



**DIAZ COMPEAN  
STUDENT UNION, INC.**



**2018 - 2019  
ANNUAL REPORT**



STU



UDENT UNION

## MISSION STATEMENT

The Student Union, Inc. of San José State University supports the development, growth, and well-being of students and the campus community by providing diverse programs, desired services, and quality facilities that enhance the collegiate experience.

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## 50th Anniversary

In November of 1963, the student body approved the building of the Student Union and pledged to support its construction with student fees. In the Fall of 1969, the Student Union opened its doors. When the student body voted for the creation of the Student Union, no one predicted how the building would transform into a cornerstone for the university, drawing in all walks of campus life.

In the 1980s, the student body voted to finance a new recreation center and event center. In 1988, the Aquatic Center opened, and one year later, the Event Center and Sport Club programs cemented their role within the campus, offering fitness, recreation, and entertainment experiences. Through their facilities and programs, the Student Union hosted notable performers, speakers, and personalities including Prince, Bruce Springsteen, President Bill Clinton, the Dalai Lama, Drake, Ken Burns, and many more.

As the years went by, the Student Union became a staple for student-centered spaces and programming. But as the number of campus organizations skyrocketed and as campus life expanded, there was a need for more meeting spaces and a bigger range of services.

Thus, forty years later, the Student Union building was expanded and renovated to better suit the needs of a larger and more diverse student body. In April of 2016, the newly renovated and expanded Diaz Compean Student Union opened its doors. The new Student Union re-established its role as the center of campus life with student lounges, meeting rooms, a flexible ballroom space, breakout rooms, dedicated spaces for student organizations, and various dining locations.

Marking its 50th anniversary in 2019, the Student Union is now the heart and soul of campus. Our facilities provide social, recreational, and educational space for all students, in addition to providing services and programs to meet the campus community demands. Student Union, Inc. continues its investment in the well-being of San Jose State University students and helps them to be socially responsible leaders and productive individuals who meet the challenges of an ever-changing world.



## 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 José State University (SJSU) campus. The Student Union began operations at SJSU in October 1969 and became incorporated in March 1982. The facilities include the renovated and expanded Diaz Compean Student Union, the Event Center, and the new Spartan Recreation & Aquatic Center. The non-profit corporation has been in business for 50 years and receives no state funding. Revenue is derived from Student Union 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 or participation in sponsored events and programs. The Student Union also acts as a conduit to the greater campus community, who utilizes the various recreational facilities and attends the diverse concerts and events on campus.

### Student Center Facilities Project

In anticipation of the needs of future students, the Student Center Facilities Project paved the way for the expanded Diaz Compean Student Union and the recently completed Spartan Recreation and Aquatic Center. The new facility, dubbed the SRAC, was completed in April 2019 and is designed to meet the needs and demands of SJSU's growing campus, providing social, recreational, and educational space for all students, including residential students. These new facilities provide additional opportunities for students, faculty, and staff to socialize, congregate, and engage outside of the classroom.

## BOARD OF DIRECTORS

The Student Union, Inc. is governed by a Board of Directors composed of eleven voting members:

Students - Six  
Faculty - Two  
Administrators - Two  
Community Member - One

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 & programs, the annual audit, and finances & reserves of the corporation.

The Student Union financial reserves consist of Local Reserves held by the Student Union and the balance of the collected Student Union fees held in trust by San José State University. These reserves are reviewed regularly 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 continues to be a priority for the Student Union staff and the Board of Directors. With the opening of the new Spartan Recreation and Aquatic Center, the Student Union now offers a complete set of facilities, services, and programs that meet the needs and expectations of students and enhances campus life at the university.

### Ariadna Manzo

Associated Students President

### Zachary Birrer

Student-at-large Representative  
Board of Directors Spring Vice-Chair

### Marco Alvarado

Student-at-large Representative  
Board of Directors Fall Vice-Chair

### Dr. Sonja Daniels

Vice President  
for Student Affairs Designee

### Charlie Faas

Vice President  
for Administration & Finance

### Joseph Sandoval-Rios

Student-at-large Representative  
Board of Directors Chair

### Emily Wughalter

Faculty Representative

### Ellen Middaugh

Faculty Representative

### Katrina Festejo

Student-at-large  
Representative

### Jeanne Trang

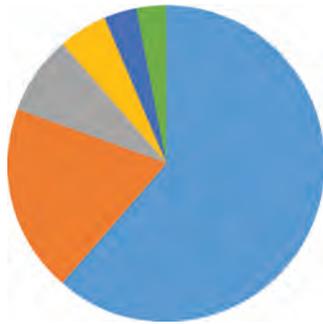
Student-at-large  
Representative

### Rose Lee

Community Member  
Representative

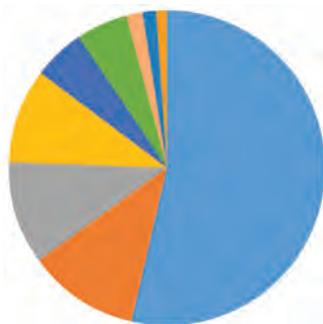
# Revenue and Expenses Comparisons

**FY 2018/2019**



**Revenue: \$15,228,331**

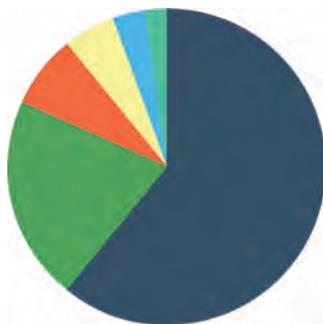
61.6%	Student Fees (Returned for Operations)
19.2%	Rental Income
7.9%	Reimbursed Costs for Events
5.1%	Commissions and Other
3.2%	Investments
3.0%	Service Fees



**Expenses: \$13,800,327**

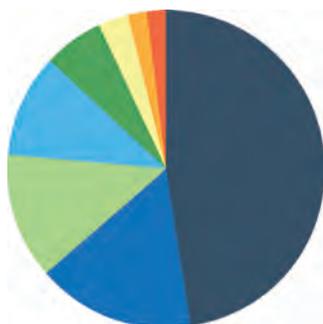
53.8%	Wages and Benefits
11.3%	Business Services (Outside Agencies)
10.7%	Event Cost
9.6%	Utilities
5.4%	Other Operational Costs
5.1%	Depreciation
1.6%	Repairs and Maintenance
1.4%	Insurance
1.1%	Project Expenditures

**FY 2017/2018**



**Revenue: \$12,769,547**

60.9%	Student Fees (Returned for Operations)
21%	Rental Income
7.5%	Reimbursed Costs for Events
5.2%	Commissions and Other
3.3%	Investments
2.1%	Service Fees



**Expenses: \$11,288,341**

47.8%	Wages and Benefits
16.1%	Other Operational Costs
12.6%	Business Services (Outside Agencies)
10.6%	Utilities
6.1%	Depreciation
3.1%	Project Expenditures
1.9%	Insurance
1.8%	Repairs and Maintenance

## Statements of Net Position

THE STUDENT UNION OF SAN JOSÉ STATE UNIVERSITY  
(A California State University Auxiliary Organization)

