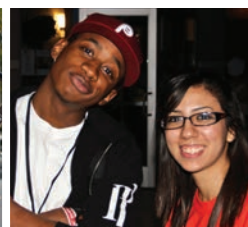
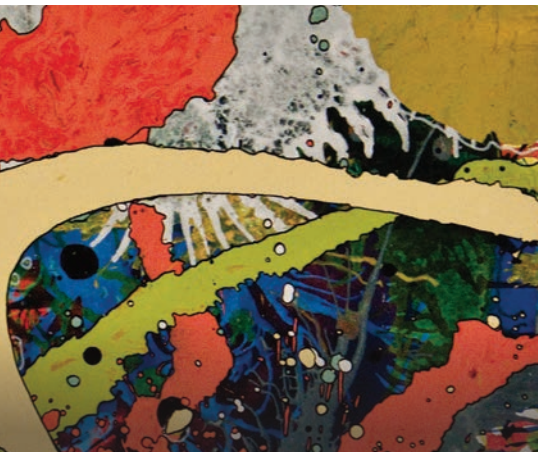


UNIVERSITY STUDENT UNION, INC.
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE



10 | 11 ANNUAL REPORT



Chelsey Hudson, *Umbrellas* (Detail)

◀ See a preview of the student artwork on display in the USU throughout this annual report. Turn to page 10 to see more art.



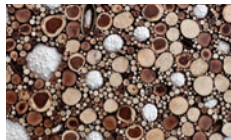
MISSION

To be a world-class university center that educates through inclusion, personal growth, and entertainment — creating the ultimate college experience, which exceeds all student expectations.

VALUES

Accountability / Collaboration / Communication / Creativity
Fun / Integrity / Learning / Respect / Service

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FROM THE CHAIR

When students approach the University Student Union (USU) with a particular set of program and facility needs, we respond by investigating those trends and positioning ourselves for the future.

A call for more study space led to the creation of the Matador Lounge. We re-purposed the space that was used mostly in the summer with the addition of lounge chairs, a sink and microwave. Near the residence halls, Satellite Student Union meeting space also was converted into a study lounge.

The Board heard the voices of campus veteran students and members of CSUN's lesbian, gay, bisexual, transgender, and queer (LGBTQ) community when they sought student union spaces in which to congregate. Backed with some university financial support for their proposals, the Board responded by approving the leasing of space for both groups. Plans now are underway for the creation of two centers that will provide students from both groups with peer education and resources.

Finally, when CSUN alumni canvassed the campus for support of the university's first mascot statue, the USU made a significant donation to help increase campus pride by providing an iconic bronze sculpture for students, recent graduates, and even alumni to enjoy.

It has been my pleasure to serve as Chair of the USU Board of Directors and I will always keep in my heart the memories of working with such an amazing team.

Go Matadors!

A handwritten signature in black ink, reading "Luis Carbajo".

Luis Carbajo
Chair

This year has been one of adaptability and hard work at the University Student Union (USU). The Board of Directors worked diligently throughout the 2010–2011 school year by initiating services that would be beneficial to the students and assist with the longevity and continuity of the USU.

The Board of Directors worked together marvelously this year and created an extremely motivated, ambitious, and a fast-moving Board that worked to update and revise its bylaws, codes, and operating procedures. When rental space became available, the Facilities and Commercial Services

Committee brought new and diverse options to the Board. In the end, we approved an expansion of the Associated Students, Inc. offices and the creation of resource centers for veteran students and members of the lesbian, gay, bisexual, transgender, and queer community.

One of the greatest accomplishments I was able to witness this year was the unity and teamwork that came from the Board. As the work of preparing for the opening of the Student Recreation Center and a new computer lab increased, the Board became an invaluable asset in lending a hand to all employees of the USU.

It has been my greatest pleasure to sit on the Board for the past two years. I am consistently impressed with the dedication of the staff to continuously take its programming and services to new levels.



