ASI & USU 2015-2016 Annual Report

ASI Student Government

Unit Programs & Services

The purpose of Associated Students, Inc., Student Government is to represent and advocate on behalf of the campus-wide student population at California State University, Stanislaus. Through the Board of Directors and Warrior Lobby Team we lobby local, state, and federal representatives and advocate on behalf of the students' needs and provide opportunities for Directors to interact with students. Through the Student Government Leadership Council, we educate students on the different areas of the organization and teach them leadership skills to be successful academically and within the organization.

Unit Achievements

- **ASI Board of Directors** – This past year the ASI Board of Directors made some monumental decisions that will lead to a better future for both the organization and the students we serve. Some major achievements include: (1) Playing a key role in the approved referendum for the University Student Union Expansion/Renovation and making a financial contribution to the project; (2) Advocating on behalf of Student-Athlete Early Registration and having faculty agree to have the conversation in the coming year; (3) Strengthening the relationship between the City of Turlock and the University by hosting the Warriors Downtown event in collaboration with the Turlock Downtown Owners Property Association; (4) Engaging in negotiations to finalize a contract with Turlock Transit, where they will be providing a more student friendly route with a contribution from ASI and USU; and (5) Improving attendance in all student government events coordinated by the Student Government Coordinator.
- **Governmental Relations** – This area played a major role in keeping the City of Turlock up to date on ASI and University matters by attending and presenting to the council at bi-weekly City Council meetings. The City Council agreed to place the Governmental Relations Coordinator as a permanent place on their agenda in the announcements section. The Coordinator was also responsible for conducting an advocacy/lobby training for students attending the California Higher Education Student Summit (CHESS) where they were able to meet with all six of our state representatives or their staff.
- **Student Government Leadership Council** - After its second year the Board of Directors decided to restructure SGLC to a fall semester only program that will now meet weekly as opposed to bi-weekly. They hope that this will create a more engaging program to keep students involved throughout the entire program.

Event/ Services Indicators

Board Games with the Board	Fall- 103 participants/ Spring- 73 participants
Pumpkin Painting	108 participants
Thanksgiving Potluck	105 participants
Warming Up with ASI	25 participants
Pizza with the Board (Stockton)	67 participants
Breakfast on the Go	115 participants
One on One with the Mayor	40 participants
Academic Senate Student Participation	Approx. 30 participants
ASI Elections	372 participants
Total Participants	1,038 participants

Department Priorities/ Goals for 2016-2017

- Assist the University Student Union in the Fee referendum for the Renovation/Expansion project.
- Strengthen the relationship between the City and the University by identifying students as a key stakeholder in the City of Turlock.
- Make the campus aware that Student-Athletes are an underrepresented group on campus who have a serious need for early registration.

Budget Breakdown

Student-Athlete Early Registration	BOD	$918.83
Board of Directors Initiative Fund	BOD	$183.32
Speaker – The Hook Up	ASI-Speaker Series	$3,700.00
ASI Giving Back Scholarship	BOD	$5,000.00
Club/Multicultural Allocations	BOD	$14,037.32
Printing	Programming	$173.79
Marketing/Giveaways	Programming	$444.37
Event-Food & Beverage	Programming	$544.10
Event-Decoration and Services	Programming	$15.00
Event-Other Supplies	Programming	$43.55
Tabling	WLT	$65.00
One on One with the Mayor	WLT	$345.80
	Total	$25,471.08

USU Board of Directors

Unit Programs & Services

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

- Oversight of University Student Union Building
- Facilitates the University Student Union Renovation/Expansion Project (New Stan State)
- Makes decisions concerning policy, renovations, marketing, and budgetary matter
- Provides an overall direction for the facilities, programs, and services funded by USU fees

Unit Achievements

- **University Student Union Board of Directors Renovation and Expansion project** – This past year we focused our energy on planning and executing a successful fee referendum. Late in the semester, all of the organization's work paid off as the fee increase referendum to fund the Renovation and Expansion Project passed. During the spring semester, we focused on moving the project forward. We concluded the year in selection the contractor and architect team that will move this project forward. Additionally, we continued conversations with various stakeholders and entities to ensure that all logistics continue to progress.
- **Board Member/Student Assistant Recruitment and Involvement** – During fall semester, the student representatives on the Board of Directors took an active part in marketing and passing the fee referendum. Each of them was committed and showed passion both for the organization and the project. During the Spring, the USU hosted with We Appreciate U event and also worked to recruit board members and student assistants who will continue the efforts made this year in to the next academic year.
- **Programming** –In the fall semester we hosted our second annual Run 4 U: Color Edition and it was great. There was a lot of student involvement. Additionally, the USU Events Coordinator worked very hard to host successful, active, and intriguing Monday Pick Me Ups. This continued in to the spring semester. Also during this semester, we hosted our annual Birthday Bash.