### YEARS ENDED JUNE 30, 2019 & 2018

ASSETS	2019	2018
<b>CURRENT ASSETS</b>		
Cash and Cash Equivalents	\$ 904,307	\$ 1,338,091
Investments	2,678,047	1,068,224
Accounts Receivable	254,689	219,858
Receivable from the University	136,594	70,170
Prepaid Expenses and Other	131,294	89,782
<b>Total Current Assets</b>	<b>4,104,931</b>	<b>2,786,125</b>
<b>NONCURRENT ASSETS</b>		
Restricted Cash	25,000	25,000
Investments	7,220,271	6,886,315
Funds Held in Trust	66,186	119,670
Capital Assets, Net	3,668,490	4,115,440
<b>Total Noncurrent Assets</b>	<b>10,979,947</b>	<b>11,146,425</b>
<b>Total Assets</b>	<b>\$ 15,084,878</b>	<b>\$ 13,932,550</b>
<b>DEFERRED OUTFLOWS OF RESOURCES</b>		
OPEB deferred outflow	\$ 243,796	\$ 243,796
<b>LIABILITIES &amp; NET POSITION</b>		
<b>CURRENT LIABILITIES</b>		
Accounts Payable	\$ 1,088,347	\$ 1,689,691
Accrued Payroll and Related Expenses	736,341	569,559
Other Accrued Liabilities	346,932	318,870
<b>Total Current Liabilities</b>	<b>2,171,620</b>	<b>2,578,120</b>
Net OPEB liability	876,658	661,652
Funds Held in Trust Liability	66,186	119,670
<b>Total Noncurrent Liabilities</b>	<b>942,844</b>	<b>781,322</b>
<b>Total Liabilities</b>	<b>\$ 3,114,464</b>	<b>\$ 3,359,442</b>
<b>DEFERRED INFLOWS OF RESOURCES</b>		
OPEB deferred inflow	\$ 477,686	\$ 508,384
<b>NET POSITION</b>		
Investment in Capital Assets	\$ 3,668,490	\$ 4,115,440
Unrestricted:		
Board-Designated	1,280,404	989,912
Unallocated	6,787,630	5,203,168
<b>Total Net Position</b>	<b>11,736,524</b>	<b>10,308,520</b>

# Statements of Revenues, Expenses, and Changes in Net Position

THE STUDENT UNION OF SAN JOSÉ STATE UNIVERSITY

(A California State University Auxiliary Organization)

## YEARS ENDED JUNE 30, 2019 & 2018

	2019	2018
<b>OPERATING REVENUES</b>		
Student Union Fees	\$ 9,376,315	\$ 7,774,169
Service Fees	461,827	274,444
Reimbursement of Event Costs	1,208,374	954,119
Rental Income	2,921,423	2,684,755
Reimbursed Wages and Benefits	510,167	440,669
Commissions	208,383	179,614
Other	59,461	41,392
	<u>14,745,950</u>	<u>12,349,162</u>
Total Operating Revenues		
<b>OPERATING EXPENSES</b>		
Wages, Benefits, and Payroll Taxes	\$ 7,423,266	\$ 5,393,541
Insurance	191,634	218,797
Supplies	397,710	285,696
Communications	199,845	206,722
Repairs and Maintenance	217,044	198,669
Utilities	1,321,442	1,194,946
Event Costs	1,475,405	1,220,907
Small Equipment Purchases	77,539	32,577
Depreciation and amortization	705,072	687,712
Business Services	1,559,359	1,423,537
Miscellaneous	75,766	73,850
Project Expenditures	156,245	351,387
	<u>13,800,327</u>	<u>11,288,341</u>
Total Operating Expenses		
Operating Income	945,623	1,060,821
<b>NONOPERATING REVENUE</b>		
Investment Income, Net	482,381	420,385
	<u>482,381</u>	<u>420,385</u>
Increase in Net Position	1,428,004	1,481,206
<b>NET POSITION</b>		
Beginning of Year	10,308,520	8,827,314
End of Year	<u>\$ 11,736,524</u>	<u>\$ 10,308,520</u>



## ADMINISTRATION & OPERATIONS

The Student Union (SU) Administration Department oversees daily operational functions within the Student Union building. The Student Union Associate Director maintains cooperative relationships with Spartan Eats, Barnes & Noble, Associated Students, and various student organizations for the operation of their areas. In addition, the SU Associate Director manages the administrative offices to ensure delivery of quality service to both internal and external customers.

The SU Administration Department oversees management and operations of the Student Union building using a staff of 8 full-time Operations Assistants, 14-16 Student Building Supervisors, and 24-30 Student Building Assistants. Dedicated full-time Operations Staff and student staff receive trainings in proper cleaning processes, hazard communications, personal and customer safety, and other procedures with a goal of providing a clean, safe, and comfortable environment for all those who enter the building. As a part of the mission to support student development, leadership is responsible for oversight of building operations including opening to closing, enforcement of building policies, set-ups, emergency evacuations, tenant satisfaction, and support of other building functions. In the past year, the Administration and Operations Staffs continued to grow to meet the demands of maintaining a quality facility for the benefit of SJSU students and the campus community.

### Lost and Found

The SU Administration Department maintained the central Lost and Found site for SJSU during 2018-19, and the staff continued to handle lost and found transactions for all areas of campus other than the MLK Library and the Event Center.

### Student Employee Highlights: Andrea Jurado



"My first job when I got to SJSU was at the Student Union and when I first came here I was shy and afraid to step outside of my comfort zone. Once I began working in a professional environment and engaging with customers and coworkers in a professional setting, I began to come out of my shell. In all, I have gained a variety of skills in working here, from time management skills with handling classes and work to effective communication with coworkers and customers, and being able to multitask efficiently to get the job done. I've had the opportunity to work both as a Building Assistant and Building Supervisor. These roles have given me the confidence to improve my communication skills and leadership ability with others. Working in the Student Union has helped me grow and create a professional persona that I will carry on to the rest of my endeavors. As I continue my time here I know that I will continue to build on these skills, and that they will help me have a successful professional career."



## FACILITIES MAINTENANCE

Overseeing the day-to-day maintenance of the Student Union, Event Center, and Student Recreation and Aquatic Center buildings, Facilities Maintenance provides support for every department and campus partner who operates within Student Union, Inc. facilities, including plumbing, painting, door repairs, mounting hardware, daily checks of the domestic water, HVAC, and other building systems. The department also works with outside vendors to perform upgrades and critical repairs that require specialized trade skills. In addition, maintenance works with construction teams to assist with shutdowns and building issues found during construction along with performing critical support during concerts at the Event Center or high-profile events in the Student Union.

In 2018-2019, Facilities Maintenance department efforts focused on upcoming changes to the food service areas and developing maintenance procedures for the Spartan Recreation and Aquatic Center. For many of these projects, the Director of Facilities and IT worked with architects, construction management, general contractors, consultants, subcontractors, and Facilities Development & Operations staff.

### Highlights

Student Recreation and Aquatic Center was completed in April of 2019 and the maintenance department now supports an additional 128,000-square-foot structure with two pools.

### Event Center HVAC System Maintenance Projects Completed

- Replacement of condensation pumps
- Rebuilt hot water heat exchangers
- Repair steam traps and incoming shutoff valve
- New flooring and wall base installed at media entrance

### Student Union Maintenance Projects

- Implemented Strike Seeker Coaching System to assist SJSU Bowling Team in player scoring
- Assisted Chartwells with infrastructure upgrades to support improved menu choices
- Performed major preventative maintenance on cooking exhaust system including the replacement of a large exhaust fan

### Staff Development

The maintenance department trains operation staff and junior maintenance staff on the following topics: Ballroom & Meeting Room Partition Usage, Fire Panel Operation, Test Scissor Lift Operation, Painting and Plumbing Repairs, and Aquatic Center Maintenance.