Andrew Collard
Vice Chair



FROM THE
VICE CHAIR



FROM THE EXECUTIVE DIRECTOR

Art as a way of expression is valued at the University Student Union (USU). We consider art to be an essential element of the aesthetic environment that stimulates both the senses and the conversation among CSUN collegians, staff and faculty.

With one of the most diverse of university student populations, we have learned that we each get a unique glimpse into the worldview of peoples and cultures by embracing the creations of student artists.

Henry Ellis once said that “every artist writes his own autobiography.” To learn more about our students, the USU began to acquire student art in 2008. Starting with 11 pieces from 10 artists, the collection has now grown to more than 32 pieces that represent as nearly as many artists. The media range from ink to photography, oil, acrylic, wood and ceramics. The works are displayed throughout our facilities, each one with a description of the piece and the artist’s name.

This annual report salutes the visions of our student artists. With it, we invite you to sample our gallery; and the next time you visit us, take a walking tour of our collection. Until then, an online self-guided tour will lead you along our corridors, lobbies and rooms to experience the worlds of their creators.

Debra L. Hammond
Executive Director

“Art is not a thing;
it is a way.”

Elbert Hubbard,
American Writer (1859-1915)



Matt Bonetti, *Kids in the Alley* (Detail)



NEW SERVICES 2010–2011

THE MATADOR

DEDICATED SEPTEMBER 8, 2011

IN RECOGNITION OF THE GENEROUS CONTRIBUTORS WHO MADE THIS PROJECT POSSIBLE

ASSOCIATED STUDENTS
TODAY'S MATADORS, TOMORROW'S LEADERS

BILL MADDA
CLASS OF 1964

THE ALUMNI ASSOCIATION
ENSURING A LIFELONG CONNECTION TO OUR ALMA MATER

IN LOVING MEMORY OF ROCHANAK SABERZADEH (1989–1991) FOUNDER OF ROCHE'S ORIGINALS,
WHOSE LEGACY OF LOVE AND CONTRIBUTIONS CONTINUES BEYOND HER YEARS

THE NGOU FAMILY
KAREN '81, LISA '81, NANCY '83, MATTHEW '92, JENNIFER '95,
FOREVER GRATEFUL TO OUR PARENTS LAWRENCE AND MAJORIE NGOU
FOR SUPPORTING AND ENCOURAGING OUR EDUCATIONS

UNIVERSITY STUDENT UNION, INC.
STUDENTS TODAY - MATADORS FOREVER

BRYAN GREEN, '94
THE MATADOR TRAINING ZONE
STUDENT RECREATION CENTER



Launched a new, more user friendly USU Web site

Upgraded the Event Management System for making meeting room reservations from the USU Web site

Installed 16 new art pieces, including sculpture, photography and paintings

Launched online ticketing for USU events (i.e. Matador Nights)

Established dedicated space for student clubs and organizations at the Welcome All Matador (WAM) festival

Upgraded the Grand Salon sound system to eliminate cell/smart phone interference with wireless microphones

Made linen skirting for tables available to student groups who reserve meeting rooms

Made hanging banner frames available to student groups

Launched post-event satisfaction surveys to assess and improve the student/client reservation/event experience

Expanded the Leadership Toolbox by five (5) new podcasts

Installed two (2) Information TV screens in the USU as part of 15 screens included in the Associated Students Campus Quality Fee proposal

Added new computers to the USU Computer Lab Training Room

Expanded USU Computer Lab hours to open earlier to support student requests for printing before 8:00 a.m.

Installed the GoTo Print print management system in the Computer Labs

Installed software to Computer Lab workstations that limits users to two hours per station in order to reduce wait times





PERFORMANCE ART

2010–2011 POETRY SLAM TEAM

In its second year as a USU-sponsored performance art group, the 2010–2011 Poetry Slam Team came out of the gates with hard-hitting and poignant pieces that captured audiences and garnered top recognition. Under the direction of Information Services and Special Projects Coordinator Samantha Liu, the group formed after meeting at Espressions — a series of open mic nights held in the Games Room.

