff and the student staff they oversee are working efficiently to meet the increasing needs of student organizations, campus departments, and other campus community customers.

In addition to maintaining the infrastructure of the 44-year-old Student Union building, the Student Union Facilities Engineer worked with the general contractor and various sub-contractors to coordinate connections of the old infrastructure to the new infrastructure of the expansion. The primary focus of those efforts over the past year has been to provide quality customer and employee comfort during the initial phases of construction while determining what will be necessary to maintain that comfort during the renovation phase of the current Student Union building in 2014-2015.

Maintenance responsibilities for the Bowling Center during 2012-2013 were overseen by the Student Union Facilities Engineer. In addition to maintaining reasonable operation of the 44-year-old bowling pinsetters with his staff of student maintenance assistants, the Facility Engineer developed a plan for complete replacement of the pinsetters, masking units, ball returns, scoring system, and monitors. Along with replacement of the lanes and approaches in 2009, these upgrades will transform the Bowling Center into a state-of-the-art facility to match the quality of the New Student Union upon completion of renovations.



Human Resources

A necessary component for the smooth business operations, Human Resources processes job applications, employee development, wage and salary benefits, employee relations, and more. Staff workshops, new hire orientations, and other support programs are organized through Human Resources in support of the missions of both the Student Union, Inc. and San José State University.

TRAINING & DEVELOPMENT

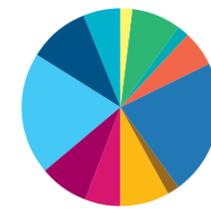
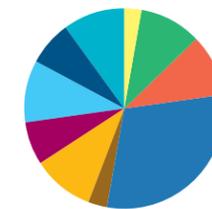
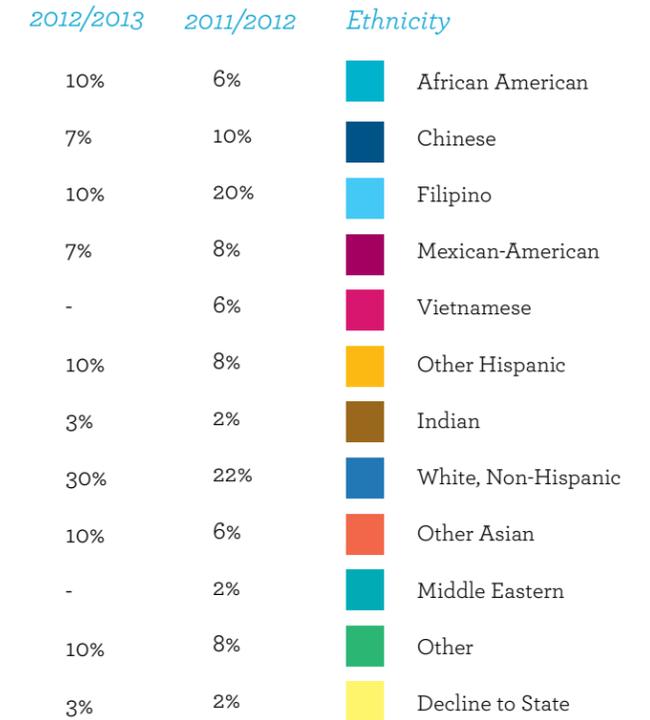
The Intercultural and Development Committee (IDC), comprised of both full-time and student employees, crafts two workshops and two staff celebrations annually. In fall, the IDC organized the Sixth Annual Food and Clothing Drive in conjunction with Sacred Heart Community Service. All Student Union facilities participated, providing drop-off locations for donations to help local families in need have a happy holiday.

In spring 2013, IDC developed a workshop aimed at the Student Union's student staff. The workshop, "Interview Preparation & Real Life Job Immersion" focused on the transition from working as a student assistant to working full-time post-graduation. Topics included resume "Do's & Don'ts," types of interviews, interview preparation, real world job expectations, adapting to business cultural, and social media reputation management.

A "Summer Kick-Off Luau" concluded spring 2013 at the Aquatic Center. The annual potluck features a number of staff favorite games, including a water balloon toss and watermelon eating contest. The entire event is organized and coordinated by the student staff of the IDC.

DIVERSITY STATISTICS

Student Union HR promotes the celebration and appreciation of diversity throughout the organization as an extension of the university's diversity mission. Promoting strong diversity opportunities, programs, and services helps highlight what employees of different backgrounds can do when they work together which is a primary function of Human Resources.



Event Center

Over 90,000 event patrons were attracted to the Event Center in 2012-2013, generating nearly \$2 million in gross ticket sales. The Event Center achieved industry recognition and ranked both statewide and nationwide for the success of its myriad events. With a range of programming including concerts, cultural shows, community events, University events and Spartan Athletics, the Event Center fulfills the University's mission of offering culturally enriching experiences to the campus community.

CONCERTS

Event Center concerts generated nearly \$2 million in gross ticket sales this fiscal year. For generating over \$3 million in gross ticket sales in the 2012 calendar year, the Event Center was named the #3 venue of its size (in the 5,000-10,000 capacity range) in the state of California, as well as the #3 university venue of its size in the US, behind considerably larger and newer venues.

The Event Center had multiple sold out shows highlighting its diverse programming: international Electronic Dance Music (EDM) artist/DJ Tiësto, chart-topping Christian artist Chris Tomlin (in his third show at the Event Center), GRAMMY-nominated hip-hop star Wiz Khalifa, and the "99.7 NOW Triple Ho Show 3.0" - a holiday concert presented by CBS Radio's KMQV-FM, which returned to the Event Center with Korean Youtube sensation Psy and Billboard Magazine's "Rising Star" of 2012, Carly Rae Jepsen.