## EVENT CENTER

As a major concert and sporting venue in Northern California, the Event Center at SJSU brings a wealth of entertainment to the university, enhancing campus life. The premier venue hosts a variety of entertainment from big names in music and comedy to theatrical productions and cultural shows, community conferences and competitions, university sporting events, and graduations, commencements, and celebrations.

### Major Events

#### Lions of Justice Festival

**Words to Action** - SJSU-hosted annual gala event with a lineup of panelists reflecting on connections to athlete activism.

**SpartanFest** - E-40 and P-Lo headlined this year's annual student concert, fully produced by Student Union, Inc.

**NVIDIA Keynote** - Largest joint event organized in the company. After a partnership formed with Convention Center, the Event Center brought in NVIDIA and their keynote address. The event utilized the Event Center, the Student Union Ballroom, and the Meeting Rooms.

**FIRST Robotics** - Annual international high school robotics competition featuring 60 teams.

**University Commencements and Celebrations** - In conjunction with the university, SJSU hosted 5 Fall Commencements, 1 Fall Celebration, 3 Spring Commencements, and 2 Spring Celebrations.

### Sold Out Shows

There Is More Tour/Hillsong Worship

Why Don't We

Zedd

Old Dominion

Fei Yu Ching

### 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. The Box Office coordinates student-only presales, special ticket prices, and ticket giveaways all while providing quality customer service to all.

### Facility Upgrades

In an effort to keep the 30-year old facility safe and up-to-date, the Event Center is continually repairing and improving the facility. This year, a special project was completed to repair external doors not closing properly and to replace outdated panic hardware. Additionally, the Sport Club, located within the Event Center building, will be undergoing a \$2.7-million Sport Club Remodel, to repurpose the facility for Club Sports and Outdoor Adventures.

### Staff Development

Professional development remains a cornerstone for Event Center staff, both full-time and student. The General Manager attended the Pollstar Conference in Los Angeles to meet with industry executives, promoters, and agents on driving business for the venue. At the Conference, the General Manager was able to secure a WWE event and the sold out Dude Perfect show.

### Looking Forward

The Event Center has secured a 10-year naming right sponsorship with Provident Credit Union, paving the way to fund major upgrades needed for the venue. Accordingly, the front half of the Event Center facility will be undergoing a remodel and will collaborate with the construction teams to remain operational throughout the construction period. The Event Center is eager to expand the possibilities and the selection of entertainment offered, and is working on bringing new events including a full roster WWE show, a major MMA event, and more Tech Events.

## TECHNICAL SERVICES

Technical Services is a highly trained in-house production team involved in nearly all audio and visual needs through campus, apart from the Student Union Building and classroom demands. Technical Services' events range from full-scale concerts in the Event Center to other organized large-scale and smaller events around campus.

### Staff Development

Technical Services restructured the IATSE (International Alliance of Theatrical Stage Employees) apprenticeship program, creating the first apprenticeship program in the world to include hours worked by technicians counted towards membership and the call list for IATSE Local 134, a union of stage and picture operators.



## Full Event Center Production

Full in-house production for events located inside the Event Center Arena.

- WWE NXT
- SJSU Athletics
- University Gala
- Words to Action
- Lions of Justice
- Rahat Fateh Ali Khan
- Inglesia de Christa Championships
- University Commencements
- ALAS
- Shamrock Showcase
- Honors Convocation
- Admitted Spartan Day
- New Student Orientations
- EVHS and STHS Graduations
- Echo Church 10 Year Gathering

## Major Outside Event Production

Full in-house production for events located outside the Event Center Arena venue.

- TEDx
- Admitted Spartan Day
- Spartan Squad Tip Off
- Spartan Squad Kick Off
- Campus Movie Festival
- Fire on the Fountain
- A.S. Haunted House
- Watchdog Journalism
- Author & Artist Award
- No Belles Performances
- Football Ops Building Ground Breaking
- Earth Day
- Diversity Day
- Night Market
- Ma Boo Hay
- MLK Painting Reveal
- Homecoming Block Party
- ISB Ground Breaking
- SRAC Grand Opening
- President's State Address
- Pilipino Cultural Night
- Spartans Best Dance Crew
- Chomese Traditional Show

## Student Employee Highlights

### Tony Nguyen



"A valuable skill that I learned at the Event Center is how to use a soundboard. I am a Radio Television Film major and I have to admit that I learned more about sound while working at the Event Center than I did with my studies at school. For instance, during my maintenance shifts, I learned how to set up audio for the basketball games and the gymnastics competitions held in the Event Center. I was able to set up my own Pro Tools sound set at home with the valuable technical knowledge that I gained from the Event Center."

### Helen Hernandez



"After working at the Event Center Box Office, I have learned several skills that I am truly grateful for. Although I started as a Box Office Ticket Seller, after hard work and persistence, I became Box Office Student Supervisor as well as Administration Office Assistant. The skill that I continue to practice is good communication within guest services. Speaking with our guests and making sure they feel welcome is one of our main priorities. I have applied these skills while assisting our guest with their wants, needs and while troubleshooting their various ticketing issues. Being able to clearly speak and understand our patrons' frustrations allows me to find a solution to their issues so they are able to enter the venue quickly. Even though, I have not mastered the skill of good communication, I am always open to better myself as an employee."

### Danielle Celona



"A really useful skill I have learned from working at the Event Center is teamwork and how to be a leader. When our team is working long days and there is much to do, I have learned to step up when needed and help my team out. When applying this skill to everyday life, it has helped me personally be a stronger person and learn how to get a job done efficiently, effectively, and professionally."



## EVENT SERVICES

Event Services assists student organizations, university departments, and community groups in meeting their campus event production needs. Event Services schedules space and advises on equipment across the entire campus, including Student Union meeting rooms, ballrooms, and theater; the Morris Dailey Auditorium; and 7th Street Plaza Tabling. In addition to scheduling spaces, Event Services coordinates setup and breakdown for all non-academic events on campus.

### Event Management System

Event Services and Student Union IT implemented a new scheduling system software that provided a more collaborative and open communication work environment between Operations and Events. In addition, the new EMS enabled more staff to focus on operations, freeing up resources and time for front desk staff.

### Staff Development

In June 2018, several Event Services staff members attended InfoComm 2018, the largest show in the US for audiovisual technology. The conference also posed a great networking opportunity with people within the same industry, enabling potential for future collaborations and expansion. The Event Services Manager and one of the Audio Visual Supervisors attended the conference, gaining valuable insights on technology and a revitalized perspective on event services operations and equipment.

Audio Visual Technicians attended a free training held by Crestron Electronics, an audio visual conference company, where staff learned how to utilize the touch panel system, integrated A/V, soundboard systems, programming, and how to route technology.

### Highlights

In October 2018, Event Services hosted BITSync, a Technology and Leadership Conference held by the Silicon Valley Chapter of BITS Alumni Association. BITSync 2018 was the largest BITS Alumni Conference in the USA. Event Services provided full event production including a speaker series, a DJ booth, meeting and breakout rooms, audio visual services, and video production. Speakers included employees from Cisco, AT&T, Google, and Facebook. This was one of the largest event productions that Event Services has seen, with event production occurring from 7 AM to 1 AM the next day.

