

# 2016-2017 ANNUAL REPORT

*serve • engage • empower*



## ASSOCIATED STUDENTS, INC.

CALIFORNIA STATE UNIVERSITY SAN MARCOS



**“The end of all knowledge should be service to others.”**

*-Cesar Chavez*

**MISSION**

ASI serves, engages, and empowers students.

**VISION**

ASI strives to provide representation, to offer an inclusive environment, and to promote campus pride for all students.

**VALUES**

**ADVOCACY:** ASI actively investigates issues and represents the student voice in the governance of the campus, community, and state.

**SOLIDARITY:** ASI is committed to promoting a unified community and establishing an inclusive and supportive environment.

**INTEGRITY:** ASI stays true to its commitments, maintains transparency in its actions, and upholds its accountability to students.

Much like the simple yet powerful words of Cesar Chavez, we have a concise mission at ASI:

**SERVE, ENGAGE, AND EMPOWER**

**In 2016, we did all three.**

Associated Students, Inc. focused on our students through thoughtful and structured growth. Each of our entities stayed true to our mission and worked to create more opportunities for our students and more impact to the entire CSUSM community. We hope you will take a moment to read about our team. We are proud of our accomplishments and excited about the path ahead.

**LETTER FROM THE ASI PRESIDENT**

**Service to others.**

Only three words, but what depth they convey.

Associated Students, Inc. (ASI) had a very full 2016/2017 Academic Year, with a successful ASI fee referendum, new initiatives, and many new programs.

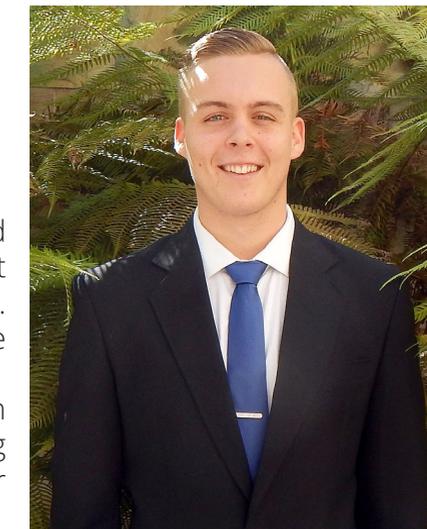
Through it all, our board was unified and cohesive, with a singular focus on our mission, vision, and values. I am proud of our board, our student staff, and our professional staff. Although our elected board did not run on the same slate, and we did not all have the same way of thinking, we used this diversity of viewpoints to bring us together as a Board, and we accomplished a lot! We began the year with a potential joining of two entities. The plan was to bring the University Student Union under the umbrella of Associated Students Inc. Multiple committees were formed and staff from both organizations worked hard to ensure that ASI could become a better organization and be better aligned to serve engage and empower students.

Unfortunately, the University later decided to pursue a different path, and the two auxiliaries were not combined. However, the work we did to prepare for it was still valuable in improving ASI. Despite the extra work of planning for the merger, we still accomplished some huge things:

- A referendum was successfully passed raising the ASI fee from \$50 to \$75 per semester, allowing work on several game-changing initiatives to proceed.
- A three-year plan to bring a Food Pantry to campus was developed, and work on the Pantry began.
- An agreement was forged with the Kellogg library in collaboration with

ASI to create a 24-hour space within the library structure, paid for by ASI and then reimbursed through the referendum over time.

- Campus Activities Board was able to put on CSUSM's first concert event, Festival 78, which had been requested in survey after survey as the new event students would like to see on campus. This event will continue to grow with the help of the referendum dollars.
- With the coming of membership in the NCAA, ASI was out front in building school spirit, with the creation of Cougar Madness, a very successful spirit event.



I am proud to have presided over the Board during this critical year. More information about our hard work, our challenges and successes, and our unwavering focus on the students of CSUSM follows in this report.

With Cougar Pride,

Collin Bogie  
ASI President, Associated Students, Inc. 2016/2017

Don't just be successful; be significant.

# BOARD OF DIRECTORS



**The ASI Board of Directors (BOD) had a very busy year.** The Board and the various Board Committees had 56 meetings throughout the year, working hard to empower students through positive change.