“Performance art is capturing a moment and creatively expressing that specific idea or feeling in a way that just reading would not be able to,” said team member Danyial Motiwala (Communications Studies junior). “It’s the reason why we relate to music and why we are fascinated by flash mobs. Performance can be anything, anything can be art.”

Facing its first competition at the Association of College Unions International (ACUI) regional Poetry Slam Competition, the group

whose members included Kenny Copeland (Business Administration senior), Marvin Jordan (Asian American Studies and History junior); and Demontae Thompson (undeclared freshman), practiced by performing often at local coffee houses. The work paid off with the team taking the top prize against California State University (CSU) Dominguez Hills and the reigning champions from CSU Long Beach.



"It was nice to accomplish what we could not accomplish the year previous," said Copeland. "In my mind, we had accomplished our goal. I felt proud to be a part of something creative and have the opportunity to give back to CSUN. I know that a lot of people were behind the team so I felt as though this was my reward to them."

Next was the ACUI national Poetry Slam Competition at the University of Michigan in Ann Arbor, MI.

As first-time competitors, the team did not reach the finals, but posted a solid performance after day one of the competition, finishing third behind the University of Washington and Yale University.

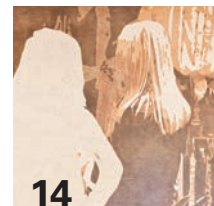
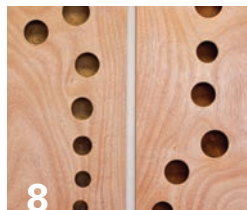
"Next year we are working towards taking first place," said Marvin Jordan.

"We now have an understanding of how it works and we will plan accordingly. Also for the next year we are looking into expanding and doing much more around the campus."

"It is **art** that makes life, makes interest, makes importance and I know of no substitute whatever for the **force and beauty of its process.**"



Max Eastman, American Author (1883-1969)



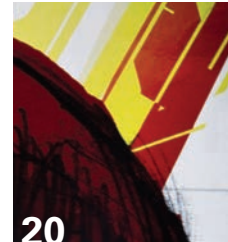
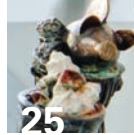
1 Kelsey Ryan, *Wildrover*
 2 Reza Hasemizadeh, *Untitled*
 3 Manny Guardado, *Coming Uo*
 4 Chris Waldrep, *iContact*
 5 Kris Schomaker, *Mirror, Mirrow on the Wall*

6 Sarahe Roman, *El Paletero*
 7 Bethany Blackshear, *Branches*
 8 Stephen Alamango, *Memories of Home*
 9 Susie Chon, *Untitled*
 10 Jacob Boghosian, *Free Bird*

11 Tabares Warner Chiu, *9/11 aftermath*
 12 Helia Jamalidinan, *Experiment*
 13 Autumn Hong, *Untitled*
 14 Stan Benson, *Nothing to Wear, Nothing to Buy*

15 Michelle Kim, *In the Same Boat*
 16 Nurit Avesar, *Blue Shells*
 17 Hitomi Kalemkarian, *Memory of Summer Festival*
 18 Diana Vieyra, *Labios*
 19 Chelsey Hudson, *Umbrellas*

ART IN THE USU



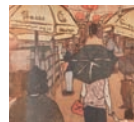
- 20 Randall Loui, *New Age*
- 21 Benjamin Keirn, *Lashing the Windsrip*
- 22 Matt Bonetti, *Kids in the Alley*
- 23 Nilufar Hashemi, *Beatle #1*

- 24 Samantha Ho Kaplan, *Dream of Creation*
- 25 Mylan Chacon, *Value Waste*
- 26 Chris Maltese, *Untitled*
- 27 John Kouns, *Breaking the Fast*

For a complete listing of art in the USU, please visit usu.csun.edu/artmap

FEATURED ARTIST

HITOMI KALEMKARIAN



Ascribe a meaning to art as a form of expression for you.