## Looking Forward

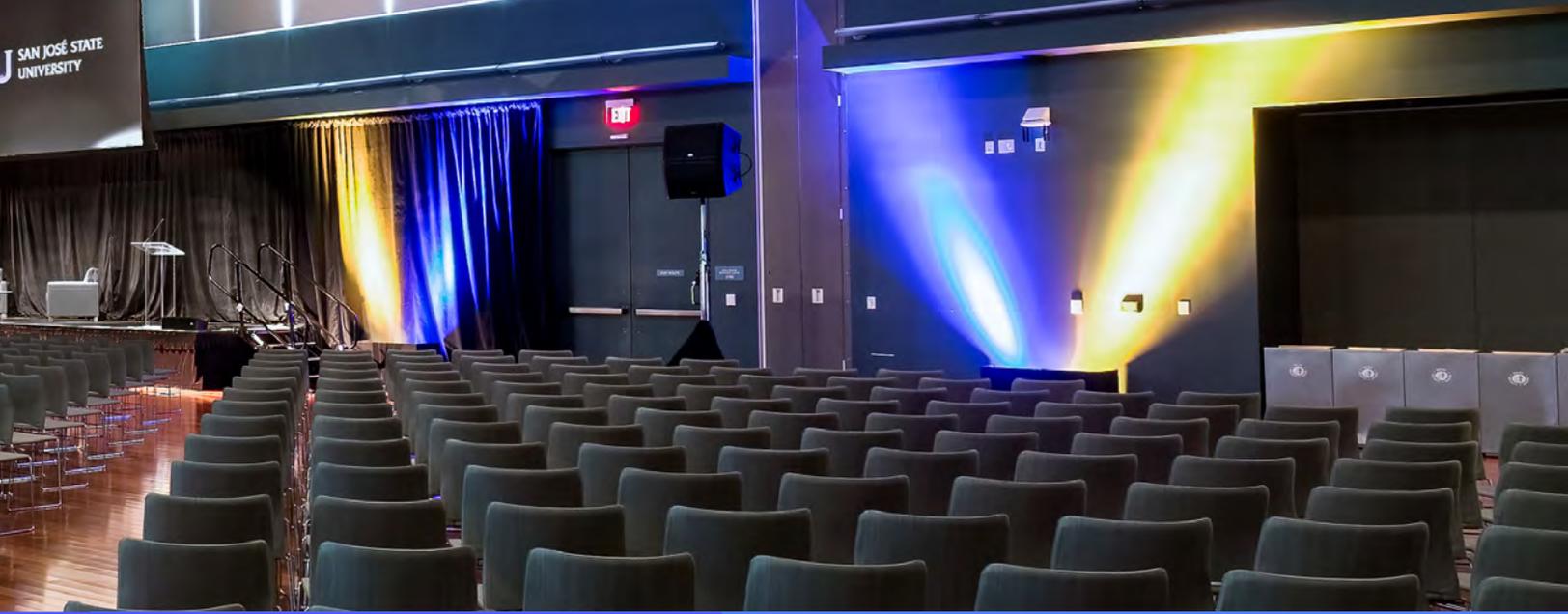
Event Services is expanding and looking to hire more Audio Visual Technicians. Event Services also plans on purchasing teleconferencing equipment, including cameras and microphones, to expand their selection of conferencing services.

### Student Employee Highlights: Neel Patel



“While working at Student Union Event Services, I learned how to work in teams, as almost all the events required some sort of collaboration between different AV techs. This job has also taught me a lot about allowing sufficient time to set up for the event. Learning how to use all the AV equipment was really helpful as I use that knowledge to record my guitar videos. But the most important thing I learned in this job are people skills. Being polite to customers and clients goes a long way in making friends and in overall being a good professional.”

<b>Inside the Student Union</b>	<b>Events</b>
Student Groups	1668
Departments	745
Career Center	77
Orientation	187
Associated Students	103
Student Involvement	81
Off Campus	71
<b>Total Events</b>	<b>2,932</b>
<b>Total Attendees</b>	<b>287,564</b>
<hr/>	
<b>Student Union Facilities Usage</b>	<b>Number of Events</b>
Ballroom (All Layouts)	214
Theater	147
West Patio & Stage	8
Meeting Rooms 1-5	2,578
<b>Total</b>	<b>2,947</b>
<b>Tables</b>	<b>3,298</b>
<hr/>	
<b>Outside the Student Union</b>	<b>Number of Events</b>
7th Street Plaza	15
SPX Gyms & South Campus Fields	238
Morris Dailey Auditorium	48
Classrooms	1,274
Spartan Memorial	141
<b>Total</b>	<b>1,716</b>



## INFORMATION TECHNOLOGY

Information Technology provides technology services and solutions for Student Union employees, users, and partners, in addition to complying with university standards and coordinating with other departments. More than just help desk support, Information Technology manages the data and technology infrastructure that keeps the Student Union, Inc. running smoothly.

### Growth

To support the expanding infrastructure, Information Technology deployed a new System Center Virtual Machine Manager server, created a new TV monitor signage server solution for the SRAC, and installed additional cameras at Student Union and SRAC. A new backup server and a tape drive were deployed to strengthen disaster recovery. In collaboration with University Information Technology, the department facilitated implementation of system-wide device encryption on computers and mobile devices.

### Looking Forward

Preparations are underway for a large server upgrade in Fall 2019 to replace legacy servers and provide maximum performance for the growing infrastructure of the Student Union. IT will continue utilizing Confluence software to advance business continuity procedures. IT also plans to implement Altec, a new document management system to assist the Accounting and Finances department.

### Student Employee Highlights: Alyssa Carlos



"Working in the IT department at the Student Union has taught me creative thinking in a way I didn't expect. In school, I learn a lot of procedures and formulas, but at this job, I have learned hands-on problem solving skills that combine what my engineering classes have taught me with real-world IT problems. One of my favorite parts about my job is when our team encounters a unique ticket that requires an unconventional solution. These problems teach me the most and are the most fun to work on because they push me to apply everything I've learned from the department."

## ACCOUNTING

Accounting and Finance helps establish fiscal accountability for the corporation and processes all finances that keep the company running. The department processes accounts payable and receivable, balances the books, and collaborates with university departments and community vendors to ensure that all finances are accounted for. Accounting also establishes the budget data, daily reconciliations for every department, and the financial reports.

### Looking Forward

The department underwent preparations to implement the DocLink automation software system. The software helps process documents and streamline the process for accounting to gather all finances. Staff attended trainings on how to use the DocLink software and integrate it into their work processes.

### Student Employee Highlights: Marchelle Faleafine



"One of the keys to being successful in a workplace is being able to adapt and thrive in diverse work environments. With all the different departments, I had to interact and work with many different types of personalities, age groups, and more. This kind of exposure allowed me to strengthen my people skills and boost both my confidence and comfort level in my workplace. This will come in handy as I encounter new career opportunities and meet new people in the professional world."



## STUDENT UNION EVENTS

With a focus on student engagement, Student Union Events plans, coordinates, and executes exciting programming to attract a campus-wide audience. Student Union Events regularly collaborates with campus partners and student organizations in order to provide new events and amplify existing efforts. These events and programs offer a refreshing break to students, enhancing their campus experience through exciting entertainment offerings.

### Diaz Compean Student Union Open House

On August 29, 2018, the Student Union Open House event encouraged thousands of students to explore the Diaz Compean Student Union, engage with various departments, and collect stamps to enter to win prizes. Over 15 departments came together to participate in the Open House, providing an opportunity to interact with students and inform them of the services and resources offered within the Student Union.