In addition, to ensure that student voices are heard throughout our campus and our community, our Board members serve on over 20 committees, including the Academic Policy Committee, the Budget and Long-Range Planning Committee, the General Education Committee, the Graduation Initiative Steering Committee, the President's Student Champion Award Committee, the Student Grievance Committee, and the North County High Education Alliance.

**"With time comes experience. With experience comes wisdom. And with wisdom comes responsibility."**

*Michael Negrete, Veterans Student Representative*



**The Board also provided all CSUSM students with several unique programs and experiences:**

## COUGAR MADNESS

**Focused on building school spirit, this event was one of the largest in CSUSM history!**

With over 1,000 students in attendance, this event was created in partnership with Athletics, Student Health and Counseling Services, and the Alumni Association. Introductions of the men's and women's basketball athletes were supplemented by a half-court shot giveaway. The event also highlighted the new Sports Center.

It was also a great way to bring focus to CSUSM Athletics and our student athletes.

## GEEK WEEK

This was a week of engaging students with science, with STEM (Science - Technology - Engineering - Math ) related competitions ending with Cougar Con on Friday. It was designed to complement the campus STEM Saturday event.

This was an effort to engage the College of Science & Mathematics students that otherwise do not get much involvement or recognition on campus. Tuesday focused on oobleck and a ping-pong explosion (expansion) while Thursday focused on a vegan egg drop off the University Student Union roof.

## COUGAR CON

This event focused on a night of geek culture and included games, a photo booth, a physics Tuktalk, and a cosplay contest. We partnered with our Physics Department, the STEM Center and Tukwut Life.

Attracting over 180 participants, this new event was created to specifically engage new populations of students. The departments, vendors and participants all gave the event great reviews, and are eager to hold it again.

## CSUnity

We hosted CSUnity August 11-13 2016 for 230 student and CSU leaders from across all 23 campuses. CSUnity is a once a year meeting that brings together all the student boards from all CSU campuses. It was a great opportunity to develop as student leaders and share ideas. This three day event had presenters from across the CSU system, including two of our own professional staff, and featured training on such diverse topics as: diversity, sustainability, campus safety, Town and Gown, relationship working with administration, event planning, communication, outreach & marketing, advocacy & lobbying, parliamentary procedure, mindfulness, and professionalism.

The Conference opened with a welcome from the Vice President of Student Affairs Lorena Checa. The keynote speaker was Assemblymember Shirley Weber from our own 79<sup>th</sup> district.

# CAMPUS ACTIVITIES BOARD



The **Campus Activities Board (CAB)** is responsible for the creation and delivery of a multitude of student programs and events.

The dedicated team members who are part of **CAB** strive to create exciting events that meet the needs of students while creating opportunities for **student engagement** and **campus involvement**.

**“Travel where you want, learn what you can, and eat plenty of ice-cream.”**

*Jacqueline Catechis, CAB Marketing Specialist*

## Festival 78

ASI's largest ticketed event to date took place on April 22nd from 3-7 pm on the Mangrum Track & Field. Almost 700 attendees participated in our first ever music and arts festival.

A team of 76 student volunteers, professional staff members, and student staff members ensured that the event ran efficiently. In addition to three performances on the main stage, Festival 78 provided 17 interactive booths with activities ranging from arts and crafts to learning about sustainability.

Six food and beverage vendors provided a variety of options for students. Free water and non-alcoholic beverages were available through a generous donation from UARSC and Rockstar.

Campus partners that contributed to the success of the event include the ASI Campus Activities Board and their HYPE Team, University Student Union Activities Board, Tukwut Life, Student Life and Leadership, Residence Education, ASI Gender Equity Center, ASI LGBTQA Pride Center, ASI Board of Directors, the Alumni Association, Campus Recreation, Safety Risk and Sustainability Services, the University Police Department, Events and Conference Services, the Smoke and Tobacco Free Campus Initiative, the University Student Union, and the University Auxiliary Research Services Corporation.

Festival 78 was intended to serve as a venue for increasing campus pride, engaging attendees in music and the arts, and cultivating lasting partnerships with the campus and broader communities. The feedback we have received has been positive and the student body has already requested that the event continue and grow next year.