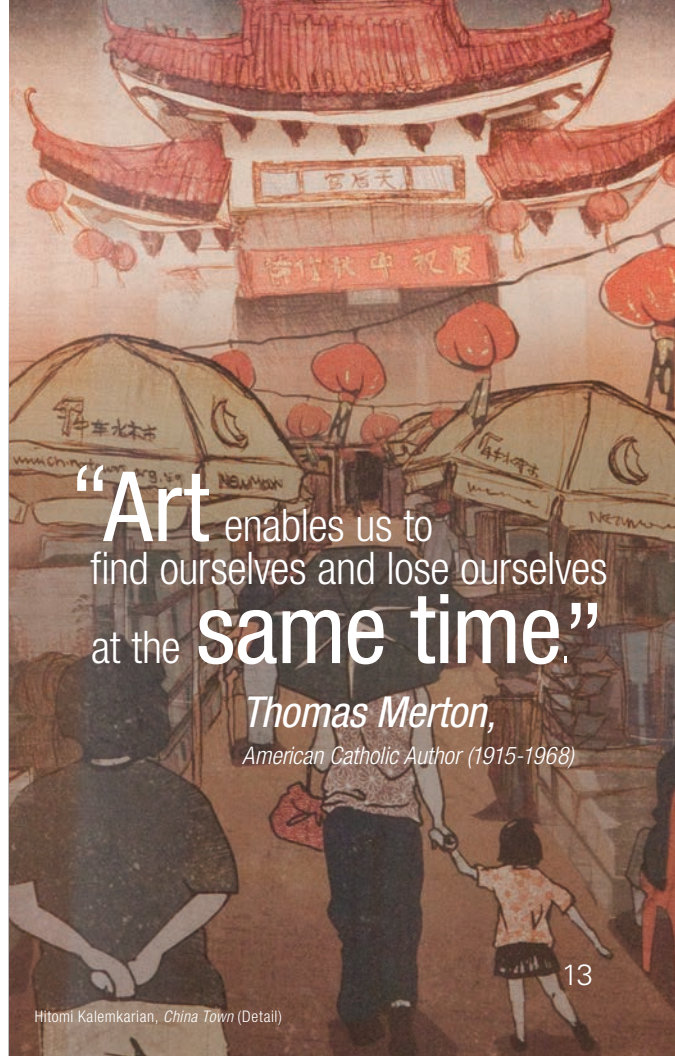
"I wanted to express my memories, feelings and (the) experience that I enjoyed the most as a child growing up in Japan and China. I wanted to show the unique cultural aesthetic and nostalgia that I still feel even 'til this day."

What do you hope that students will glean from viewing the work of artists such as yourself at the USU?

"I want them to appreciate cultural diversity; get inspired not just from what you see in the modern society but also explore your memories, experiences, dreams and fantasies."

As a one-time student artist, what did it mean to you to have the USU acquire your pieces, "China Town" and "Memory of Summer Festival?"

"I'm proud to have my artwork displayed so that the other students can enjoy them."



"Art enables us to find ourselves and lose ourselves at the **same time.**"

*Thomas Merton,
American Catholic Author (1915-1968)*



“An artist
cannot fail;
it is a **success**
to be one.”

*Charles Horton Cooley,
American Sociologist (1866-1928)*

FEATURED ARTIST

STAN BENSON

Creativity is the essence of life

"For me, painting started as a craft. I worked at developing skill at representation and presentation, experimenting with different media. Creativity asserted itself somewhere in this process, and I would say it flourished

during my time at CSUN. I was no longer content with painting a pretty picture. My paintings now owned by the USU are commentaries on contemporary society presented in a unique style that has given my

observations a creative flair. As a means of expression it is hard to beat a medium that captures people's attention on its own. Art does not require your presence to get you noticed."