### Highlights

- **35 Total Programs and Events Offered**
- 13 Live Music at Noon Performances
- 8 Movie Nights
  - Coco (2017)
  - Love, Simon (2018)
  - Incredibles 2 (2018)
  - Far Out (2018)
  - Black Panther (2018)
  - Space Jam (1996)
  - Crazy Rich Asians (2018)
  - Spider-Man: Into the Spider-verse (2018)
- 2 Game Nights
  - Bowling, Billiards, and Bingo
  - Networking Night
- 2 DIY Events

### Unique and Major Events

Student Union programming brought back recurring events from previous years, including the Live Music at Noon series and the Movie Night series, as well as all-new events including a De-Stress Session, Spartans Got Talent, and Boba Break.

**Spartan Pride Paint Night** - A paint party with canvas, paint, and snacks, hosted as a part of the Weeks of Welcome programming.

**Open Mic Night** - A partnership with MOSAIC Cross Cultural Center in which students could freely take the stage and show off their vocal abilities.

**Spartans Got Talent** - A partnership with Associated Students, showcasing the various talents of 13 students at an evening show held in Morris Dailey Auditorium.

**Night Market** - A street market style event, in collaboration with Student Involvement, Gender Equity, and Associated Students, offering a wide variety of food, entertainment, and more on the Housing Quad.

**DIY Hot Cocoa** - A recurring do-it-yourself event held in the Fall where 150 attendees customized their hot chocolate with a selection of toppings and drizzles.

**De-Stress Session: Art Therapy** - An afternoon of yoga, meditation, art, and DIY crafts and activities, hosted in collaboration with the Student Wellness Center.

**DIY Snow Cones** - A recurring do-it-yourself event held in the Spring where students took a break in between classes and cooled off with customizable snow cones.

**Finals Fair** - An end-of-semester fair hosted in Fall and Spring semesters where dedicated Student Union staff distributed donuts to students, rounding off the end to their academic semester with a tasty treat.

**Boba Break** - A mid-semester event where students took a break from classes and received boba milk tea from Gong Cha.



## HUMAN RESOURCES

Human Resources is passionate about fostering the talents and aspirations of students and staff, enabling them to be their best and contribute to a culture of excellence. With over 450 students and 50 full time staff, Human Resources serves as a trusted partner and a provider of high-quality programs and services that foster a culture of learning and growth to the Student Union community. The department strives to create a work environment that empowers all staff and maximizes their learning experiences.

### Highlights

With the new Spartan Recreation and Aquatic Center, the Human Resources team played an integral role in facilitating the 81% growth that the Student Union employee workforce experienced in 2018-2019. Human Resources collaborated with leadership across all departments to support the tremendous growth with active recruitment and onboarding of 332 new hires. As a student-centered auxiliary organization of the university, the main focus of Human Resources is to hire matriculated students. Accordingly, 91% of new hires were matriculated students, to a total of 301 new matriculated student hires. Because the number of employees within the Student Union increased exponentially, Human Resources increased the frequency of New Hire Orientations from twice a month to two times a week.

- 332 New Hires
- 301 Matriculated Students, 23 Full-Time Staff, and 8 Part Time Non-Student Staff
- 77% of new hires work for the Spartan Recreation and Aquatics Center
- 14% of new hires work for the Student Union facility
- 8% of new hires work for the Event Center

### Turnover

The Student Union experienced turnover throughout the year with 12% full time staff and 76% student staff that departed. Most full time staff departed for retirement and most student staff departed due to graduation. Of the students who departed, a majority were employed by the Student Union for 1-5 years.

The period of time in which they remained employed highlights that students have chosen to stay with Student Union throughout their college year. Human Resources continues to use retention data each year to look for opportunities to keep current staff engaged and motivated, especially through educational opportunities.

### Looking Forward

In the upcoming year, Human Resources will focus on improving customer service and streamlining Human Resource processes to generate a single point for data entry and reduce redundancies within the system. These efforts are part of a larger plan to transform the Human Resources organization by aligning our goals with the Five Pillars of the Strategic Plan, as outlined by the Transformation 2030 plan for San José State University.

### Student Employee Highlights: Vivian Lam



“Working for Student Union Human Resources for the past two years has benefited myself, my major, and my career goals. It has provided me the opportunity to experience human resources within a workplace as it is different than learning about it in a classroom. As we begin to promote better customer service, it has given me the opportunity to better work with others within the Student Union, Inc. as it benefits my transferable skills.”

# SPARTAN RECREATION AND AQUATIC CENTER

## Grand Opening

In October 2016, construction began on the new state-of-the-art Spartan Recreation and Aquatic Center. Dubbed the "SRAC," the facility was designed to be a complete one-stop recreational experience for the university and the surrounding community. In April 2019, the Spartan Recreation and Aquatic Center held its grand opening as students, faculty, staff, and community members poured in to see what the facility had to offer.



No matter how Spartans choose to get their “rec” on, the new Spartan Recreation and Aquatic Center houses everything needed to begin, maintain, and maximize health and fitness.

**Amenities:**

- 20,000 sq. foot of cardio and strength equipment
- Three full-court gyms for basketball, volleyball, badminton, and more
- Four fitness studios, with over 100 fitness classes offered per week
- An eighth mile indoor track
- Climbing wall and bouldering area
- 50-meter lap pool
- Recreation pool with sundeck and BBQ area





## FITNESS & WELLNESS

Part of being a Spartan means activating the entire person, including both mind and body. Fitness and Wellness helps students and the campus community meet their fitness goals through exciting programming and events.

### Staff Development

In order to maintain excellent student-centered staff and knowledgeable employees, Fitness & Wellness conducted a variety of workshops throughout the year. With the hiring of new employees, several Student Supervisor workshops were conducted, including Professionalism and Customer Experience, Leading Your Peers, Conflict Resolution, and SRAC Policies and Procedures. In addition, with the increase in new equipment in the SRAC facility, Fitness Floor workshops were held to train employees on all equipment in the facility.

### Programming

Fitness & Wellness offers more than 90 hours of fitness classes per week with both in-person instructors and Les Mills™ Virtual programming. Les Mills™ Virtual offers a fully immersive workout experience through digitally-created mediums. There are a variety of fitness classes ranging from Aqua to Zumba, Yoga, and many more top-quality classes that provide safe and effective workouts.

### Events

The annual Rec the Night showcase returned in Fall 2018, giving students the opportunity to learn what Spartan Recreation has to offer. Fit Fest, a 3-day fitness event, returned in October featuring a Dance Rave and a GRIT Challenge. Healthy You Workshops were also hosted in collaboration with EOP, with presentations that informed students about healthy food options and strategies to fit exercise into routine.

### Looking Forward

With the recent opening of the new Spartan Recreation and Aquatic Center facility, Fitness & Wellness are hiring a Fitness Coordinator to assist with group fitness programming and development.

As a part of the Healthy Campus 2020 steering committee, Fitness & Wellness is tasked with determining ways to get the message out to students on how we can connect the Healthy Campus vision with events occurring on campus.

