

ANNUAL REPORT

University Student Union, Inc. California State University, Northridge



FROM THE CHAIRS



Tona Oble Chair The millennium ushered in new technological advancements for information sharing, and in the 2009-2010 school year, the University Student Union (USU) raised the bar.

To accommodate students' busy lifestyles, the USU designed nine downloadable skill-building podcasts to replace in-person workshops. These podcasts gave students 24-hour access to mini-audio workshops about topics such as stress management. Participation rose 45% in the first year! To upgrade marketing efforts, the USU launched e-mail blasts and mass text messages to students in addition to Facebook and Twitter posts. Ads cropped up in USU computer labs to remind students about various resources and programs that are available to them. Enormous pavement stickers directed foot traffic to USU programs, and ad banners hung over the hub building's balconies to announce events and services.

All of these innovations serve to demonstrate the USU's mission to create the ultimate college experience despite drastic budget cuts.



Luis Carbajo Vice Chair The 2009-2010 academic year was a complete success for the University Student Union (USU) and the students at California State University, Northridge (CSUN).

An exciting moment was the groundbreaking for the Student Recreation Center as the event marked a milestone for the USU and a promising future for recreation and wellness at CSUN.

We hosted distinguished celebrities, each of whom inspired us. There was a wonderful concert with India Arie, a filled-to-capacity Matadome for Dr. Maya Angelou, and an inspirational evening with Dr. Michael Bernard Beckwith. When the world called for unity, the USU also was present at the Hands for Haiti fundraiser co-sponsored with the Matador Involvement Center and other campus groups.

The Board of Directors approved the lease of additional facilities for the Associated Students expansion, and to open an additional student activity lounge.

Thanks to our volunteers, student leaders, student employees, staff, and Matadors – our inspiration for success.





Debra L. Hammond Executive Director

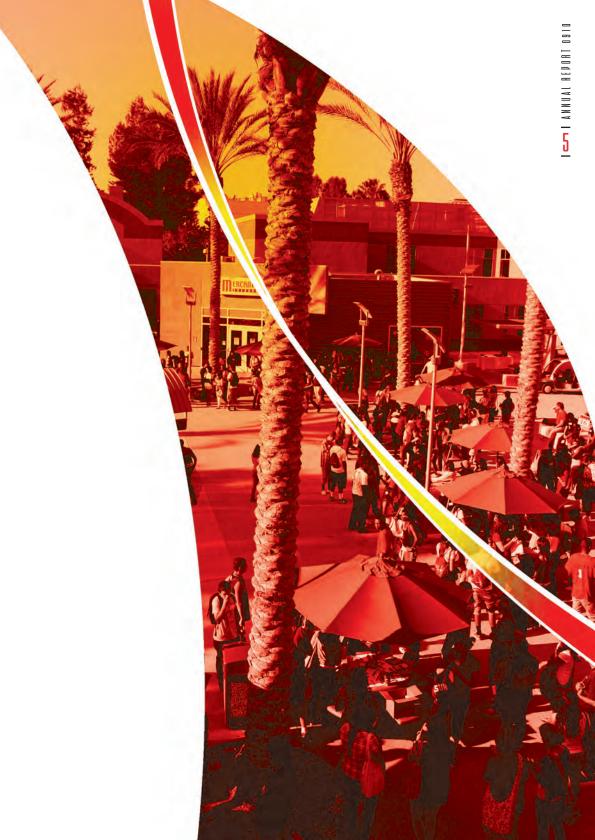
FROM THE EXECUTIVE DIRECTOR

More than T-shirts and balloons

When the Vice President of Student Affairs announced that the division would start to prove the impact of its programs and services on students, a shockwave hit the University Student Union (USU). Nine years later, after honing and refining the ongoing practice of assessment, the USU can now prove to others what it has always known...we're more than T-shirts and balloons.

The late Dr. Terry Piper introduced assessments as an ongoing practice for student affairs practitioners at California State University, Northridge (CSUN) in 2001. Today, assessments drive USU programs and activities and stand as a new aspect of our culture. Everyone is involved, from employees to volunteers, and the numbers prove that the USU continues to do its part to advance student learning on campus.

This year's annual report is dedicated to that effort. We invite you to take a look inside at the collaborations and team efforts that have resulted from an assessment mindset.



ASSESSMENTS

Providing more of what they want

Operating from the premise of continuous improvement, the University Student Union (USU) partnered with a national benchmarking firm to review its programs. Findings were compared with results from a similar 2008-09 survey.