Event/ Services Indicators

Monday Pick Me Up (annual total)	1320 Participants
Run 4 U	300 Participants
Halloween Haunted House	349 Participants
#TheNewStanState Housing	100 Participants
#TheNewStanState	465 Participants
Coffee with the Board at Stockton Center	70 Participants
USU Renovation & Expansion Open Forum	11 Participants
Renovation & Expansion Fee Increase Referendum	575 Participants

Voting	
Birthday Bash	371 Participants
We Appreciate U	84 Participants
Total Participants	3645 Participants

Department Priorities/ Goals for 2016-2017

- Complete the successful referendum to fund the renovation and expansion of the current University Student Union Facility
- Continue to maintain financial, administrative, and personnel integrity within the organization.
- Provide students with programming that will better their student experience while bringing them in to our facility.

Budget Breakdown

USU Board of Directors	Expenses	$67,224.57
	Revenue	$3,970.00

USU Operations & Custodial

Unit Programs & Services

The University Student Union Interim Reservations Coordinator oversee the internal and external use of the Student Union daily operations. In which we provide several quality services to the campus community and the public {Students, Student Organization, Departments and Private}. These services include but are not limited to:

- A daily Student Custodial Assistant who focuses are in the detailing of the external and internal maintenance of the University Student Union building. Such as small spills, washing windows, recycling, restocking, and landscaping.
- Evening Student Custodial Assistant (4) who are responsible for the day-to-day maintenance of the Student Union. They oversee the disposing of trash, proper cleaning of restrooms, vacuuming of carpets, sweeping and mopping.
- During the summer and winter our many concentration is on the extracting of carpets, buffing & waxing and deep cleaning of each room in the student union.

Unit Achievements

- Provide a clean and safe environment for student, staff, and the public. Such as disinfecting of equipment, furniture (tables), computers, and restrooms.
- Ensure proper supplies for the daily use the Student Union such as paper towels, toilet paper, and hand soap, seat covers, etc.
- Repair equipment and furniture for students to use.
- Keeping a minimum cost for supplies.
- Providing training on all industrial machines for maintenance of the Student Union

Budget Breakdown

USU Operations	Expense as of (6/16/2016)	$ 167,078.55
	Revenue	$0.00

USU Facilities & Reservations

Unit Programs & Services

This area is in charge of scheduling all internal and external events in the USU and campus quad. The department insures the highest level of customer service by scheduling and coordinating events with the help of the Reservations Assistant and Event Managers. Services provided by Interim USU Reservations Coordinator includes the monitoring of events while using the USU facility. The department insures all union procedures are enforced, including venue insurance to protect USU property and collections of all monies related to rentals (internal or external) compliance with university procedures.

- **Special Event Venues - Rentals**
  - Event Center
  - Carol Burke Student Lounge
  - Game Room
  - USU Lobby (Internal)
  - Lakeside lawn
  - Quad / Booth space
- **Conference Rooms – Rentals**
  - Warrior Room
  - Lakeside Room
  - Stanislaus Room
- **Equipment – Rentals**
  - Sound system
  - Stage
  - Projectors (internal only)
- **Event Manager**
  - Provide customer services for campus community and outside community venues. Includes the setting up and breaking down of events, along with supervising the safety of students/clients.
  - Locking and securing of the Student Union building after hours and special events.

Unit Achievements

- Continue to collaborate with other departments to ensure successful and safe events.
- Continue to improve customer service
- Collaborate with other event related departments to maintain event procedures and timelines.