### Highlights

**Fitness Package Sales** - 140 packages sold in 2018-2019  
20% increase from last year, with 116 packages sold in 2017-2018

**Personal Training Revenue** - \$24,780 earned in 2018-2019  
37% increase from last year, with \$18,120 earned in 2017-2018

**Personal Training Session Sales** - 1,131 sessions sold in 2018-2019  
36% increase from last year, with 831 sessions sold in 2017-2018

**Group Fitness Participation** - 11,917 participants in 2018-2019  
55% increase from last year, with 7,654 participants in 2017-2018

## GUEST SERVICES

SRAC Guest Services is dedicated to assisting our students, faculty/staff, and visitors with access through memberships and guest passes. Our Guest Services Attendants are here to provide information regarding programs and top tier customer service on behalf of SRAC and the Student Union, Inc.

### Highlights

**Total memberships sold between SRAC and Sport Club** - 1,511 memberships sold in 2018-2019. 142% increase from last year, with 624 memberships sold in 2017-2018.

**Total membership revenue** - \$113,049 earned in 2018-2019. 166% increase from last year, with \$42,365 earned in 2017-2018.

**Guest Passes Revenue** - \$45,879 earned in 2018-2019. 726% increase from last year, with \$5,550 earned in 2017-2018.

**Locker Rentals Revenue** - \$5,280 earned in 2018-2019. 55% increase from last year, with \$3,400 earned in 2017-2018.

**Towel Service Revenue** - \$4,240 earned in 2018-2019. This year marked the first operational year of Towel Service, which began when the SRAC opened in April 2019.

### Events

Numerous tabling events were held throughout the semester to get the SJSU community acquainted with the new facility.



This included general tabling at the Graduate Resource Fair and Admitted Spartans Day, as well as Hand Scan Registration events in the Student Union and in collaboration with University Housing. The Hand Scan feature in the SRAC facility has helped immensely in improving check in times, eliminating the need to scan Tower Cards and freeing up personnel for other customer interactions.

### SRAC Grand Opening

To showcase the new facility and its amenities, the SRAC hosted two Grand Opening Events. The SRAC VIP Preview Event was geared towards Faculty/Staff, Alumni, and Community members, with a turnout of 950 attendees. The SRAC Grand Opening Event was held for students with a turnout of 3,000 attendees.

### Looking Forward

The upcoming academic year will be the first full year in the Spartan Recreation and Aquatic Center. During this first year, the department will be able to assess the building's strengths and identify areas of improvement. Furthermore, there will be more opportunities for collaboration with on-campus departments to foster Student Development opportunities to student staff.

## OUTDOOR ADVENTURES

Outdoor Adventures (OA) enriches the student experience through excursions and trips into the great outdoors. Research shows that students who participate in outdoor programs better handle the stress of college life. Students who have explored California with OA can attest to the positive effects of outdoor programming and return for multiple trips. In 2018-2019, OA programmed and executed 17 day and overnight trips, totaling 219 student participants.

### Highlights

In addition to Outdoor Adventures trips, the department had the opportunity to open up a climbing wall in the new Spartan Recreation and Aquatics Center in Spring 2019. Within two months of the building opening, over 2,000 visitors completed safety orientation and climbed the wall.

With this new addition to the program, Outdoor Adventures hired and trained 17 new student leaders to engage in risk management and oversee the experience, as well as teach climbing classes. For the first time in the program history, OA has been able to advertise and run two trips over the otherwise slow summer months. Both the surfing and the camping trip filled up to capacity due to the increased awareness of the program.

### Looking Forward

As the Climbing Wall gains popularity among students, it is anticipated that visibility of Outdoor Adventures Trips will increase. In addition to plans of increasing the number of trips offered next year, renovations are planned for the old Sport Club building to design a space for the Outdoor Adventures program to operate. This space will allow the department to teach a variety of on-campus classes that relate to weekend trips such as bike maintenance, map and compass navigation, and wilderness survival. These classes, combined with the upcoming gear rental program, will inspire and empower students to begin to create their own weekend adventures in addition to participating on the trips offered.

### 2018-2019 Programs

- Hiking in Pinnacles
- White Water Rafting
- Camping in Big Sur
- Indoor Rock Climbing
- Backpacking Yosemite
- Kayaking Elkhorn Slough
- Hiking at Año Nuevo
- Surfing in Santa Cruz
- Camping in Yosemite
- Skiing/Snowboarding
- Mountain Biking at Fort Ord

### Student Employee Highlights: Beatrice Dizon



"After four years at SJSU, I am fortunate to finally find something worth continuing for the rest of my life. Through the Outdoor Adventures and the Climbing Wall, I've discovered my interest in climbing and solidified it into a hobby shortly after I started working for the Spartan Summit. Not only has my love for climbing grown immensely within such a short period of time, but I've been able to hone my skills in teaching, communicating, teamwork, and technical skills that I never knew I was capable of."



## CLUB SPORTS

Club Sports supports non-varsity athletics at SJSU and enhances the collegiate experience by allowing students to join a team and compete with their fellow Spartans in intercollegiate competition. Each team is comprised of and managed by students. The level of team competition ranges from recreational to the national elite. Club Sports Teams are Registered Student Organizations with Student Involvement, and are funded by the students through a combination of player dues, donations, sponsorships, and fundraising.

- 800+ student athletes
- 38 teams
- 400+ competitions
- 66,000+ miles traveled to compete

### Highlights

- Club Sports expanded Men's Basketball, Roller Hockey, and Softball. Women's Basketball, e-Sports, and Figure Skating were also added.
- Club Quidditch had another successful season in their national tournament.
- Men and Women's Club Soccer had outstanding seasons which qualified them for their respective national tournaments
- Women's Rugby qualified for their conference tournament in 15's and the national tournament in 7's
- Roller Hockey qualified in regional play for a spot to compete in Nations for the second year in a row; this year's play was in Rochester, New York.
- Men and Women's Volleyball traveled to Denver for the 2019 NCVF National Volleyball Championship.
- Alan Ignacio, president of eSports, led the one year-old club to a 2019 Team of the Year title. The eSports team took first place in the Mountain West Championship and their performance earned them a bid to Nationals.

### Looking Forward

Club Sports looks to offer a streamlined experience for student athletes and anticipates to move in November 2020 to a lighted field space for practices and games at the Sports Complex on 10th Street. The shared field will be well lit and large enough to accommodate a rugby pitch, which is the largest field and will need to be lined for Men's Rugby, Women's Rugby, Men's Lacrosse, Women's Lacrosse, and Men's and Women's Soccer. The department also hopes to expand into larger and separate offices to accommodate new full-time staff, program assistants, foot traffic, and the growing sports teams. Club Sports also seeks to hire five new program assistants to allow for more sports programming and representation.

### Club Sports Offerings

- |                     |                 |                     |
|---------------------|-----------------|---------------------|
| • Archery           | • Gymnastic     | • Table Tennis      |
| • Badminton         | • Ice Hockey    | • Tennis            |
| • Baseball          | • Karate        | • Triathlon         |
| • Basketball        | • Lacrosse      | • Ultimate          |
| • Bowling           | • Powerlifting  | • Volleyball        |
| • Boxing            | • Quidditch     | • Water Polo        |
| • Competitive Dance | • Roller Hockey | • Wrestling         |
| • Cycling           | • Rugby         |                     |
| • Dancesport        | • Salsa         | <b>Esports</b>      |
| • Fencing           | • Soccer        | • Fortnite          |
| • Figure Skating    | • Swimming      | • Counter Strike    |
|                     |                 | • Overwatch         |
|                     |                 | • League of Legends |

### Student Employee Highlights: Corey Semmelmayor



"Club Sports has brought out the team player, leader, and athlete in me. Being President has taught me patience, organization, and how to effectively manage a team. Through my four years as a member of the hockey team, I have seen tremendous growth in myself and all of my teammates."