## BJ's in Your PJ's

Students visited educational tables about safe sex with SHCS before enjoying Ben and Jerry's ice cream and watching an outdoor movie at The Quad the their pajamas.

## HYPE TEAM

**This year CAB launched the HYPE team**

This team of five student volunteers served as the brand ambassadors for CAB. They were selected through an application and interview process.

Once a part of the team, they met bi-weekly with the CAB Marketing Specialist. At these meetings they learned more about CAB programs and discussed ways to creatively market upcoming events.

The team was a huge success and was critical to the success of CAB's largest events like The Ball and Festival 78.

### The Truth Behind Me

Students learned about Black History Month through a series of performances by students and community partners while sampling traditional East African food at the intermission.

### Show Love, Share Love

Students went to a series of tables learning how to express love and gratitude while crafting and picking up freebies along the way.

### Walk A Mile in Their Shoes

Students were given a backpack and a vignette of an actual victim of sexual violence or assault. They then walked through a series of tables where they learned about the social, fiscal, emotional, physical, and global impact of the vignette. They picked up a rock at each station and added it to their backpack along the way. They ended at a table where they talked through the process and were able to share how the event impacted them.

### How To Henna

Students learned how traditional henna came to be from trained henna artists. They were able to practice their hand at henna and receive a henna tattoo.

### Mocktail Madness

Students went to a series of interactive activities to learn about responsible drinking and then received a mocktail before an outdoor movie!

### Spring Social

Students engaged in speed mingling where they were able to learn networking skills and meet with other students they might not have otherwise known as they rotated around in lightning rounds.



## BUMP!

Students went through four educational tables including responsible drinking, University Police Department, SHCS, and the University Student Union Advisory Board while waiting for their turn at bumper cars.

# ASI is also the home of two community centers: **THE LGBTQA PRIDE CENTER** **AND THE GENDER EQUITY CENTER** The Centers both had a very successful year.



With approximately 19,000 visits in each center during the last academic year, the ASI Community Centers were able to serve a large number of students by offering social and educational programming, a place to study and print, or just a comfortable place to hang out and make friends. Each Center continues to gather its passion and identity through both the peer educators and the students that visit the spaces.

This year we are especially proud of our collaborations across campus with the following groups: Campus Recreation, University Student Union, Hope & Wellness Center, The Latin@ Center, the Cross-Cultural Center, Career Center, Greek community, Nu Alpha Kappa Fraternity, CSUSM Athletics Department, Arts & Lectures, and faculty from departments including Communications, Modern Languages, Sociology, and Women's Studies.

**The LGBTQA Pride Center** had a very successful and busy 2016/2017 academic year. We began the year with 80 students, faculty, and staff at our annual CSUSM contingent in the San Diego Pride Parade representing not only the Center but also the entire University in one of the largest Pride Parades in the world. The Pride Center participated in the Social Justice Centers joint open house under the theme Cougars In Solidarity, a program started during June 2016 after the Pulse Nightclub shooting. All of the centers came together for a Cougars In Solidarity March to bring students together in solidarity over the many things happening in the country and the world that might be affecting them negatively.

The LGBTQA Pride Center brought Kit Yan, (an Asian-American Brooklyn-based Artist/Playwright/Poet/Performer/Lyricist) to perform their one-person slam poetry show Queer Heartache. Almost 150 people joined us in the USU Amphitheater on a beautiful evening to experience this moving show. Earlier that day, Kit Yan offered a writing workshop to about 25 students where each student wrote and performed their own spoken word piece.

This was truly a once in a lifetime experience for these students and our campus. The Pride Center partnered again with Nu Alpha Kappa Fraternity and the entire Greek Community for the 3rd annual NAK Drag Show. Over 650 people attended this event. Fall semester also brought us our annual Coming Out Monologues, held in the USU Ballroom.

For the first time, the LGBTQA Pride Center partnered with the Athletics Department and Arts & Lectures to bring Jeff Sheng and his Fearless photo project to campus. An exhibition of 30 photographs of athletes from the series was displayed as part of the event.