International stars are drawn to the Event Center thanks to the diverse multicultural San Jose community. A return performance by Pakistani singer Rahat Fateh Ali Khan, comedian talk show duo Guo De Gang & De Yun Xiang Sheng, as well as a co-billed show with Bollywood stars Sunidhi Chauhan and Ali Zafar were all standouts last year.

Driven by Students

The Event Center greatly values the interests of San Jose State University students and hones programming to better serve them, working with promoters to offer exclusive ticket access, discounts, and free tickets. The Event Center's sellout shows and industry rankings can be largely attributed to SJSU's students.

High student demand for EDM concerts, driven by SJSU-exclusive pre-sales and high sales for the Event Center's first EDM concert, led to a show by one of the genre's largest international stars: Tiësto. Nearly 3,000 SJSU students, most of whom purchased tickets at an exclusively discounted price, attended as part of the sold out crowd.

In the weeks leading up to hip-hop shows headlined by Rick Ross and Wiz Khalifa, the marketing team and Event Center launched a major direct marketing campaign. Team staff operated tables and ran contests involving live ticket drawings, giving students two daily chances to win tickets to either concert. These efforts promoted student discount ticket sales and presales.

Students and student groups seized the opportunity to purchase discounted tickets to Chris Tomlin's sold out concert. During the summer of 2012, 500 incoming freshman and orientation leaders were treated to complimentary tickets to a concert with multi-platinum pop singer Demi Lovato.

CAMPUS, COMMUNITY & CULTURAL EVENTS

The Event Center supported campus programming by hosting a variety of campus events, including career & job fairs, honors convocations, and eight university convocation ceremonies.

With the renovation of the Spartan Complex and Yoshihiro Uchida Hall, the Event Center has become the only location on campus to host gym- and arena-based athletic events. In addition to hosting the returning Spartan Men's and Women's basketball teams, the Event Center welcomed Spartan Gymnastics into the facility for all home meets. In the upcoming year, the Event Center will also host Spartan Women's Volleyball.

With the heavy use of the Event Center by Athletics, as well as promotions involving concessionaire Spartan Shops and Associated Students at home games, the Event Center aims to heighten Spartan Pride. New lighted Spartan logos shine on the exterior and interior walls of the Event Center during games, meets, and other Spartan-focused events.

The Event Center proudly hosts community-based events, such as the FIRST Robotics Competition Silicon Valley Regional, as well as the San Jose Sensei Memorial Judo Tournament, and the Polynesian dance festival and competition, Tahiti Fête - both of which celebrated their 21st anniversaries.

THE JOHN STEINBECK AWARD

In July of 2012, the Event Center staff produced an event honoring John Mellencamp with the John Steinbeck Award "in the souls of the people," on behalf of the Center for Steinbeck Studies at San José State University and sponsored by the Student Union, Inc. The evening generated an overwhelming response from the campus community and the media, presenting insight and intimate moments with the artist, who was chosen for his work exemplifying the themes and values found in the writings of John Steinbeck.

Mellencamp became the first musician since Joan Baez to receive the John Steinbeck Award, and did so in front of a sold out crowd at the California Theatre in downtown San José. He also joined Baez as the only two recipients of both the John Steinbeck and Woodie Guthrie Awards. In conversation with Bob Santelli, Director of The Grammy Museum, Mellencamp divulged stories of growing up in small-town Middle America and his songwriting process. The singer-songwriter-activist and creator of Farm Aid paused between anecdotes to share with the audience acoustic renditions of songs from throughout his 40-year career, which Santelli commented were like short Steinbeck novels in themselves. After answering questions from the community in attendance, he invited his six-piece band on stage to conclude the evening with a concert.

Box Office

As a complete ticketing solution, the Box Office prints tickets for all concerts and shows in the Event Center and works with other departments and student groups to provide ticketing for their events.

Community & Campus

The Box Office works closely with groups from all over campus: departments, clubs, and athletics. They've provided ticketing services for Nachta Punjab and the Vietnamese Student Association as well as campus department graduations, for both those in the Event Center and around campus.

Athletics, a long-time collaborator with the Box Office for Spartan Men's and Women's Basketball game ticketing, began to work even more closely with the Box Office with the closure and renovation of Yoshihiro Uchida Hall and Spartan Complex. Spartan Gymnastics' 2012-2013 season was played in the Event Center and ticket by the Box Office and Spartan Volleyball will follow suit in 2013-2014. The Box Office also acts as a secondary box office for Spartan Football games.

With a reputation for quality service that's stretched out beyond campus, the Box Office was contacted by outside company Entertainment Network Productions in 2012-2013 to provide ticketing service for their events. These shows included a "Canary Christmas Rock Fest" and a "Valentines Fashion Show." The Box Office looks to continue this relationship in 2013-2014 as the company begins to host shows throughout the Bay Area and Santa Cruz. The San José Civic Auditorium's Box Office and the Mountain Winery both reached out to the Event Center Box Office to collaborate for SJSU student tickets for shows in their venues. When the Event Center worked with the Center for Steinbeck studies to co-sponsor the ceremony to award John Mellencamp with the John Steinbeck Award, the Box Office collaborated with the California Theater to provide ticketing for the event.