CHOOL SPIRI

The percent of students who rated the extent to which nighttime events such as Matador Nights increased school spirit. The number represents a 6% increase when compared to the 2008-09 rating (75%).

The percent of students who rated Matador Nights a "4" or "5" on a 5-point scale for meeting their expectations. The number represents a 7% increase over the 2008-09 rating (74%).

FCHNO LEARNING

What better way to revamp the low turnouts of the Leadership Development skill workshops than to make them click-and-go podcasts! With students embracing new technologies, the USU designed nine downloadable online podcasts about stress management, money management, networking, and more. The USU then watched participation rates rise.

45

The percent increase in students who participated in leadership development podcasts as compared to the percentage of students who participated in 2008-09 leadership workshops.

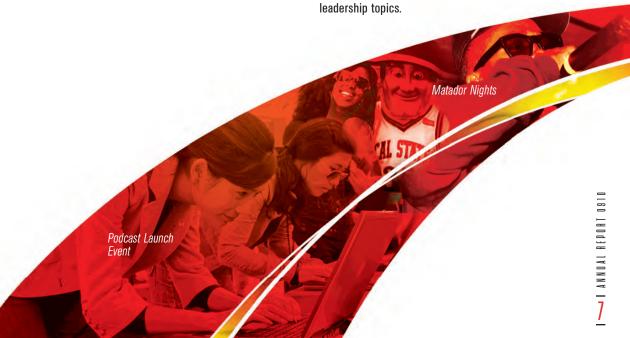
64

The percent of students that preferred the podcast format over in-person workshops.

82

The percent of students that agreed they would likely listen to additional podcasts on other leadership topics. 96

The percent of students that agreed the content of the podcasts was useful.



students.

learning survey that was given to all USU-affiliated

ASSESSMENTS (CONTINUED)

The percent of students who scored 80% or above on the knowledge survey. All assessment is a perpetual work in progress

Linda Suske RENOWN ASSESSMENT AUTHOR AND SPEAKER

The USU continued to enhance the use of technology and online communities to increase student knowledge of USU programs, services, and facilities by increasing participation rates in its Mobile Club, e-mail notification system, and Facebook community. The goal of increasing participation rates by 55% from levels reached in 2008-09 was surpassed.

126

The percent increase of student users on the USU e-mail event notification list.

254

The percent increase of students added to the USU's Facebook friend list.

145

The percent increase in text message recipients.

160

The percent increase for student participation in all USU online communities.

90

The percent of respondents who were satisfied with the extent to which the USU promotes programs of interest to students (EBI survey).

88

The percent of respondents who reported being satisfied with the extent to which the USU publicizes activities sponsored by the USU (EBI survey).

ASSESSMENTS (CONTINUED)

THE 411

The number of people assisted via the USU Information Counter or by calling the Information line.

FOOT TRAFFIC

Construction of the Student Recreation Center to the east of the USU redirected foot traffic to other areas of the facility between 9 a.m. and 6 p.m.

SOUTHWEST ENTRANCE (ASSOCIATED STUDENTS QUAD)

SPRING 2010 ** ** ** ** ** ** ** ** ** ** ** 3,124

NORTH ENTRANCE (NORTHRIDGE CENTER/PERFORMANCE HALL)

PROFESSIONAL HIGHLIGHTS



Jeremy Hamlett,

commercial services manager, continued his role as Regional Director of the **Association of College** Unions International (ACUI) Region 15.



Debra L. Hammond,

executive director, served as a panelist on the Budget Crisis - Enrollment **Reductions and Impacts** Seminar for the Auxiliary Organizations Association (AOA).



Sharon S. Kinard, manager

of administration and communications, served as a member of the Council for the Advancement of Standards' (CAS) Review Committee for Campus Information and Visitor Services (CIVS).



Kevin Lizarraga,

marketing manager, served on the ACUI Region 15 Conference Planning Committee.



Debra Hammond and **Anthony Sherrill**,

information services and special projects coordinator, served as members of ACUI's Community of Practice for Multi-ethnic Professionals and Allies.





PRESENTATIONS

Bryanne Knight, recreation center project coordinator, co-presented the **Facilities Roundtable** at the National Intramural Recreation Sports Association's (NIRSA) National School of Recreational Sports Management (Level 1) in Knoxville, TN.

Debra L. Hammond, executive director, co-presented a workshop for the CSUN Leadership Forum on Women's Issues entitled "Perceptive, Well Informed and Understood: Enhancing Your Leadership Effectiveness."