Throughout the year the Pride Center offered over 60 opportunities for students to engage. The Center offered programs, discussions, study break opportunities, a community service opportunity with the San Diego AIDS Walk & Run, and collaborative program opportunities. A few other events worth mentioning include LGBTQA Safety with the University Police Department, Name and Gender Change Clinic, Being "Out" in the Job Search, Yoga with Pride, Queer Parenting, National Coming Out Day Celebration, Queery Release Party with the publishing of its third annual issue of the Queery, and Ask the Sexpert: Safety & Online Hook Ups, PrEP, and Treatment as Prevention.

The spring semester closed with our annual gAyPRIL celebration including our Pride Walk, the Color Out Hunger Run, and our Pride Festival. The Color Out Hunger Run, an annual collaboration between Campus Recreation and the LGBTQA Pride Center brought in over 300 pounds of food for the ASI Food Pantry. We

also celebrated our 9th Rainbow Recognition recognizing our graduates who would be leaving us and starting their next journey in life.

**The Gender Equity Center (GEC)** also had a remarkable and outstanding 2016/2017 academic year. The GEC started the year off with Weeks of Welcome and participated in the Cougars In Solidarity Social Justice Centers joint open house and Solidarity March. Throughout the year the Gender Equity Center offered over 45 opportunities for students to engage. The GEC offered a new successful program for National Women's Health and Fitness Day by partnering with Campus Recreation to provide quick exercise opportunities for participants utilizing certified instructors. The Center further engaged students on the topic of body image with their annual Love Your Body Day Runway and Education event. Our Parent Program, "The Parenting Corner," held an open house and mixer for student parents.

In the spring, the GEC offered a Tukwut Life event, Spice Up Your Valentine's Day. The Center also partnered with Arts & Lectures to bring Kimberly Dark and her one-woman spoken word production of Things I Learned from Fat People on a Plane. The room was filled to capacity with some folks sitting in chairs directly on stage with Ms. Dark. The Parenting Corner held an event collaborating with the library and the campus bookstore for Dr. Seuss Day to celebrate the birthday of Dr. Seuss. Giveaways for this event included a free book for each child.



The GEC joined the Pride Center in their partnership with Campus Recreation during gAyPRIL for the 3rd Annual Color Out Hunger Run where 300 pounds of food was collected for the new ASI Food Pantry.



The GEC celebrated International Women's Day with their second annual International Women's Day Luncheon. The event had 14 female faculty and staff members leading table discussions with 82 students over lunch. This event offers rich opportunities for mentorship and has become a must attend among faculty, staff, and students.



A few other events worth mentioning include She Should Run, Pleasure Party, Graduate School Preparation, Civility Dialogue: Politics & Gender Identity, AAUW Start Smart Salary Negotiation, Men's Health Month/Movember, Parenting Mixer, and observance of the Trans Day of Remembrance.



The Center published the first issue of the Feminist Agenda, a student written publication. The GEC ended the semester with their annual Gender Equity Center Recognition to celebrate the achievements and accomplishments of the students who have supported and advocated for our values in the Gender Equity Center.

Associated Students Inc. also has two groups of students that help support the entire organization.

## THEY ARE THE FRONT OFFICE STAFF AND THE DESIGN TEAM



**Our ASI Front Desk Team** consists of one Front Desk Lead, two Front Desk Assistants, and one Student Organization and Project Specialist. These student employees keep abreast of the heartbeat of ASI. They are able to answer questions in person or by phone, accept packages for the entire organization, manage the ASI Conference Room, and just be of all around assistance to all of ASI. These students manage to always know what's up in ASI and are an important part of our organization. They are the front-line face and voice for the organization.

**The ASI Design Team** consists of talented media and visual arts students whose main focus is to provide media and communication services to all areas of the organization. From complete media packages for program/event marketing, to branded promotional items, to publications and more, the Design Team is here to promote ASI while maintaining a professional and cohesive image. Products and messages provided by the Design Team engage the student population in fun and innovative ways which helps strengthen ASI's brand awareness on campus.

Design Team also operates a subgroup called the Marketing & Outreach Team. The group is comprised of one student representative from each ASI programming entity and serves to create an organization-wide connection between marketing and programming efforts. The team is responsible for ASI's social media presence, the purchasing of promotional items, the upcoming On Air with ASI news channel, and policy creation regarding media services.