An artist is paid for his vision, not his labor

"I hadn't sold much art when I sold the first painting to the USU. It meant a great deal to me. My school had sufficient confidence in its art program to commit funds to acquiring

student art. My work had begun selling for higher prices by the time I sold my second piece. I appreciated the respect I was given by the USU representative

who purchased it. Most importantly, my work is out in the open to be seen and pondered over. That is a reward artists really appreciate."



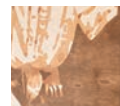
Stan Benson, *Do the Homeless Have Can Openers?* (Detail)

Art can change the world, one person at a time

"I hope students will realize that art and education go hand in hand. Art has a way of making you think new

thoughts. I hope people will stop to look at the paintings, try to figure out how they were done, try to figure out

what they mean and maybe make some new associations with their own lives."



EVENTS



MATADOR NIGHTS

More than 7,800 students and their friends rocked two of the iconic late-night events. The fall event featured laser tag, caricature

artists, airbrush tattoos, and inflatable games. The spring event's circus theme marked the 15th installment of the late-night affair.

Traditional circus elements were infused with a more contemporary and electronic feel with electronica music, aerial acts, a Scat-a-Whirl

ride, and sack slide. Both events drew near-capacity crowds with food, games, and dancing.

NAOMI KLEIN LECTURE

Naomi Klein opened the pages of her book "Playing it Safer — The Lesson of Disaster: From Wall Street to BP" in an eye-opening lecture and

book signing. More than 300 students, faculty, staff and community members came to hear the award-winning Canadian journalist speak about shock doctrine, which

she described as a tactic used after natural disasters or terrorist attacks to impose extreme economic changes. Klein's writings have appeared in *The New York*

Times, *The Washington Post*, *Newsweek*, *The Guardian*, and *The Los Angeles Times*.

REBECCA SKLOOT LECTURE

Lifting the veil off of a decades-long secret, Rebecca Skloot spoke about the medical controversy revealed in her book "The Immortal Life of Henrietta Lacks." More than 200 guests

listened as the renowned science writer uncovered the story involving Henrietta Lacks whose cells, taken without her knowledge nearly sixty years ago, became one of the most important tools in medicine.

She described the story of Lacks and her descendants as "inextricably connected to the dark history of experimentation on African Americans, the birth of bioethics, and the legal battles over whether we

control the stuff we are made of." Skloot's work has appeared in *The New York Times Magazine*, *O, The Oprah Magazine*, *Discover*, and *Columbia Journalism Review*.





FEATURED EVENTS



WELCOME ALL MATADORS (WAM FESTIVAL)

Attendance rose 55% as 1,400 students started the new school year at the residence hall lawn for the annual welcome event. Activities included games, music, prizes and free food.



CARNAVAL

Carnaval 2011: A Celebration of Diversity filled the Plaza del Sol with sights, sounds and aromas from around the globe. The event brought 3,200 students together to experience various cultures through authentic food, performances, crafts, hands-on activities, games, and entertainment. There were Hula dancers, African drummers, and a blues band. There were even dance lessons. Culinary delights included Italian mini baked calzones, Mexican mini beef taquitos, Chinese vegetarian won tons, Greek dolmas (grape leaves stuffed with rice and veggies), Thai chicken skewers, Cuban potato ham croquettes and meat pies, and Argentinean mini chicken empanadas.

CUPID'S NIGHT OUT

More than 500 campus singles joined this Valentine's week program, featuring Speed Dating and the Dating Game in the hope of meeting their very own Valentine. Participants wrote and designed love letters and made stuffed animals at the Build-a-Bear Station. Other activities included a mock wedding chapel, photo booth, Cupid's Cupcake Station, and catered hor d'oeuvres.

STUDENT RECREATION CENTER HALF-TIME REPORT

The University Student Union (USU) hosted a celebration to commemorate the building of the new recreation center during the Student Recreation Center Halftime Report by handing out free food and raising health awareness on campus, with DJ Rich spinning sensational beats.