EVENT CENTER

With the Event Center's renewed drive to attract students to campus concerts, the Box Office took center stage creating ticketing solutions targeted at students. This included SJSU student-only presales, special ticket prices, and ticket giveaways. Many students enticed by these concert promotions "rediscovered" the Box Office and its services.

As a primary point of customer service for the Event Center, the Box Office was well-prepared when electronic dance artist Tiësto postponed a tour date from fall 2012 to spring 2013. Tickets were refunded as necessary and a second batch were put on sale. Christian music artist Chris Tomlin almost sold out the Event Center thanks to the Box Office's efforts selling group-rate tickets to local community groups. As a special promotion, the Box Office printed free tickets to a Demi Lovato concert for New Student Orientation in summer 2012. These specialized ticketing services make the Box Office a crucial service.



Event Services

As the first stop for any department, organization or company looking to reserve space at San José State University, Event Services handles scheduling for almost every room, space, or field on campus. Event Services is committed to providing the best event planning assistance, from coordinating audio-visual needs to finding the optimal locale.

NEW STUDENT UNION

With the impending closure of the 44-year-old Student Union building for renovations, Event Services has worked with all the student groups and campus departments who regularly schedule events in the building. The biggest change for clubs is the scheduling of breakout rooms like the Costanoan or Pacifica rooms, which are used for regular club meetings. Event Services has been working closely with academic scheduling and has been given some control over classroom reservations. Many of the clubs who previously held their meetings in the Student Union have found temporary homes in classrooms.

EVENTS SCHEDULED BY EVENT SERVICES DURING FISCAL YEAR 2012-2013

The Event Services department assisted in thousands of events last year. The number of events and scheduled attendances are as follows:

<i>Total Number of Events Inside the Student Union</i>	<i># of Events</i>	<i>Attendees</i>
Student Groups	2,031	62,961
Departments	431	15,947
Career Center	27	1,890
Orientation	72	7,440
Associated Students	32	2,880
Student Involvement	10	350
Off Campus Groups	556	63,384
Total	3,159	154,852
<i>Total Number of Events Outside the Student Union</i>	<i># of Events</i>	<i>Attendees</i>
BBQ & 7th Street Volleyball Area	164	2,300
SPX Gyms & South Campus Fields	727	24,718
Plazas & Lawn Areas	350	28,700
Morris Dailey Auditorium	199	13,333
Classrooms	912	39,216
Spartan Memorial	240	13,200
Total	2,592	121,467
Student Union Tables	774	
Banners	100	
Overall Total	6,625	276,319

OPERATIONS

The Operations staff continued to be the strength of the Student Union building operations. They have coordinated and supported their efforts with student staff from the Event Services Department to efficiently perform the necessary daily custodial functions throughout the interior and exterior of the facility. They also perform the set-up and breakdown needs for the large volume of scheduled events within the Student Union building, often responding to unforeseen needs of an immediate nature. The Operations Department staff members and the students they supervise are reliable, responsible, and dedicated individuals who work tirelessly to provide an exceptional level of customer service to all those who enter the Student Union building for any reason.

Technical Services

Technical Services supports myriad events of all types, across campus and throughout the entire campus community. Providing professional-quality event production and design experience, Technical Services uses the best available audio and video equipment for its clients, rivaling some of the biggest names in the Silicon Valley event production.

STAFF TRAINING

Event production requires well-trained staff who know how to get the best out of their equipment. Technical Services employees are hired with varying skill levels, but all must be brought up to a high level of competency. The Technical Training Program gives technicians the essential knowledge, skills, and abilities that create the high standard of quality for which the department is known for. Styled after classroom lectures, the program provides a solid foundation of skills necessary for future careers in the entertainment industry. This training program has been sourced by other venues and Universities as a model for their own programs.

EVENT CENTER

Technical Services supports all productions held in the Event Center Arena. The staff and the equipment for each event vary based on the needs and requirements of the event. In-house equipment changes along with the industry, and 2012-2013 was no different. This year's focus was on continuing the transition to all HD-format video and expanding recording and editing capabilities. The Event Center now has one of the most advanced video systems available on campus.

MORRIS DAILEY AUDITORIUM

Morris Dailey Auditorium continues to grow as a very popular venue for student and campus events. With symposiums, cultural shows, town-hall meetings, and graduations, the historic auditorium has become one of the department's top revenue generators. The auditorium was upgraded to be a "Smart Classroom" in 2013, and Technical Services continues to work with the new equipment to support the needs of events in addition to its traditional use as a large lecture hall for classes.

OUTSIDE EVENTS

San José State University has limited established venues for holding events. When the Event Center, Barrett Ballroom, and Morris Dailey Auditorium are booked for other activities, student groups and campus entities get creative and find other spaces on campus to hold their events. Technical Services' rapid growth over the past several years can be attributed directly to the department's ability to be flexible and support events in many different locations across campus. Some of the places on campus used for events in 2012-2013 included:

- Koret Plaza
- Engineering 189
- South Tower Lawn
- North Tower Lawn
- Washington Square Hall
- Sweeney Hall
- Business Classrooms
- Tommy Smith and John Carlos Lawn
- Martin Luther King, Jr. Library
- Spartan Stadium
- Moss Landing Marine Labs Campus



Computer Services

Computer Services provides technology services to internal and external patrons of the Student Union. Maintaining a secure corporate infrastructure to allow reliable and confidential electronic data transfer and consulting with Central IT, Student Affairs and other university departments on general technology concerns and improvements are just two functions performed by Computer Services.