## 2016/17 BOARD OF DIRECTORS & PROFESSIONAL STAFF

### BOARD OF DIRECTORS

ASI President	Collin Bogie
Executive Vice President	Aaron Herrscher
VP of Student & University Affairs	Chris Morales
Chair & Chief of Staff	Rhiannon Ripley (Fall 2016) Samuel Ramtin (Spring 2017)
College of Business Administration (CoBA) Representatives	Idayat Bola-Akindele Christopher Lee
College of Humanities, Arts, Behavioral and Social Sciences (CHABSS) Representatives	Louis Adamsel Nic Pollino Samuel Ramtin (Fall 2016) Aj Vega
College of Science & Mathematics (CSM) Representatives	Nolan Fox Yumary Vasquez
College of Education, Health & Human Services (CEHHS) Representatives	Meghan Aparri Rebecca Ortego

Student at Large Representative for Diversity & Inclusion	Anna Rapada
Student at Large Representative for Sustainability	Diana Bautista
Veterans Student Representative	Michael Negrete (Fall 2016)

### PROFESSIONAL STAFF

Executive Director	Kim Clark
Senior Director of Student Government Affairs & Programs	Rodger D'Andreas
Manager of Operations	Deb Fritsvold
Director of Student Engagement & Inclusion	Robert Aiello-Hauser
Assistant Director of Programming	Kim Jeffrey
Assistant Director of the ASI Community Centers	Abrahán Monzón
Financial Coordinator	Vikki Graboyes
Government Affairs Coordinator	Ashley Fennell
Media & Communications Coordinator	Ahmbra Austin

# As a steward of your ASI fees, ASI works hard every day to serve, and empower students.



## Highlights of your dollars at work include:

- There were 50+ events in ASI.
- We partnered with campus entities more than 33 times to make our events successful.
- At least 31 out of our 42 events were new events that ASI had never done before.
- We served, engaged, and empowered about 3,000 students at our events.

## For our Campus Activities Board, in Spring 2016:

- There were 59 events that CAB alone put on.
- CAB partnered with campus entities at least 47 times.
- Partnered up and co-sponsored with USUAB more times this semester than any semester before, supporting overall campus growth.
- More than half of our semester's events were new and had never been done before.
- Served, engaged, and empowered about 7,572 students.
- Increase in community involvement: Cesar Chavez Day Service, and other events.
- Celebrated the 14th consecutive year of orchestrating Alternative Spring Break (ASB).

## The Board of Directors passed four new resolutions in support of:

- The on-campus Food Pantry
- The Black Student Resource Center
- California Faculty Association actions for a fair wage
- Sustainability Fee

## FEE REFERENDUM

During the Fall 2016, the ASI BOD focused on increasing the ASI fee, which needed a vote of the student body with a fee referendum vote. The BOD members believed in order to grow and expand ASI, there was a need to increase the revenue of the organization. After extensive outreach efforts detailed below, the ASI fee referendum passed successfully.

## OUTREACH EFFORTS

Campus Presentations:

- Athletics Department
- Campus Activities Board
- Campus Recreation Sport Clubs
- Gender Equity Center
- Greek Leadership Council
- Latin@ Center
- LGBTQA Pride Center
- On-Campus Housing RAs and RDs
- University Student Union Advisory Board (USUAB)
- University Student Union (USU) Front Desk Team
- University Student Union (USU) Logistics & Building Leads
- University Student Union (USU) Marketing Team
- Veteran's Center

Tabling Event on Thursday, November 17th in the USU Arcade.  
ASI Open Forum/Town Hall on Tuesday, November 29<sup>th</sup> in Arts 240.  
Over 15 Class Presentations to various classes including environmental studies and COBA.  
On-campus advertisements: a-frames, flyers, digital signs, social media, informational pamphlet.  
Cougar Chronicle ad and article about the fee referendum.



## Bite Out Hunger Campaign

With the successful passage of the ASI Fee Referendum, the BOD then turned their sights on next steps. This included planning for their proposed initiatives. The biggest focus was placed on the food pantry due to the recent CSU surveys that found high percentages of students facing food insecurity. So, the Executive Team created the **Bite Out Hunger campaign** that seeks to educate students on what exactly food insecurity is and allows students to be part of the solution. In exchange for one non-perishable canned food item, each donor received a Bite Out Hunger wristband and a piece of pizza. For ten donation items, a donor received those items plus a Bite Out Hunger T-shirt. The Board also focused on identifying and securing a space for the Pantry.