PRESENTATIONS

ACUI REGIONAL CONFERENCE — RENO, NV

Kevin Lizárraga, marketing manager, presented “Branding Essentials: It’s not just a logo folks!”

Matt Eickhoff, program coordinator for training and development, and **Allison Kent**, Board of Directors student representative, presented “Allison Kent and Matt’s Excellent Committee Adventure!”

Matt Eickhoff presented “The Power of Programming via Podcast.”

Cecilia Ortiz, reservations and events services manager, and **Jeremy Hamlett**, commercial services manager, presented an auxiliary roundtable session.

Michal Jankowski, operations coordinator, presented “Understanding the Millennial Generation.” Michal also co-facilitated a roundtable discussion about ACUI’s Steal This Idea competition.

Kristie Godfrey, operations manager, and **Joshua Morton**, computer lab technician, presented an educational session entitled, “Understanding Your Communication Style.”

Kristie Godfrey, operations manager, co-facilitated a “Union Scavenger Hunt,” using a downloaded application to students’ smart phones.

Debra L. Hammond, executive director, presented the keynote address for the National Association for Campus Activities (NACA) professional staff luncheon. She also presented an educational session regarding being “politically savvy” at the same conference.

ACUI ANNUAL CONFERENCE — CHICAGO, IL

Matthew Eickhoff and **Shannon Krajewski**, associate director of marketing and programs, presented “The Power of Podcast Programming.”

Shannon Krajewski presented “Creating an Academic Leadership Course.”

Jason Wang, associate executive director, presented “Your Kind of Profession.”

Jeremy Hamlett presented “Generating Revenue and Enhancing Student Life through Partnerships.”

Debra L. Hammond served as a panelist for the extended learning session “How Diverse and Inclusive is Your Student Union?”

Debra Hammond created a career mapping tool for the ACUI Emerging Professionals Network and gave the concluding remarks.

MILESTONE **Jeremy Hamlett** completed a third year of service as Regional Director of the Association of College Unions International (ACUI) Region 15. He served as the Regional Recreation Director and a member of the ACUI Conference Planning Team for the 2012 annual conference in Boston.



AWARDS



ACUI ANNUAL CONFERENCE — CHICAGO, IL

STEAL THIS IDEA (MARKETING COMPETITION)

2nd Place

Miscellaneous Category

**Talking Mannequins
Display (Matador Nights)**

2nd Place

Multipage Publications Category

Annual Report for 2008-09
(Designed by James Matzen,
staff graphic designer)

2nd Place

Signs/Banners Category

**Sustainability
Go-Green Campaign**
(Designed by James Matzen)

2nd Place

Two-Color Posters Category

Hands for Haiti Poster
(Designed by James Matzen)

Honorable Mention

Cards/Invitations Category

Up all Night Flier
(Designed by Randall Loui
and Steven Wein, student
graphic artists)

Honorable Mention

Logo/Brand Identity Category

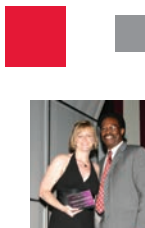
**Student Recreation
Center Logo**
(Designed by James Matzen)

Honorable Mention

Signs/Banners Category

**Footprints/Hopscotch
Way Finding Campaign**
(Designed by James Matzen)

Andrew Collard, vice chair for the Board of Directors, received the **Dick Scott Student Development Scholarship Award**, which rewards an outstanding student of a member institution of Region 15 who has shown exemplary performance in a college union or student activities work on the individual's campus.



ACUI REGIONAL CONFERENCE — RENO, NV

STEAL THIS IDEA

3rd Place

Logo Category

Student Recreation Center Logo

(Designed by James Matzen)

2nd Place

Multipage Publications Category

Annual Report for 2008-09

(Designed by James Matzen)

Jeremy Hamlett, commercial services manager, was honored with the **Diane Morisato Staff Recognition Award**.

This award is given to a staff member in college unions or student activities who has served as a model of volunteer involvement and service to the college unions/student activities field and ACUI regional activities.