ON THE WEB

The Student Union, Inc. website continues to be an important source of information about facilities and services. Other than the basics of providing a standard Section 508-compliant website, Computer Services maintains the following websites and applications:

- Club Sports
- Equipment Check System
- Sport Club Management System
- Event and Activity Display System
- More Campus Life

Enterprise Asset Management

Computer Services engages in ongoing efforts to increase the reliability and availability of its systems. Along with updates to the recovery technology, the department has minimized network and computer interruption by maintaining virus and security software.

Network Infrastructure Upgrade

Cisco Catalyst 3750-X Switches were deployed this year. These enterprise-class stackable and standalone switches provide high availability, scalability, security, energy efficiency, and ease of operation, adding an ultra-high speed internal switching fabric that resulted in increased network performance.

Server and Workstation Upgrades, Virtualization and iSCSI SAN Storage

Over 50 workstations were upgraded to Windows 7 Enterprise and 90% of the production servers were upgraded to Server 2008. Office 2010 and McAfee Enterprise 8.8 was deployed. Several production servers were migrated to a Hyper-V 2012 (Microsoft Virtualization Platform) platform.

Web Site System Upgrades

Production and development servers are now running new versions of PHP, MYSQL, and Apache on a virtualized environment. The virtualized environment brings faster server provisioning, portability, improved disaster recovery, and the ability to easily isolate applications without additional hardware cost.

Secure Document Imaging

Several network-based N1800 document scanners with enhanced security were deployed, allowing departments to scan documents, digitally encrypt them, and send them to secure locations.

Security Upgrades

ACCPAC accounting software was upgraded to the latest version and databases were moved to a more secure hardware and software platform. To enhance the security of the data, several layers of encryption were added.

E-Fax and Scan-to-Email

Multifunction printers were added to the Student Union and Event Center to reduce paper waste, lower cost, increase efficiency, and produce a more scalable environment. Staff can receive faxes from remote locations through desktops, laptops, and mobile devices.

Email Communications

Computer Services prepared seven separate email blasts during 2012-2013 which were received by over 10,000 customers. To maintain an accurate email list, Computer Services collaborates with the Box Office Manager to collate data and purges invalid email addresses. This “cleaning” process reduces bounce backs, spam reports, and opt-outs. Data is then merged into customer email blasts that utilize images prepared by the Graphics Department.

COLLABORATIVE PARTNERSHIPS & PROJECTS

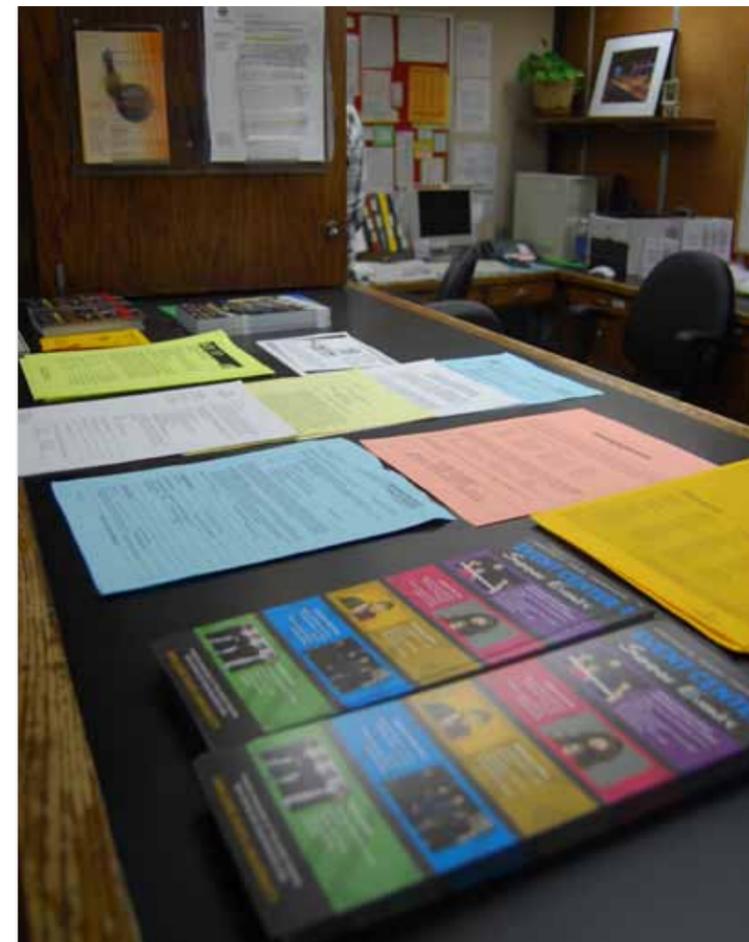
Computer Services constantly strives to find technology that supports some of the most successful departments on campus.

Campus Committees and Working Groups

Serving on campus committees and partnering with campus departments provides great opportunities to tackle common security and best practices concerns and allows the Student Union to focus on its own unique services. Ongoing collaborations include assisting campus departments and the community with system upgrades and troubleshooting. Departments assisted with such services include Spartan Shops, Associated Student, Mosaic, and Career Center.

- CISC Committee: Reviews changes to federal and state laws, along with the review of changes to CSU and SJSU policies. Members assist in the identification and analysis of campus-wide information security exposures and provide recommendations on guidelines, procedures, and training to effectively manage risks associated with the collection, use, maintenance, and release of protected information.