Jason Wang, associate executive director, presented an educational session entitled **Recreation Law & Liability** at the 40th Annual Southern California Municipal Athletic Federation (SCMAF) Institute.

USU Staff presented/co-presented educational sessions at the Association of College Unions International (ACUI) Annual Conference in New York City:

Debra L. Hammond, executive director:

- Career Mapping
- Take a Bite Out of Learning Outcomes
- Getting to the Core of Diversity and Multiculturalism in Your Union or Activities Program

Jeremy Hamlett, commercial services manager:

- The Core of On-Campus Summer Camp
- Add Salsa Without Losing Your Flavor

Anthony Sherrill, information services & special projects coordinator:

• Our Core: Developing the Future Professional

Staff and student assistants presented educational sessions at the ACUI Region 15 Conference in San Bernardino:

Anthony Sherrill:

• Our Core: Developing the Future Professional Jason Wang, associate executive director, and Grant Rockfellow, facilities projects and services technician:

 Project Management Tools for Minor Renovations

Kevin Lizarraga, marketing manager:

- Technology is Key 2 Ur Marketing Mix
- ACUI Steal This Idea

Matthew Eickhoff, program coordinator, training and development and Monika Babiszkiewicz, graduate assistant, Board of Directors:

The Albatross

Michal Jankowski, operations coordinator, and Monika Babiszkiewicz:

• What About the 'I' in ACUI?

Cecilia Ortiz, USU reservations and events services manager, and Jeremy Hamlett:

• Auxiliary - Networking Session

Samantha Liu, customer service supervisor:

• Student Track Closing & iPod Raffle



% of students who agreed that the Student Retreat helped them improve communication skills

% of students who agreed that the Student Retreat provided training in skills that are transferrable to their lives post-graduation

FEATURED DEPARTMENTS

SUNNY DAYS CAMP

Sunny Days Camp operated during the course of eight weeks, from June 22, 2009 to August 14, 2009. **Experiences from**

summer 2008 helped to make summer 2009

CSUN students were

employed and gained

valuable work

experience.



successful, both fiscally and operationally. Here are some of the highlights of summer 2009:

> The percent increase in total revenue. Revenue for summer 2009 was \$196,051 compared to \$163,596 total revenue for summer 2008.

Staff successfully coordinated with the **Summer Academic Enrichment Program,** ensuring the daily safe transfer of more than 95 campers from Sierra Hall to the USU for the half-day program.

An average of 97 campers per week attended half-day, and an average of 93 campers per week attended full day. This is an increase of average enrollment from 2008, which had an average of 78 half-day campers and 89 full day campers.



themes centered on goal

setting, networking,

multiculturalism, and

Retreats are planned and

executed by a committee

Employees from various

USU departments who

gain leadership and

event planning skills

from the experience.

of Student Assistant

career planning.

online and e-mail

etiquette,

TRAINING AND

DEVELOPMENT

At the start of each

semester, Student

Assistant Employees

attend the University

Student Union (USU)

Student Retreat. This

year's one-day training,

Training & Development

Department, included

educational workshops,

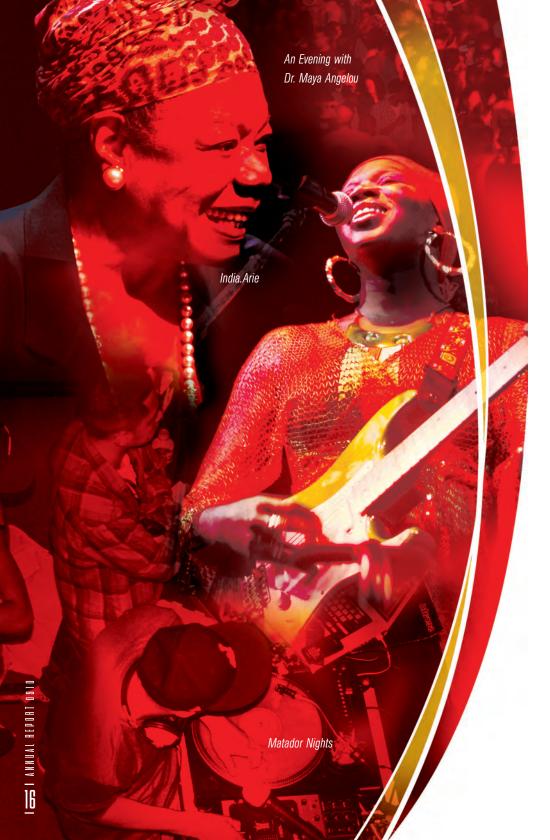
teambuilding exercises

and group activities such

as an Amazing Race-style

scavenger hunt across

coordinated by the



EVENTS

An Evening with Dr. Maya Angelou (Lecture)

More than 2,300 students, faculty, staff, and community members filled the Matadome to spend an evening with one of the most renowned and influential voices of our time. The celebrated poet, memoirist, novelist, educator, dramatist, producer, actress, historian, filmmaker, and civil rights activist shared reflections and poetry as part of the free event.