Event/ Services Indicators

Special Events (CBSL, EC, GR, Lobby, Quad)	
Club/ Orgs	173 events
Departments	291 events
Internal	166 events
Off Campus	101 events
Meetings (Warrior, Stanislaus & Lakeside)	
Clubs/ Orgs	367 meetings
Departments	447 meetings
Internal	323 meetings
Off Campus	8 meetings
Total Reservations- (events/meetings)	1,876

Budget Breakdown

USU Reservations	Expense	$0
	Revenue	$71,117.75

Services

Service Desk-

Unit Programs & Services

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

- Prints
- Copies
- Scans
- Faxes
- Warrior Identification Cards
- Bus Passes (Stanislaus & Merced County)
- Movie Tickets
- Envelops
- Greeting Cards
- Balloons/Helium
- Warrior Merchandise

Unit Achievements

- Provided students and campus community with an environment that is friendly and courteous and that is easily accessible for those who want to purchase items such as bus or movie tickets, balloons for an event, or warrior merchandise.
- Continued to increase the awareness of our Print-N-Go! Service.

Budget Breakdown:

Service Desk	Expenses	$30,317.86
	Revenue	$15,626.45

Game Room

Unit Programs & Services

The Game Room is a spot on campus used to provide a place for students to relax and be free of the sometime stressful academic campus environment.

- Microwave
- Refrigerator
- Vending machine
- Play Station 4 game consoles
- 3 regulation billiard tables
- Ping pong table
- Dart board
- Television with cable programming
- Comfortable seating
- Wi-Fi

Unit Achievements

- Provided the best environment on campus for friends to gather and relax before and/or after class.

Budget Breakdown:

Game Room	Expenses	$9,396.62
	Revenue	$1,812.00

Community Service

Unit Programs & Services

ASI & USU recognize and appreciate the community our campus is a part of. This area was created with the intention of *giving back* to the community that nurtures us by providing students, faculty, and staff with opportunities to take part in community service projects focused on support of our youth and community support. We call this program *Warriors Giving Back.*

- Back 2 School Supply Drive
- Project Giving Tree
- Spring Into Action

Unit Achievements

- Conducted 2nd annual Back2School Supply Drive & Project Giving Tree Campaigns increasing campus community participation in each. (Back2School Participation: 34 participants in 2014 vs. 135 participants in 2015; Project Giving Tree: 50 participants in 2014 vs. 99 participants in 2015)
- Exceeded prior year's donations for Project Giving Tree by 28%

- Successfully conducted first-annual 'Spring Into Action' during which Warriors worked with the City of Turlock to clean and maintain the local well-known Donnelly Park.

Event/ Services Indicators

Backpack & School Supply Drive	135 participants
Project Giving Tree	99 participants
Spring Into Action	32 Participants
Total Participants	266 participants

Department Priorities/ Goals for 2016-2017

- Increase participation in existing community service programs: Back 2 School Supply Drive & Project Giving Tree
- Coordinate a community service event that gets warriors into the community to give back
- Develop working relationships with City of Turlock and other community groups to improve and build community services programs

Budget Breakdown:

Warriors Giving Back	Expenses	$1,939.26
	Revenue	$308.07

Leadership

Unit Programs & Services

Dedicated to providing activities and services that enable the growth and refinement of leadership skills and traits within students both within the organization and campus-wide. As a relatively new department, ASI Leadership looks forward to building cooperative relationships with other departments on-campus and within the community to provide a comprehensive leadership program to our students.

- Leadership Education and Professional Skills (LEaPS) Workshop Series
- Leader2Leader Networking Event

Unit Achievements

- Launched the LEaPS Workshop Series developed to provide students campus-wide with opportunities for growth and development in leadership and professional skills to better prepare them for success as they enter the workforce
- Worked with faculty and staff on-campus to provide quality facilitation of LEaPS workshops
- Developed Stanislaus State Career Prep Calendar in cooperation with PACE, Career Services & the Student Success Center of CBA to offer students a comprehensive resource for career preparation opportunities.

Event/ Services Indicators

LEaPS Workshops:	
Written Communication	7 Participants
Manage Your Media	5 Participants
Communication in Professional Settings	8 Participants
Failing to Win	8 Participants
Diversifying Your Skills Portfolio	11 Participants
Resume Writing Workshop (with Career Services)	20 Participants
Salary v. Benefits	7 Participants
Impressing the Recruiter	12 Participants
Leader2Leader Networking Event	23 Students/23 Professionals/Alumnid
Total Participants	101 Student Participants

Department Priorities/ Goals for 2016-2017

- Create workshop series that offers leadership and professional development opportunities to student's campus-wide.
- Establish working relationships with staff & faculty to offer high-quality information and programming.
- Establish a leadership & career preparation calendar alongside other campus departments to provide students with a comprehensive resource for such opportunities.