- SJSU Cloud Storage Committee: In conjunction with other campus departments, this committee has entered the first phase of reviewing enterprise-level cloud-based storage solutions.
- SJSU Central AD Committee: Members of the campus community have come together to evaluate the possibility of using a single Active Directory.
- SJSU Vulnerability and Patch Management Committee: Vulnerability and patch management takes center stage for all IT departments. As such, the campus formed this committee to bring together top talent that evaluates vulnerability and patch management solutions for use across campus, leveraging resources not easily utilized by smaller groups while allowing localized controls and reporting crucial for future success.
- Student Union Construction Team: With a state-of-the-art building coming in the near future, Computer Services has been tasked with documentation review and directing various consultants to develop a building with the latest and greatest technology. In addition, the IT team and other members of the Student Union are reviewing the impact of moving to swing space. FD&O, ITS, and other campus departments are working together to ensure a smooth transition.



Information Center

Answering hundreds of questions every day through phone calls and walk-up inquiries, the Information Center is a central storehouse of information at San José State University. Information Center employees are required to be knowledgeable on almost every facet of SJSU, from policy and procedures to daily events and scheduling. For many community members visiting or calling campus, the Information Center is the first point of human contact, requiring some of the highest-level customer service standards on campus.

Direct Marketing & Event Support

Information Center employees excel at direct marketing of all kinds, thanks to their outgoing, friendly energy. In fall 2012, a new type of direct marketing was initiated to promote Event Center concerts. During the busy fall season, employees manned tables where students could enter for twice-daily live drawings for free tickets. Students could enter for the drawing whenever they liked, but winners had to be present to win during the drawing times. This new style of promotion generated lots of attention, but also necessitates more staff to set up and maintain, and having established, set times for drawings created rigid staffing requirements. The process was streamlined somewhat during spring 2013, and the drawings remained highly successful as a promotional tool.

For events such as New Student Orientation and New Spartan Day, the Information Center plays a vital role providing information to new students. Many incoming and new students are lost, disoriented, or confused, and the Information Center helps them find their bearings and prioritize their needs for these special event days. Information Center staff also work tables at resource fairs, handing out materials regarding the Student Union, Inc., and answer questions about the New Student Union.

Because Information Center employees are so well trained in customer service, they make excellent support staff for Student Union, Inc. events, such as the Student Appreciation Festival and the Finals Week Fair. During these events, Information Center staff can be seen directing attendees, handing out freebies, or being generally congenial. They strive to create a positive impression of the Student Union, Inc. at all times.

Sport Club

A complete fitness facility, the Sport Club features a full complement of weight equipment, cardio machines, and activity rooms. It remains one of the few gyms in the South Bay to house dedicated racquetball courts alongside its dance studios, mini-gym, and aerobics room. Coupled with a great location on campus, these features make it plain to see why the Sport Club draws patronage from not just students, faculty, and staff, but also from the local community of people who live and work in downtown San Jose.

OPERATIONAL EXPANSION

The Sport Club tracks its success through year-to-year growth. Total usage rose to 287,676 in fiscal year 2012-2013, an increase of 21,908 from 2011-2012. The biggest gains in usage came from students and university affiliates (alumni, students of other colleges, open university students, visiting scholars, and City of San Jose employees).

The Sport Club actively seeks this growth by constantly looking to meet the needs of its patrons. In 2012-2013, the Sport Club underwent a series of minor and mid-level upgrades to draw in patrons. Old equipment in the weight room was replaced with brand new Hammer Strength and Life Fitness equipment during winter 2013. Revolutionary squat racks replaced multiple old machines, clearing up additional equipment space. A new squat platform was added to accommodate both club members pursuing weightlifting goals and the weightlifting club team members. New carpets were laid throughout the main floor in summer of 2012, and a new front desk was installed to better accommodate customer interaction, equipment storage needs, and technology upgrades.

The most direct way to increase patronage is to be open and operational when customers want to work out. In 2012-2013, the Sport Club stayed open later on Fridays and Sundays while cutting back on hours where patronage was the lowest, leading to a net increase in hours of operation of seven hours per week.

SPECIAL EVENTS

The 2012-2013 fiscal year saw a renewed commitment to drawing patrons in through special events, crafting its own events and collaborating with other departments. On April 19th, the Women's Resource Center partnered up with the Sport Club's personal trainers to work with women who were interested in learning about weight lifting, proper form, and various exercises. The workshop was a complete success and was well attended.

The Spartan Weightlifting Competition, held on May 14, featured competition in the deadlift, bench press, and squat. Attendees could compete in various weight classes in both men's and women's brackets. Monster Energy and Nesquick gave out free samples during the contest. The popularity of this annual competition has sparked the formation of a new club sport, Powerlifting.

A five-week course titled "New Year, New You" helped a group of ten students reach their New Year's fitness goals. Participants worked with personal trainers and group fitness instructors in the gym and met with members of the Nutrition Education Action Team, the programs co-sponsors, to create a complete lifestyle change that involved quality workout regimens and healthy eating goals.

Training

In a fitness facility, there's always the looming danger of patron injury. Staff must be alert, prepared, and well-trained. An Adult First-Aid/CPR/AED course was taught to over 18 employees in April.

A supervisor retreat was held in August for the Sport Club's eight supervisors. The team stayed one night in a cabin in Arnold, CA to encourage bonding through mutual activity, such as cooking and hiking. Presentations on communicating with customers were held and goals for the future were established.