# INITIATIVES

The successful passage of the ASI Fee referendum allowed the BOD to focus on the following key initiatives:

## On-Campus Food Pantry

ASI proposes opening a student-operated food pantry to address food insecurity issues amongst students at CSUSM. In a survey conducted on campus in early 2016, over 50% of student respondents reported that they have experienced symptoms of food insecurity. This permanent food pantry will provide resources for students in a manner that is inclusive and accessible.

## 24-hour Library Access

Currently, there are no places on campus that allow students to safely study after midnight.

With increased revenue from the fee referendum, ASI and the Kellogg Library will partner to open a specific section of the library for 24-hour access, Sunday mornings through Friday evenings during the fall and spring semesters. This space will include study rooms, computer stations, and presentation rooms.



## Large-Scale Campus Events

ASI works vigorously to provide programs and events to engage the student body. Moving forward, we will be focused on large scale on-campus events such as concerts, festivals, and more. With the extra funding through the fee referendum, ASI will be able to take CSUSM events to a whole new level!

## Student Sustainability Initiatives

CSUSM is taking vast steps in environmental friendly initiatives and programs. With the fee referendum, ASI will start a student sustainability initiative. This will provide funding that students or student clubs/organizations can apply for if their cause is geared toward sustainability.

## Funding for Student Organizations

The fee referendum will help increase funding allocated for ASI Leadership Funding for student organizations' on-campus event and off-campus attendance at professional and personal development conferences.

## Cougar Pride Initiatives

With the opening of the University Student Union and The Sports Center, the sense of cougar pride is at an all-time high. With funding through the fee referendum, ASI will dedicate funding to events and programs that foster cougar pride increase pride in being a CSUSM Cougar.

# Audited Financial Reports



## Statements of Activities

June 30, 2017 and 2016

	<u>2017</u>	<u>2016</u>
<b>Unrestricted Revenue and Support:</b>		
Student tuition fees	\$ 1,352,628	\$ 1,316,332
Interest income	9,895	7,906
Other income	194,299	122,131
	<hr/>	<hr/>
Total Unrestricted Revenue and Support	\$ 1,556,822	\$ 1,446,369
<b>Expenses:</b>		
Program services - committee programs	860,587	825,108
Management and general	736,685	723,950
	<hr/>	<hr/>
Total Expenses	\$ 1,597,272	\$ 1,549,058
	<hr/>	<hr/>
Change in Net Assets	-40,450	-102,689
Net Assets, beginning	528,898	631,587
	<hr/>	<hr/>
Net Assets, ending	\$ 488,448	\$ 528,898

## Statements of Financial Position

June 30, 2017 and 2016

	<u>2017</u>	<u>2016</u>		<u>2017</u>	<u>2016</u>
<b>ASSETS</b>			<b>LIABILITIES AND NET ASSETS</b>		
Current Assets:			Current Liabilities:		
Cash	\$ 89,892	\$ 83,452	Fund held for others	\$ 168,777	\$ 153,231
Restricted Cash	168,777	153,231	Accounts payable	237,387	164,672
Due from related parties	806,551	692,891	Obligations under capital lease, current portion	4,446	4,021
	<hr/>	<hr/>	Deferred revenue	186,822	112,014
Total Current Assets	\$ 1,065,220	\$ 929,574		<hr/>	<hr/>
Property and Equipment, net of accumulated depreciation	32,215	49,258	Total Current Liabilities	\$ 597,432	\$ 433,938
Deposits	3,000	3,000	Obligations under capital lease, net of current portion	14,555	18,996
	<hr/>	<hr/>		<hr/>	<hr/>
Total Assets	\$ 1,100,435	\$ 981,832	Total Liabilities	611,987	452,934
			Net Assets, unrestricted	488,448	528,898
				<hr/>	<hr/>
			Total Liabilities and Net Assets	\$ 1,100,435	\$ 981,832



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