Budget Breakdown:

Leader2Leader Networking Event	Expenses	$1,335.31
	Revenue	$0.00

ASI & USU Programming: Code Red Entertainment

Unit Programs & Services

Code Red Entertainment (CRE) is a dynamic student-programming group from the Associated Students Inc., and the University Student Union at California State University Stanislaus. CRE provides quality programming by engaging in large-scale, social, cultural and educational events.

- The programming area host a variety of events on and off-campus through one of the programming units: ASI Special Events, ASI Campus Pride, USU Daily Events, USU Social Awareness, USU Weekend Warrior.

Unit Achievements

- Programming focused on quality programming in order to increase student turnout for programming events.
- CRE members have been empowered to create, plan, and implements events based on their own programming unit. This has also caused a high retention of members this past year.
- Each CRE members was given a date to chair and facilitate our weekly meetings.

Event/ Services Indicators

ASI Campus Pride	
Titus Tailgate	65 students
Pack the House	150 students, community
Pride to DYE for	100 students
Warrior Incentive Program (8 events)	1,200 students
Warrior Decal Program (10 events)	250 students
Homecoming Rally	425 students
Dec Yourself Out in Pride	35 students
Batter Up Warriors	50 students
ASI Special Events	
StanFest Concert	944 students, community
StanFest Carnival	560 students, staff, community
Homecoming Community Event	656 students, staff, community
Homecoming Kick-Off	300 students
Homecoming: Obstacle Course	100 students
Homecoming: Music Video Showing	350 students
Warrior Day	3,300 students
USU Daily Events	
Warriors In The Quad (30)	4,500 students
StanFlix (6)	1,050 students
Warriors Up At Night (5)	750 students
Christmas Parade	25 staff, 30,000 community
USU Social Awareness	
Treat Yourself	40 students
Let's Talk (3)	155 students
Letter's for our Veterans	150 students
Finals Stress Relief (2)	600 students
Heart Health Awareness	100 students
Suicide Awareness	100 students
LGBT Week: Speaker/ Drag Show	140 students
Take Back The Night: Bingo/Walk	90 students
Smart Day	170 students
USU Weekend Warrior	
Giants vs. Dodgers	46 students
Great American Halloween Haunt	46 students
Nitro Circus Live	11 students
Carrie Underwood Concert	36 students

Golden State Warriors Basketball	46 students
Santa Cruz Beach Boardwalk	46 students
Total Participants	16,586 stu. 30,000 comm.(parade)

Department Priorities/ Goals for 2016-2017

- Increases the quality of our programming and aim for higher student turnout for all small-scale and large-scale events.
- Continue to empower our Code Red Entertainment members and help them build themselves into future leaders.
- Maintain high moral within CRE meetings, trainings, and events.

Budget Breakdown:

ASI Campus Pride	Expense	$9,626.34
	Revenue	$0.00
ASI Special Events	Expense	$155,365.45
	Revenue	$13,359.15
USU Daily Events	Expense	$13,898.82
	Revenue	$0.00
USU Social Awareness	Expense	$5,357.07
	Revenue	$0.00
USU Weekend Warrior	Expense	$18,617.88
	Revenue	$9,960.00
	Overall Expense	$202,865.56
	Overall Revenue	$23,319.15

ASI & USU Marketing

Unit Programs & Services

- ASI Warrior Merchandise Sales
- ASI- Club Colors Apparel and Promotional Items
    - Clubs/orgs & Departments
- USU Marketing- Graphic Design and Printing Services
- ASI & USU Marketing- branding the organizations and individual units.
    - Social Media