Groups Using

Groups from every part of campus reserve the Sport Club. Club Sports teams reserve space to hold matches and practice, cultural dance clubs reserve space to choreograph their events, and fraternities and sororities grind out their routines before going on stage to show their peers. With the closure of Yoshihiro Uchida Hall and Spartan Complex for renovations, the Sport Club has taken center stage as a venue for Kinesiology department classes, hosting everything from Yoga and Pilates to Aerobics and Body Sculpting. Associated Students also hosts a number of group fitness classes in the Sport Club.

Usage Comparisons

	<i>June 1st, 2011 - June 1st, 2012</i>	<i>June 1st, 2012 - June 1st, 2013</i>
Day Pass	1,148	1,425
Student	253,182	277,824
Faculty/Staff	2,921	2,410
Affiliate	6,962	5,063
Community	1,555	954
Total	265,768	287,676

Aquatic Center

One of the largest heated outdoor pools in the western United States, the Aquatic Center is a year-round destination for swim enthusiasts, athletes, and casual swimmers. While the pool is open to the public year-round for both lap and recreational swimming, the students, faculty, and staff of SJSU make up its core base of patrons. It is the proud home of many Spartan athletics teams and the training grounds for Olympians from the Silicon Valley.

Significant accomplishments

A new Aquatic Center manager was hired in the 2012-2013 fiscal year. Having worked at the pool for a number of years as a student employee, Beth Harberts comes to the position with lots of knowledge about the Aquatic Center's daily operation.

FACILITY UPGRADES

From May 22 through summer 2013, the facility was closed for repairs and renovations. After the pool was drained, repairs began immediately. All underwater lighting was repaired to working order and every bulb in the pool was replaced. The existing layer of plaster was too damaged to be repaired or cleaned and instead was completely removed before a new layer was laid along the bottom of the pool. This new layer of plaster not only looks considerably better, but will be safer for pool patrons.

To help emphasize the Aquatic Center's major renovation, smaller touches were added. Various "Aquatic Center" signs were repainted and updated, and the shrubs along the back fence of the Aquatic Center were trimmed and cleaned. The overall effect is a stunningly more enticing Aquatic Center.

ATHLETICS

Two NCAA Division I teams call the Aquatic Center their home: Spartan Water Polo (W) and Spartan Swimming & Diving (W). The Water Polo team played five of their games in the home pool in 2012-2013 and Swimming & Diving held two multi-collegiate matches. Three club teams also use the Aquatic Center to host games: Swimming & Diving (M), Water Polo (M), and Triathlon.

Teams from off-campus covet the Aquatic Center as a great place to practice, including the nearby Notre Dame High School's swim team and the Santa Clara Aquamaids, an Olympic-level synchronized swim team.

SPECIAL EVENTS

The Aquatic Center hosts a handful of events every year, usually focused around getting students out to the pool and giving them a chance to relax or have fun. The "Finals Kick Off

Celebration" epitomizes these successful poolside events. The annual pool party features a DJ, free tank tops, free lunch, and a full slate of activities. Attendees could compete in a triple-event diving board contest, water balloon toss, and an energy drink dive. Sponsors for the event included Monster Energy Drinks and Nestle Nesquick.

Collaborative efforts are often rewarded with outstanding events, such as the "Splash 'N' Dash," hosted alongside Associated Students Campus Recreation. Participants for the competition swam 20 lengths of the pool, zig-zagging from one end to the other, then hopped out of the pool to run a 5K. Winners were given prizes and cheers.

Later in the year, Spartan Recreation hosted an event to celebrate National Recreation Day with the goal to get students outside and active. Activities for the "Rec Day" included a climbing wall, a bungee cord trampoline, and a sandy-candy food project.

Programs

Private swim lessons were offered in both the fall and spring semesters. These lessons are targeted at any age range and are a very affordable and convenient way for anyone in or around the campus community to learn to swim.

Staff Trainings

Well-trained staff are a necessity at facilities where patron safety is a top priority. The Aquatic Center is no different, holding monthly trainings that feature lifeguard challenges. Special topics and skills were highlighted, including how to recognize an emergency, rescuing multiple victims, shallow and deep water back boarding, and performing CPR with AED assistance. Lifeguards also practice clothed rescues in preparation for cold weather procedures.

Additionally, all supervisors attended a one-day retreat with the assistant facilities manager. Supervisors worked on team-building exercises while snowshoeing at Dodge Ridge. Later in the day, supervisors discussed future semester goals for the facility with the new Aquatic Center manager.

HONORS AND AWARDS

Staff at the Aquatic Center are deeply involved with many different student organizations and athletics, a point of pride for the Student Union, Inc. These student staff members range from Housing RA's and fraternity presidents, to athletics team leaders and volunteers. Five employees of the Aquatic Center graduated during the 2012-2013 with over two years of service to the facility.



Club Sports

The Club Sports program continues to succeed, growing to almost 600 student athletes with 30 coaches. Club teams compete at varying levels, from local leagues to national tournaments. Managed by students with passion for their sport and the spirit of competition, Club Sports teams raised over \$350,000 through player dues, sponsorships, fundraisers, donations, and annual allocations. Not only do these clubs promote a healthy, active lifestyle, they also teach leadership, responsibility, and management skills. The Student Union, Inc. is proud to support these active, committed Spartans in their endeavors.