India.Arie (Concert)

Grammy Award winning artist India.Arie gave a free, live performance to the CSUN community in front of the Oviatt Library entitled, Underneath the Stars. Arie has sold more than eight million albums worldwide, and received 17 Grammy nominations, two Grammy Awards, and four NACCP Image Awards.

Matador Nights

More than 6,400 students and their guests brought the jungle and the funny pages to life during two of the iconic late-night programs. Matador Nights – A Night at the Comics opened the year with students donned in costume as Wonder Woman, Superman, and Spider Man among others. Next, Matador Nights – Jungle featured lemurs, ocelots, armadillos, and toucans as the backdrop to a woodsy night of fun. Both jam-packed events overflowed with food, indoor/outdoor games, and dancing.

Hands For Haiti (a benefit concert)

The USU joined forces with CSUN departments and organizations to raise relief funds for the victims of a devastating earthquake that struck Haiti in January. More than \$4,000 was collected in less than a month and donated to the Hope For Haiti Now Fund. Organizers of the night of music included: the Associated Students, Matador Involvement Center, Residence Halls Association, Athletics, Faculty Senate, Black Student Union, CSUN Students For Israel, Town & Country, Chipotle, Best Buy, and The University Corporation.

61 ANNUAL REPORT 0910 **Welcome All Matadors** (WAM Festival) More than 900 students kicked off the school year at the annual welcome event. The festival, held at the residence hall lawn, featured free In-N-Out Burgers, Carnival Games, a live DJ, and prizes. **Up All Night (Study Support During Final Exams)** More than 4,000 students took part in the six-day event during finals week in December and May, Each evening, at either the Satellite Student Union (SSU) Lobby or the Residence Hall Community Center, and during the day at the Sol Center, USU, Carnaval students received professional massages, crafts, coffee and snacks, games, study kits, and quiet study areas. Students were even able to build stuffed bears! 13th Annual Carnaval Carnaval 2010 was a celebration of cultures from around the world with food, crafts, Hands for Haiti dancing, games, live music, and art. A new feature this year was dance lessons for students held at the Community Center in the residence halls. Approximately 2,900 students attended the two-day event. Eight student organizations collaborated with the USU by tabling at the event. WAM Festival

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AWARDS

USU 2009-2010 YEAR-END AWARDS



Student Assistant
of the Year Award
Carlos Flores, Information
Services and Special Projects



Staff Member of the Year Award Hamid Jahangard, Major Events



Most Resourceful Student Assistant Caroline Mayengo, Administration



Most Inspirational Student Assistant Brittany Brooks, Information Services and Special Projects



Union Program Council (UPC)Program of the Year Student Showcase



Proctor Award Jonathan Navarro, Business Services



BOD Achievement Award Elmer Solis, Board of Directors



USU Spirit Award Lilia Tejada, Union Program Council (UPC)

Aida C. Salazar Award
Elmer Solis. Board of Directors



USU Commitment Award Megan Dominguez, Board of Directors and Farzad Jalilvand, Maintenance

ACUI ANNUAL CONFERENCE (NEW YORK CITY)



First Place
Two-color poster Professional
Category: Griffith Observatory
Trip (designed by James
Matzen, staff graphic designer)



Second Place
Signs/Banners Category:
Student Recreation Center
Construction Banners (designed
by Jared Kennedy, student
graphic artist)



Honorable Mention
Four-color Posters
Professional Category:
A Black Man's Odyssey into the
KKK (designed by James
Matzen, staff graphic designer)

ACUI REGION 15 AWARDS



Samantha Liu, customer service supervisor at the Satellite Student Union, was awarded the Carol Burke Memorial Scholarship for exemplary performance in college union/student activities work and commendable service to the Association.



Arlene Vargas, USU graduate assistant, received the Bob Alexander Memorial Scholarship Award for exemplary performance in college union work on the indvidual's campus.