- Website
- ASI & USU App

Unit Achievements

- ASI Warrior Merchandise
  - Maintained the ordering, inventory and sales of our Warrior Merchandise. Ordered 5 new general merchandise sales and 6 new Alumni designs for commencement sales.
    - Met our revenue goal of $10,000+ for the fiscal year for Merchandise Sales.
- ASI Sales to Clubs/Orgs, Departments
  - Continued to work with on campus departments and clubs/ orgs for Club Color orders. (staff apparel and promo items).
    - Departments- exceeded revenue goal by $9,364.07
    - Clubs/ orgs-exceeded revenue goal by $2,017.95.
    - Collaborated with Club Colors on 2 campus orders including:
      - Campus Polo Order- 31 individual or department orders
      - Campus Table Throw Order- 15 orders
- USU Graphic Design and Printing services
  - We were instructed by campus to no longer accept requests from departments, clubs/orgs, so that cut back on some of our incoming requests and revenue.
- Social Media- "Stay Connected"
  - Hosted Instagram Loop Giveaway. (Fall & Spring semester)
    - Collaborated with 7 other campus departments to participate in the challenge and help each other boost the amount of followers for instagram pages.
    - Each semester, we increased our follower by approx. 300+.
  - Implemented Stay Connected Week (Fall & Spring) to continue to promote our social media outlets. (Facebook, Instagram, Snapchat, Twitter) Snap chat has had a dramatic increase in followers.
  - We created a Snapchat and also are revamping our Twitter pages. Marketing is staying up to date with the trending social media outlets and targeting all of the campus community.

Services Indicators

ASI Warrior Merchandise Sales	5- new General Merchandise designs 6- new Alumni Merchandise designs
ASI Club Colors Sales- Clubs/Orgs	
Apparel/ Promo Item Orders	3
ASI Club Colors Sales- Departments	
Apparel/ Promo Item Orders	78
Total Club Color Orders	81
USU Graphic Design & Print Services	
ASI & USU	Fall only- 107 (includes: posters, flyers, business cards, social media flyers, etc.)

Club/Org & Departments	Fall only- 72 (includes: flyers, prints, brochures, design, etc.)
Total GD & Print Requests	179 (*average of 29 requests per month)

Social Media Indicators

Facebook- (Warrior Activities Center page)	3,002- "likes" 56 - Total Posts
Instagram- (asi_usu)	1,949 - followers 127 - Total Posts 70 - Average "like" per post
Videos	0 - YouTube video posts 1 - Facebook video posts 2 - Instagram video posts 1 - internal video (Awards Dinner) 2 - Total video requests (Awards Dinner & Athletes 377 - Total average views from all videos
App	375 - Total Downloads 183- Apple users 192- Android users
Snapchat	351 - "friends" about 30-50 - "adds" 100+ - average views on our "story"
Twitter	320 - followers 74 - Total posts (including retweets) 4,570 - Tweet "impressions" (last 28 days) 393 – Profile visits (last 28 days)

Budget Breakdown:

ASI Merchandise Sales	Expense	$7,556.39
	Revenue	$10,262.61

ASI- Club Color Sales	Expense	$38,318.14
	Revenue	$50,953.60

USU Marketing Services	Expense	$838.89
	Revenue	$4,374.94

ASI Strategic Plan

1. ***Recruitment and Retention of Board of Directors, Student Assistant, Volunteers, and Full Time Staff***
   - **Code Red Entertainment**- effectively retained the majority of the members. One of our main goals was for them to feel even more empowered when it comes to programming. We gave members more responsibilities and allowed them to plan and implement their own event pertaining to their area.
   - **Marketing-** Expanded the marketing team and added the USU IT Tech (Fall) position. Continued to assist in the advertising for any open full time or student assistant positions via ASI & USU website, campus announcements and social media.

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

3. ***Assessment and Measurements of Programs Offered***
   - **ASI SG**- Was able to create events by comparing past event proposals/evaluations and improve those events by interpreting new ideas and making suggested changes. At the end of each event, evaluations were also completed to see if the event was effective.
   - **Leadership**- Collected evaluations from participants of workshop and Leader2Leader to measure efficacy, value, and success of each. These will be used in planning future workshops/events.

4. ***Foster Relationships with Other Departments on Campus while Creating Equal Partnerships and Brand Recognition***
   - **ASI SG**- Collaborated with Athletics on a plan to promote Early Registration for Student-Athletes and let students know what our athletes do here on campus and their needs.
   - **ASI SG-** Throughout the year built social media relationships with different clubs by informing them of ASI Student Government events and having them promote it on their page, while promoting their club events on our page.
   - **Leadership**- Worked with PACE, Career Services, and the Student Success Center of CBA to create Stanislaus State Career Prep Calendar as comprehensive resource for professional/leadership development opportunities.
   - **Marketing-** Collaborated with departments on the ASI & USU loop giveaway via Instagram, which built relationships with other staff who oversee social media. Also, continue to work with departments when assisting them with any promo item or apparel order.