TEAM ACCOMPLISHMENTS

Boxing

The Boxing team continues a long tradition of boxing excellence at San Jose State University. Team standouts Gabriel Sanchez and Oscar Comes traveled to Ledyard, CT to compete in a national tournament against athletes from the top east coast UC Coast Guard Academy, the University of Virginia, the US Navy Academy and the US Army Academy. Sanchez defeated two out of three competitors, receiving second place in his weight division.

Powerlifting

New for the 2012-2013 academic year, the powerlifting team was no stranger to success. While many of the team members had never competed in the sport of powerlifting, eight of them travelled to Killeen, TX to compete at the Collegiate National Powerlifting Competition. James McCabe and Tiffany Leung stood out in their weight classes. Leung placed third and McCabe took home the gold, making him the national champion

in his weight class. This success is expected to continue with the coming years. Many athletes are realizing the benefits of powerlifting, such as strength, power, endurance, and discipline that helps them grow as Club Sports participants.

Wrestling

The men and women of the wrestling team have continued to grow. Four team members traveled to Allen, TX for the NCWA national tournament. There were great performances by Tyler Pederson, Jobel Cabigting, Cindy Kuang and Sonia Beri. Beri finished first in her weight class and was awarded “Most Outstanding Wrestler” at the tournament in the women’s division.

Training

In mid-August, Club Sports organized a Leadership Training Program. Each team sent their president and one other representative to receive training in effective communication and strong leadership styles. Teams were briefed on important dates for the upcoming year along with all of the procedures and requirements to help their sport operate smoothly throughout the season. This training keeps everyone on the same page operationally and gives teams and program leaders a chance to conceptualize goals for the coming year.

Looking Ahead

Club Sports continues to mold and enhance leaders from every area of campus. For the upcoming year 2013-2014, Club Sports looks to add three new teams: Division 3 Ice Hockey, Salsa and Women’s Softball. These additions will join the 21 other existing teams, continuing the trend of year-to-year growth for the program. It will remain the goal of the program to help enable student athletes and leaders of all backgrounds, cultures, genders and competitive interests to shine as Spartans.

COMPETITION AND TRAVEL

Each Club Sports team belongs to a sport-specific national governing body that oversees conference play as well as regional and national playoffs. Each team chooses and joins a local conference and begins to create and manage their competition schedules by contacting other teams and confirming game dates, reserving facility space, organizing travel reservations, and approving player eligibility. Many teams purposefully build their schedule to include competitors from around the state and across the country, seeking various levels of competition. This experience allows teams to interact with different programs, compete against different systems of play, and push themselves to new levels of training. This year alone, teams have successfully budgeted and traveled to Nevada, Texas, Colorado, Utah, Arizona, Connecticut, and all throughout California to compete in regional tournaments and national playoffs.



Bowling Center

As one of the most popular recreation destinations on campus, the Bowling Center features bowling lanes, table tennis, billiards, and an arcade. Patrons continually return to the Bowling Center thanks to its commitment to programs and promotions, often aimed at serving the community or raising funds for charitable causes.

PACKING UP

As one of the few services that will go on hiatus during the renovation of the Student Union, the Bowling Center closed for operation until further notice during summer 2013. The process of closing the Bowling Center was preceded by the cataloging and storing of files, materials, and equipment that might be disturbed during the renovation.

HELPING HANDS

In October 2012, the Bowling Center held its annual “Strike Out Cancer” fundraiser with a goal of \$1,000. Staff worked exceptionally hard getting word out and fundraising themselves, surpassing the goal and collecting \$1,402 for the American Cancer Society. The following month, staff participated in the “Box Tops for Education” drive. They again surpassed their goal, collecting 89 box tops for the Bowling Center’s adopted third grade class at Samuel Stipe Elementary School.

December’s “Fill the Bag” promotion asked customers to pick up empty bags from the bowling center and return them filled with food items or new toys. In return for a full bag, patrons received a January Free Pass, allowing them to bowl during the winter break for free. The Bowling Center collected 400 food items and 20 new toys, all of which were donated to the Sacred Heart Community Center.

The second Box Tops for Education drive in April was accompanied by a Labels for Education Drive. For every three box tops or labels brought in, customers received a free game of bowling. This promotion was exceptionally successful as the Bowling Center collected 458 box tops and 197 labels to be given to the 3rd grade class at Stipe Elementary for school supplies and equipment.

SPRING LUAU AND CARNIVAL

The Spring Luau and Carnival in May attracted over 200 customers. Bowling Center staff split into four groups with four separate tasks to support the event. Each group came up with amazingly fun & entertaining supporting activities for the event. Every customer went home with prizes and complimentary giveaway items. The luau and carnival ended with a drawing for two adult Disneyland 3-day passes.

Graphics Department

Brochures, fliers, posters, social media collateral, pens, t-shirts, banners, inserts, cups, mugs, stickers, temporary tattoos, pencils, post-it pads, folders, event calendar, maps, binders, prize drawing entry slips, websites, e-mail blasts, web advertisements, newspaper ads, date calendars, hours signage, prize drawing boxes, concert posters, internal documents, handbooks, forms, facility signage, name plates, temporary signage, and this annual report are just some of the materials developed by Graphics. Offering complete design services for every department in the Student Union, the Graphics team consists of three focused designers and one dedicated technical writer.

MAJOR PROJECTS

In recent years, the Student Appreciation Festival (SAF) has grown to become one of Graphics' largest annual projects. While not a single document like the Annual Report or Employee Handbook, the SAF required the most complete set of collateral of any single event or project in 2012-2013. Design work included t-shirts, newspaper ads, fliers, table tents, signage during the event, banners, and posters. Graphics employees also work during the festival, helping wherever an additional pair of hands is needed, working tables, and handing out t-shirts.