## INTRAMURAL SPORTS & OPEN RECREATION

Intramural Sports offers leagues and tournaments in various sports throughout the academic year and provides students with a structured space to compete outside the commitment of teams. These efforts are augmented with Open Recreation, which allows students the chance to get out and play with no time commitment at all—they can just show up and have fun.

In 2018-2019, 313 teams were formed by 2,623 unique participants that tallied 824 total games played. There were 4,572 sign-ins to the Open Recreation programs, including Badminton, Basketball, and Volleyball.

- Tennis
- Flag Football
- Badminton
- Basketball
- Softball
- Pickle Ball
- Wiffleball
- Archery Tag
- Volleyball
- Floor Hockey
- Outdoor Soccer
- Indoor Soccer
- Dodgeball

### Collaboration

Intramural Sports collaborated with Athletics, Kinesiology, Associated Students, University Housing Services, and Facilities Development and Operations for program scheduling and offerings. Intramural Sports also worked closely with Greek Life on campus and assisted the United Sorority Fraternity Council at SJSU with their annual Salsa Classic Event. Additionally, Intramural Sports collaborated with departments within Spartan Recreation, including Club Sports and Outdoor Adventures.

### Staff Development

Intramural Sports conducted rigorous training programs throughout the year including Conflict Resolution; CPR, First Aid, and AED Training; Concussion Management; Policy Discussions and Reviews; and Individual Sport Officiating Training. Both professional staff and student staff continued to attend the NIRSA Regional Tournaments every semester, where student staff developed their officiating skills and professional staff aided in student development. This year, two students worked as officials for the playoff games in the NIRSA Flag Football Regional Tournament, and four students worked as officials for the playoff games in the NIRSA Basketball Regional Tournament, with one official working in the Men's Championship game.

Student staff attended the NORCAL Intramural Officials Association Basketball Clinic. Spartan Recreation staff member Garrison Fong won the Official of the Year award and Spartan Recreation staff members Andrew Lopez and James De Luis Angel won the Supervisors of the Year Award.

### Equipment Upgrades

Intramural Sports purchased new equipment to replace worn-down items including basketballs, soccer balls, and footballs. Complete volleyball sets and archery tag equipment were also purchased to expand program offerings.

### Looking Forward

With the first full operational year of the Spartan Recreation and Aquatic Center approaching, Intramural Sports looks to capitalize on the new facility space with more programming options and schedules. Intramural Sports is planning on adding Tennis Tournaments as well as Indoor Soccer in the new Multipurpose Activity Court (MAC) Gym inside the SRAC. In terms of summer programming, Intramural Sports hopes to add more summer leagues for students and SRAC members as well as summer camps for youth. As the year progresses and the departments become acquainted with the SRAC, expansion of program offerings and options will continue to progress and advance. With plans for program expansion, there is also a need to hire full time staff for Intramural Sports as well as student staff.

### Student Employee Highlights: Carl Soriano



"I think that my experiences from working as a Supervisor in IM Sports has prepared me in terms of managing conflicts. Personally, I am the type of person to stay away from conflict when it arises. But, working as an official you are forced to deal with high tension situations during sporting events. In the heat of the moment, you have to find ways to deescalate conflicts in a calm matter. Constantly being put into these situations at the workplace has prepared me to remain calm and composed in high stress situations that come up in other parts of my life as well."



## AQUATICS

Since the SRAC Grand Opening in April 2019, the Aquatic Center has quickly grown into a primary destination for recreation on campus. With an Olympic-size competitive lap pool and a recreation pool complete with lounge chairs, basketball hoops, a volleyball net, and an obstacle course, Aquatics attracts a wide variety of students, faculty, staff, and community members. The Aquatic Center is steadily making its name as a recreation facility, a sports venue, and as an event venue for student organizations, campus departments, and community groups.

### Staff Development

In order to ensure maximum safety of the facility, 50 new lifeguards were trained. A grand total of 80 students, including those who were previously certified, were hired at the new Aquatics facility. Employees are held to the highest safety standards through their vigorous trainings. Training classes have been conducted at the new facility, including emergency recognition and response, lifeguard training, First Aid, CPR, AED, Backboard procedures, deep water rescue training, Anaphylaxis training, Emergency Action Plan, Diving board safety, pool rules, and more.

### Swim Lessons

The Aquatics Facility began its new Swim Lessons program, providing anyone with minimal to zero swimming experience the opportunity to learn how to swim. From breath control and buoyancy, to basic water safety and stroke development, swimmers learn to gain confidence in the water from trained instructors. Fifteen new swim instructors were trained to support the program.

### Classes & Events

The facility began to offer and continues to create new aquatics classes to students, members, and community members. In addition, the facility hosts many events with different departments on campus.

- Aqua Zumba
- Youth Water Polo Scrimmage
- Women's Swim Team Practice
- Women's Dive Team Practice
- Women's Water Polo Practice
- Men's Water Polo Practice
- Football Team Training Activity Day
- Aqua Aerobics
- Deep Water Aerobics
- Club Sports Water Polo
- Club Sports Swim Team
- Synchronized Swimming Practice
- Youth and Adult Swim Lessons
- International Students' Welcome Party

### Looking Forward

In the future, Aquatics hopes to create intensive training programs for their lifeguards, including training all guards to deep water standards, having a swimming minimum of at least 500 yards a week, and generating competitions between lifeguards to increase training and safety of facility. Aquatics also hopes to expand their Swim Lesson Program, Private Rentals, Student Club Rentals, and expansion of current offered programs. Aquatics hopes to take advantage of its facility by hosting swim meets and water polo tournaments.

### Student Employee Highlights: Todd Palmer



“Working at the new Spartan Recreation and Aquatic Center has provided me the opportunity to participate in a wide range of safety training. I have been able to learn new skills that include First-Aid, CPR, AED, and how to rescue someone who is in distress in water. I believe that these are important skills that anyone can learn and benefit from in their everyday lives. As a swim instructor, I have had the chance to experience a wide range of teaching methods and gain hands on practice in working with a variety of ages and skill levels. Working with my coworkers at the aquatic center has been an amazing experience.”



## BOWLING CENTER

This year marks the first full academic year of operation with the recently reopened Bowling Center, offering 14 state-of-the-art bowling lanes as well as a billiards room. As students have become acquainted with the Bowling Center, it has expanded and made itself known as a recreational and lounge area. After most daytime classes are over, students fill the lounges to relax, study, and socialize.

### Staff Development

Staff performance has improved each month thanks to the development of a comprehensive training program designed during Summer 2018 and implemented in Fall 2018. Student staff created the content and performed the training, resulting in consistent high quality performance. Staff was scheduled across a variety of shifts to expose each member to the different modes of the business and to introduce employees to coworkers of different positions. As a result, the team gained significant collaboration skills and the ability to work across other departments, including departments within the Spartan Recreation & Aquatic Center.

### Usage

In Fall 2018 and Spring 2019, the Bowling Center had 114,074 visitors and totaled \$233,000 in sales. Approximately 52% of the guest did not spend money but used the lounge areas to relax, study, and socialize.

- 6 sections of Kinesiology bowling classes
- 2 leagues: 1 faculty/staff league, 1 student league
- 120 Special Events
- 90 Student Events
- 11 Staff Events

### Looking Forward

Many changes are in store for the Bowling Center & Billiards Room next year, including the installation of a new food and beverage outlet. Construction will start during the Fall 2019 semester, and the completion date is projected to be in November. The Bowling Center also plans to offer bowling lessons to SJSU students to help students understand the sport of bowling with proper technique and etiquette. The Bowling Center hopes to promote more leagues as well as develop and expand more student programs.