5. ***Foster Relationships with the Stanislaus Community and Alumni of California State University, Stanislaus***

- **Community Service**- Worked with local schools & Sierra Vista to locate individuals who would benefit from Back 2 School Supply Drive & Project Giving Tree donations during Fall 2015 semester
- **Community Service**- Established working relationship with the City of Turlock as well as a number of local businesses to conduct Spring Into Action event.
- **Leadership-** Worked with Alumni Relations to identify university alumni who would be interested in attending the Leader2Leader Networking Event as professionals.
- **Leadership-** Reached out to ASI/USU alumni for participation in the Leader2Leader Networking Event resulting in a positive turnout of diverse professionals.
- **Code Red Entertainment**- The advisor as well as the programming staff have created really great relationships with departments all across our University. Some departments include, Title 9, Housing, Health Center, Chartwells, Love Evolution, NAMI, FEC, Public Safety, Alpha Phi Omega, etc.
- **Marketing-** Ordered 6 new Alumni Merchandise designs and sold at 2016 Commencement ceremonies and in the Warrior Activities Center. Hosted a Grad-Cap challenge for graduating student to decorate their cap for ceremony.

6. ***Strengthen Our Relationship with Local, State, and Federal Council Members and/or Legislators for the Betterment of Students at CSU Stanislaus***
   - **ASI SG**- Conducted a lobby training, sent all lobby team members to CSSA meetings, and hosted different Lobby team events on campus.
   - **ASI SG-** Organized meetings in Sacramento with state representatives and met with Congressman Denham and representatives from the Department of Education and the Committee and Education and Workforce in Washington D.C.
   - **ASI SG**- Worked closely with AVP Tim Lynch to attend Impact Days in Sacramento, traveled together to Washington, DC to lobby on behalf of the campus, and collaborated on the Chancellor's Office Open Forum.

7. ***Plan and Execute More Effective Large---Scale Events***
   - **Code Red Entertainment-** Due to extensive and detailed preparation, we have been able to successfully provide students with many large scaled events without any major issues. Many of these large events were also opened for the community to attend.

8. ***Update the Technology Used within the Organization and Ensure Software is Up To Date***
   - **Marketing-** making sure our marketing team is staying up to date with the latest software or any marketing use. (camera equipment, Photoshop and design software, app developer, etc.)

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

- **ASI SG-** Had an ASI Representative on the USU Board of Directors, who was present at all meetings where the project was in discussion. All members of the board assisted in the dissemination of information about the project and encouraging students to vote in the fee referendum. ASI also gave a financial contribution to assist with funding the project and lowering the cost to students.

USU Strategic Plan

1. ***Provide students with adequate facilities to inspire excellence, innovation, passion, and fun.***
    - **USU BOD**- voted to move forward with the referendum with a proposed free being an increase of $209 per semester. The USU Board of Directors joined forces with ASI in seeking financial backing a long with support on this project. A campaign called The New Stan State was created to advertised and promote the referendum. Within this campaign the USU Board of Directors held two events for the students on campus to come out and learn more about what a new building will provide them. On December 3rd & 4th a successful referendum was held. 575 individuals came out to vote with 410 (73.04%) voting yes and 155 (26.96%) voting no.
    - **Marketing-** Continue to advertise for the University Student Union building. Updates to services and/ or programs. Marketing assisted with the advertising and promotion for #thenewstanstate marketing plan.
    - **Operations & Custodial-** We achieved this goal by providing day and evening Student Custodial Assistants that maintain the interior and exterior of the University Student Union. Creating a cleaning and welcoming environment for student and client to use and reserve.
    - **Facilities & Reservations-** Continue to provide reservation services such as conference rooms, halls and quad for student's recreational events. Along with proving rooms equipped with technology, equipment and staffing to assist in the success of student and departmental events.

2. ***Recruitment and retention of University Student Union Board of Directors members, student assistants, volunteers and full-time staff.***
    - **USU BOD-**Winter Retreat was held January 21-22 in order to provide training to the Board of Directors a long with training for the student assistants. Tabled to recruit students to sit on the 2016-2017 USU BOD.
    - **Code Red Entertainment**- effectively retained the majority of the members. One of our main goals was for them to feel even more empowered when it comes to programming. We gave members more responsibilities and allowed them to plan and implement their own event pertaining to their area.