Jeremy Hamlett, commercial services manager, was recognized for his contributions to the development of the students on the Regional Leadership Team.



First Place
T-Shirt Category:
CSUN T-Shirt - CSU, Northridge
(designed by Randall Loui,
student graphic artist)



Second Place Card/Invitations/ Postcards Category:

USU Reunion "There's No Place Like Home" (designed by James Matzen, staff graphic designer)

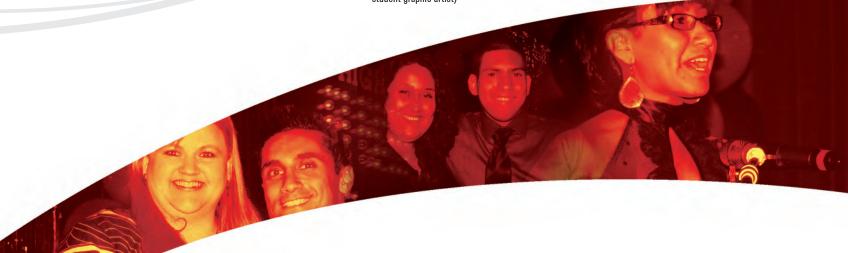


Second Place Brochures Category:

Leadership and Life Skills Institute (designed by Eric Wilkinson, student graphic artist)



Third Place
Logo/Brand Identity: Games
Room Logo (designed by
Monique Herrera, student
graphic artist, and James
Matzen, staff graphic designer)



STATEMENTS OF FINANCIAL POSITION

		ASSETS	2010	2019
CURRENT ASSETS		Cash and cash equivalents Accounts receiveable, net Prepaid expenses and deposits Total current assets	\$3,003,581 38,952 37,378 3,079,911	\$2,543,625 28,530 57,885 2,630,040
PROPERTY AND EQUIPMENT		Equipment and software Leasehold improvements Accumulated depreciation Total property and equipment, net	1,146,316 952,360 (1,077,327) 1,021,349	1,134,094 756,597 (1,027,492) 863,199
		TOTAL ASSETS	\$4,101,260	\$3,493,239
CURRENT LIABILITIES		LIABILITIES AND NET ASSETS Accounts payable Accrued liabilities Deferred revenue Total current liabilities	\$328,006 245,898 126,445 700,349	\$539,222 294,276 117,472 950,970
NONCURRENT LIABILITIES	$\{$	Noncurrent liabilities Postretirement benefit payable	1,159,080	769,421
		TOTAL LIABILITIES	1,859,429	1,720,391
		NET ASSETS Unrestricted net assets	2,241,831	1,772,848
		TOTAL LIABILITIES AND NET ASSETS	\$4,101,260	\$3,493,239

STATEMENTS OF ACTIVITIES

			2010	2009
	(Student activity fees	\$6,400,000	\$6,250,000
REVENUES		Program revenue	249,111	229,728
	JJ	Rental income	666,572	719,866
	\mathcal{I}	Commission income	110,356	85,369
		Other income	51,889	46,884
EXPENSES NONOPERATING REVENUES (EXPENSES)	C	Total revenue	7,477,928	7,331,847
	\mathcal{C}	Program services	5,225,592	5,258,504
		General and adminstrative	1,588,101	1,726,305
	$\ $	Total expenses	6,813,693	6,984,809
		Operating income	664,235	347,038
	(Pension related changes other		
		than net periodic pension costs	(203,944)	67,992
	X	Interest income	8,692	51,052
		Investment income		6,006
	C	Net nonoperating revenues (expenses)	(195,252)	125,050
		CHANGE IN UNRESTRICTED NET ASSETS	468,983	472,088
		NET ASSETS AT BEGINNING OF YEAR	1,772,848	1,300,760
		NET ASSETS AT END OF YEAR	\$2,241,831	\$1,772,848



Construction of the new 118,000 square foot Student Recreation Center (SRC) facility is now underway and set to be completed in 2012. The SRC will feature a gymnasium and multi-activity courts, weight and fitness space, multi-purpose rooms, an indoor jogging track, a rock climbing wall, boxing studio, drop-in baby-sitting services, office space for sport clubs, and an outdoor pool and field complex.



The CSU Board of Trustees approves the recreation center financial plan in November.

Contractor C.W. Driver received the official notice to proceed with construction on December 21, 2009.



Concrete foundations were poured and set during the spring semester. Hot and cold water lines also were installed.

USU.CSUN.EDU





California State University Northridge