### Student Employee Highlights: Julia Kolenkina



“As a supervisor at the Bowling Center, there are many skills I’ve learned on the job that could be applied to my everyday life. One of these skills would be using databases. Bowling Center management and supervisors have been slowly integrating databases into our routine tasks to eliminate the use of paper and collect all of our important data in one place. This is a skill that I will apply in my every day life because of my major being Business Accounting. In accounting, the use of databases is essential to keep all the data information safe in one place. It’s also essential in keeping records from years of work. Mastering this skill will greatly help me in my classes as well as my career further in the future.”



## INFORMATION CENTER AND MARKETING

Located in the center of the building in the interstitial space between Subway and US Bank, the Information Center offers an easily accessible point of contact between students, faculty, staff, the community, and the university. Information Center staff are trained to be welcoming and courteous, but above all, knowledgeable, answering questions on everything ranging from academic resources to best dining locations on campus. The Information Center does an excellent job of offering valuable up-to-date information and they proved to be a valuable point of contact for questions regarding newly opened departments such as the Spartan Food Pantry and the Spartan Recreation and Aquatic Center.

### Location Change

In July 2018, the West Information Center near the 7th Street Plaza entrance to the Diaz Compean Student Union closed permanently to make way for a student lounge area. All operations were moved to the central Information Center in the interstitial space near Subway and US Bank. The consolidation to a single location lowered the number of in-person inquiries but allowed the department to have a single centralized location. Whereas the West Information Center received many in-person inquiries regarding the location of the ballroom and locations closer to the West End, the centralized Information Center now receives inquiries regarding locations within Student Union Main, including the various campus organizations such as Student Involvement and the Chicana/Latinx Student Success Center.

### Marketing

The Marketing Team is a driving force behind the engagement of students in major campus events and various Student Union programming. The team keeps the students informed and upholds the visibility of the Student Union through social media channels including Instagram and Facebook. The Student Union Marketing Team ventures through campus and beyond to distribute flyers, put up posters, and interact directly with students and the community. They head into downtown to promote nearly every Event Center concert and can regularly be seen outside engaging students about Student Union events, programs, and services. These efforts help keep students engaged on campus, drive participation in programming, and maintain the positive image of the Student Union, Inc.

### Admitted Spartan Day

One of the largest campus outreach events of the year, Admitted Spartan Day represents an opportunity for prospective students and their families to visit campus. The Information Center, Marketing, and Graphics teams all used this day as an opportunity to showcase the Student Union through guided tours and through tabling at the 7th Street Resource Fair. The Marketing Supervisor conducted tours of the facility every 30 minutes from 8:30 am to 1:30 pm. Throughout the day, there was a crowd of guests waiting for the next tour, and each tour ended with guests receiving free sunglasses, useful campus maps, and promotional brochures of the building.

### Student Employee Highlights: Edhel Joseph



“Working at the Information Center has given me multiple opportunities to grow as a person. I learned how to collaborate with a team, and work with them efficiently. With all the tasks provided, I am able to challenge myself to work effectively as we are constantly communicating with diverse students providing them information and resources. This profession has helped me develop professional skills including communication, time-management, organization, and leadership that will be beneficial to my future career in accounting.”



## GRAPHICS

Creating everything from signage to collateral packages spanning multiple print and digital mediums, Graphics is a complete advertising, design, and publication department within the Student Union, Inc. Graphics creates numerous marketing materials to be distributed within the Student Union, including brochures and flyers, sunglasses, mousepads, stickers, and more. They are the brand designers who craft the image of the company.

### Highlights

The leading sources of work were marketing materials for Student Union Events, marketing and informational materials for the Event Center, and signage and technical materials for the Student Union building. Posters, digital pieces, and other assorted handouts are created for each event within each department. The largest single source was Student Union Events, which hosted over three dozen events, leading the creation of over 100 pieces of marketing material. Additionally, Graphics also produced monthly and semesterly calendars for events occurring inside the Event Center and events within Student Union Events programming.

### Spartan Recreation and Aquatic Center Grand Opening

Graphics played an instrumental role in promoting the Grand Opening events and advertising the facility through their marketing materials, in addition to producing directional signage and technical materials for the SRAC. Graphics team created over 20 digital and print-based marketing assets and signage to be distributed and displayed around campus. Graphics also collaborated with the Spartan Recreation Web, Social Media, and Marketing Design Specialist to produce promotional and marketing materials for the various programs offered within the Spartan Recreation and Aquatic Center.

### Student Employee Highlights: Nichelle Jarrell



“Being a part of the Student Union Graphics department has allowed me to take the necessary steps to becoming a proper, professional designer. I am grateful for all the skills this position and my fellow colleagues have taught me over the past year. I enjoyed the welcoming environment, the creative freedom, and the learning opportunities that this job has provided me.”



STUDENT UNION EAST

## LEARNING OUTCOMES

To maximize student success in their career, academics, and life, the Student Union, Inc. departments collect data and implement skill improvement programs, enabling students to gain valuable training and practical knowledge.

### EVENT CENTER

Event Center employees gained knowledge and understanding of general Life Safety Practices and Emergency Procedures including venue evacuation, active shooter training, shelter in place, earthquake preparedness, and basic fire extinguisher practices. Additionally, staff participated in an emergency preparedness training where they were given a written test before and after. All staff performed substantially better on the post-test than the pre-test.

### FITNESS AND WELLNESS

Fitness and Wellness conducted a series of workshops to ensure Spartan Recreation and Aquatic Center employees were well trained. Student Supervisors attended workshops on professionalism and customer experience, peer leadership, conflict resolution, and policies and procedures. During the workshops, pre-tests and post-tests were performed, with all staff showing significant improvement on the post-test knowledge. Student staff also attended fitness floor workshops in which staff gained an understanding of the function of each machine, the cable machine, how to use it, and how to explain it to visitors.

### OUTDOOR ADVENTURES

Outdoor Adventures conducted a series of trainings for the newly opened Rock Climbing Wall in the Spartan Recreation and Aquatic Center. Student leaders gained an understanding of risk management and how to manage the Safety Orientation program.

## INTRAMURAL SPORTS AND OPEN RECREATION

Intramural Sports and Open Recreation ran a series of training sessions this past year, including Conflict Resolution, CPR/First Aid/AED Training, Concussion Management, Policy Discussion and Review, and Individual Sport Officiating Training. Employees gained a significant understanding of conflict resolution techniques, education on the effects and risks of head injury, participant management policy, and proper officiating practices.

### CLUB SPORTS

Club Sports employees conducted a Family Educational Rights and Privacy Act (FERPA) training session for team officers. Athletes completed a pre-test and a post-test to assess their understanding on the topic, performing significantly better on the post-test.

### AQUATIC CENTER

Lifeguards at the SRAC learned how to conduct surveillance and utilize proper scanning techniques at the aquatic facility, including how to recognize a swimmer in distress, and the proper entry, approach, and rescue. Employees were trained on the variety of first aid scenarios that can occur and the ability to provide care in accordance with the standards. Swim instructors were trained on the different levels of the American Red Cross Learn to Swim Program, applying the designated teaching practices to help visitors of all ages improve their swimming ability.







STU