The 2011-2012 Annual Report was a 40-page document requiring months of lead time to develop. Skeleton reports collected from every Student Union department are molded to fit a singular, unified style for optimum presentation. The report is then arranged, designed, and printed with visual appeal, clarity, and utility in mind. The 2012-2013 Employee Handbook is a similarly large document, requiring annual revisions to make sure that all new student employees are familiar with the most recent company, campus policies, and business practices.



LOOKING AHEAD

In 2013-2014, Graphics anticipates a heavy workload with the pending closure of the existing Student Union building for renovations and the opening of the east and west expansions. These events will likely lead to the largest consolidated project Graphics has ever undertaken. To help ensure that all materials produced will be easily identifiable as material for the New Student Union, Graphics has begun working on its own Identity Standards & Style Guide. This guide provides a set of rules for all material the department will publish on the new building and the renovations, minimizing the effect of student employee turnover on the uniformity and effectiveness of the Student Union's message.

LEARNING OUTCOMES

Student employees in Graphics get the real-world experience today. In 2012-2013, two student employees graduated and moved on to careers in the graphic design field where they directly apply skills gained through working at the Student Union. Student staff are expected to learn how to participate actively in meetings, interact professionally with full-time staff, and understand business deadline expectations. None of these skills are taught in the graphic design academic program, and all are required for a successful career as a graphic designer.



Music Room

The Music Room houses an impressive collection of vinyl records and compact discs spanning almost every known genre and numbering in the 1,000's. Students come to the Music Room to congregate, enjoy the company of the Music Room staff, and most of all discover amazing new music. The Music Room also subscribes to dozens of magazines available for rental, and has chess, checkers, and cards free for students, faculty, or staff to play.

DIRECT MARKETING AND EVENT SUPPORT

Part of what continually draws patrons back to the Music Room is the friendly demeanor and quality customer service of its staff. It's these qualities that make Music Room employees excellent candidates when it comes to staffing tables during direct marketing promotions, resource fairs, and Student Union events. For more information on what kinds of tabling that the Music Room staff assists, see the "Information Center" section of this report.

SAYING GOODBYE

With the impending closure of the 44-year-old Student Union for renovation, the Music Room closed for business indefinitely in May 2013. For over four decades, the Music Room provided students a place to sit, relax, and congregate with one another. It has been the pleasure of every employee who has worked a Music Room shift to engage with the room's patrons, discover incredible music within the collection, and be a part of an unique tradition. The Music Room will be missed by students, faculty, and university staff, but most of all by those who worked there.

In 2013-2014, Music Room student assistants will be transitioned into Information Center positions and have already begun cross-training in early summer 2013.



Learning Outcomes

The Student Union's dedication to student success applies not only to the campus it serves, but also to the many students it employs. Every student assistant is given an opportunity for development and a chance to hone workforce skills that cannot be garnered through academic instruction.

SUBCATEGORY

Learning outcomes describe the knowledge, skills, and attitudes that participants should have after successfully completing a learning experience or program. By reviewing these learning outcomes for a given program, student employees and managers can keep in mind and discuss the larger picture of student learning within the program. Like any other departmental goals, learning outcomes are a set of achievable objectives – a list of things student employees will learn during their time working at the Student Union, Inc.

Outcomes should be regularly assessed and continually reviewed to identify areas of strengths and weaknesses in a department. If student employees are gaining valuable knowledge while on the job, whether through training or work experience, they are highlighting a vital strength for their department. Likewise, students can review learning outcomes and assess themselves to see how they've grown and what new skills they've obtained through their experience outside the classroom.

Below is a sample of learning outcomes and assessments taken from various Student Union departments.

Human Resources

Workforce Readiness workshops and trainings utilize both service and learning measurements. Trainings include transition, productivity, motivation, transferable skills and recognition. Employees develop skills that exemplify the defining qualities of a leader, such as the ability to develop others (train, observe, coach, retrain), understanding self-motivation versus motivating others, and understanding SMART goals: specific, measurable, attainable, realistic and timely.

The Intercultural & Development Committee is charged with assisting student staff in recognizing diversity as a positive force that increases understanding of each other's differences with exercises that examine communication practices, and the social impacts or implications of those interactions. The social implications of positive interactions and interpersonal development are provided to students through two hour sessions twice a year to ensure workforce readiness through effective communication

exercises such as: relationship building techniques; effective resumes, cover letters, and interview skills; how to effectively recognize the contributions of team members; articulation – professional skills both oral and written; and self-confidence and assertiveness trainings.

Technical Services

Learning outcomes are assessed via a self-report survey which asks employees to rate their knowledge before and after their training sessions, as well as rating their confidence in their ability to apply the newfound knowledge in practical application.

Sport Club & Aquatic Center

Employees are asked to be able to demonstrate skills necessary for life-long learning, including critical and creative thinking, communication fluency, information literacy, quantitative fluency, and the ability to engage effectively in collaborative activities. Sport Club supervisors lead Staff Workshops once a month on Customer Service, Diversity, and Emotional Intelligence. During staff trainings, supervisors in the Aquatic Center periodically lead discussion topics to gain leadership skills. All employees participate in these discussion topics, ranging from management ideas to emotional health, which highlights areas of encouraged growth.

TECHNICAL SERVICES TRAINING ASSESSMENT



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