3. ***Provide memorable and excellent customer service across all units.***
    - **USU BOD**-End of the semester (fall and spring) performance reports were completed as well as organizational training for both the Board of Directors and the student assistants.
    - **USU Service Desk**- Attendants provided the campus community with great customer service when selling our services or merchandise.

- **USU Game Room**- Attendants provided the campus community with great customer service when interacting and selling our services.
- **Code Red Entertainment-** Our members continuously practice customer service skills during our meeting and our events. We keep ourselves very professional and courteous.
- **Operations & Custodial-** We strive to provide memorable and excellent service by insuring that our facility meets student's stander of sanitation. Along with maintaining the day-to-day cleaning such as restrooms, conference rooms, game room, student lounge, computer lounge, lobby, Warrior Activity Center and second floor of the Student Union we also focus on the small details. This includes, but not limited to carpets, cobwebs, dust, and so forth.
- **Facilities & Reservations-** Meet with future clients (students, departments, private user) to better help organize their needs for all reservations. Continuations of training staff and student assistants on providing excellent customer service when working with clients.

4. ***Effectively assess and react to student's needs from and opinions of the University Student Union.***
    - **USU BOD-** Survey's were collected at the Stockton Center about the current lack of food. In response to the surveys the Student Union and ASI will be working together in order to provide new and healthier food options at the Stockton Center. An open forum was held before the New Stan State Referendum to hear/respond to students concerns and opinions about the project.
    - **Marketing-** Using our social media outlets to connect with students and get feedback on events and services. (conduct surveys, ask questions, etc.)
    - **Operations & Custodial-** Capable of meeting students / clients' needs such as providing the following services such as adjusting the air conditioning or heating unit, restocking of restroom supplies of when needed, dealing with spills, and answering any questions that students have regarding the Student Union. Additionally, having Event Managers that are able to adjust schedule to work events and provide customer service and any other equipment after hours.

5. ***Fostering harmonious and beneficial relationships with other on campus departments.***
    - **USU BOD-**Worked together with ASI on the New Stan State campaign and supported them in their fight for early registration for student athletes. Built a strong relationship with housing and hope to move offices in there during the construction period.
    - **Code Red Entertainment**- The advisor as well as the programming staff have created really great relationships with departments all across our University. Some departments include, Title 9, Housing, Health Center, Chartwells, Love Evolution, NAMI, FEC, Public Safety, Alpha Phi Omega, etc.
    - **Marketing-** Providing the a-frame rentals to departments on campus.

- **Operations & Custodial-** Working closely with Facilities Services for building repairs such as restrooms, heating unit, air conditioning, and/or any repairs outside our normal scope.

6. ***Make an effort to stay up-to-date on technology and software within the USU.***
    - **USU BOD-**A new projector and a portable screen was purchased.
    - **Marketing-** making sure our marketing team is staying up to date with the latest software or any marketing use. (camera equipment, Photoshop and design software, app developer, etc.)
    - **Operations & Custodial –** Providing technology equipment within the given budget such as computers, projectors, televisions, sound systems and working with the newest software for scheduling.
    - **Facilities & Reservations-** Providing technology equipment within the given budget for the use of reservations this includes VGA, HDMI, Mac adapters, auxiliary cords, microphones (wireless, wire) and encourage Event Managers to stay up to date with the newest software to trouble shoot when connecting laptops to projectors or sound systems. Also working with Social tables to better engage clients with event layouts.

7. ***Effectively advertise and market the University Student Union and all of its units.***
    - **USU BOD**-Stayed up to date with our social media and marketing the USU referendum on our Instagram page. All of our Monday Pick Me Ups are marketed on social media. We have also reached out to our students more on our twitter about different things they would like to see from the Student Union.
    - **Marketing-** Continue to assist with the branding of the USU building and its services offered by advertising all of the units on social media, poster displays, app and website. Staying up to date on the newest advertising trends. Marketing assisted with the advertising and promotion for #thenewstanstate marketing plan.
    - **Facilities & Reservations-** Provide clients with up to date information regarding facilities and event packages and services. Working with campus services to promote both the Event Center and Main Dining.