YEAR-END CELEBRATION — MAY 9, 2011

Student Assistant Employee of the Year

Jessica Balfour

Staff Member of the Year

Shannon Krajewski

Janie JJ Jones Outstanding Team of the Year

Finance & Business Services

Spirit Award

Matt Eickhoff &
USU Events Department

Commitment Award

Andrew Collard & Joshua Morton

Most Inspirational Student Assistant Employee

Penny Li

Most Resourceful Student Assistant Employee

Britjette Mayfield

BOD Chair Award

Luis Carbajo

BOD Achievement Award

Sydni Powell

Aida Salazar Award

Luis Carbajo

Proctor Award

Shaina Campbell & Jason Wang

USU Event of the Year

Espressions



STATEMENTS OF FINANCIAL POSITION

2011

2010

		ASSETS		
CURRENT ASSETS	{	Cash and cash equivalents	\$3,410,117	\$3,003,581
		Accounts receivable, net	49,397	38,952
		Prepaid expenses and deposits	42,678	37,378
		Total current assets	3,502,192	3,079,911
PROPERTY AND EQUIPMENT	{	Equipment and software	1,323,436	1,146,316
		Leasehold improvements	965,532	952,360
		Accumulated depreciation	(1,336,149)	(1,077,327)
		Total property and equipment, net	952,819	1,021,349
TOTAL ASSETS		\$4,455,011	\$4,101,260	
LIABILITIES AND NET ASSETS				
CURRENT LIABILITIES	{	Accounts payable	\$226,172	\$328,006
		Accrued liabilities	238,059	245,898
		Deferred revenue	147,280	126,445
		Total current liabilities	611,511	700,349
NONCURRENT LIABILITIES	{	Noncurrent liabilities		
		Postretirement benefit payable	1,211,856	1,159,080
TOTAL LIABILITIES		\$1,823,367	\$1,859,429	
NET ASSETS				
		Unrestricted net assets	2,631,644	2,241,831
TOTAL LIABILITIES AND NET ASSETS		\$4,455,011	\$4,101,260	

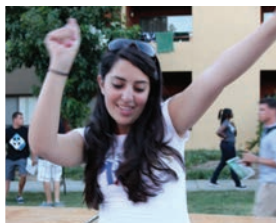
STATEMENTS OF ACTIVITIES

	2011	2010	
Student activity fees	\$6,350,000	\$6,400,000	} REVENUES
Program revenue	278,990	249,111	
Rental income	720,716	666,572	
Commission income	131,438	110,356	
Other income	125,676	51,889	
Donations	14,120		
Total revenue	7,620,940	7,477,928	
Program services	5,765,585	5,225,592	} EXPENSES
General and administrative	1,685,515	1,588,101	
Total expenses	7,451,100	6,813,693	
Operating income	169,840	664,235	
Pension related charges other than net periodic pension costs	219,396	(203,944)	} NONOPERATING REVENUE (EXPENSES)
Interest income	577	\$8,692	
Investment income			
Net nonoperating revenues (expenses)	219,973	(195,252)	
CHANGE IN UNRESTRICTED NET ASSETS	389,813	468,983	
NET ASSETS AT BEGINNING OF YEAR	2,241,831	1,772,848	
NET ASSETS AT END OF YEAR	\$2,631,644	\$2,241,831	



The 2010–2011 USU Annual Report is dedicated to Janie “J.J.” Jones for whom the Outstanding Team of the Year Award was named. Ms. Jones was actively involved with the University Student Union throughout her college career. She served as chair of the Union Program Council and served as a member of the USU Board of Directors. In addition, she held many leadership positions on campus as a University Ambassador, a Resident Advisor, an Associated Students Senator, and a member of Alpha Omicron Pi. She was that “model student” that Student Affairs professionals love to work with. In 2000, Janie graduated from CSUN with a Bachelor of Arts degree in Urban Planning and Development. JJ, as she was affectionately called, passed away in November 2010.

USU.CSUN.EDU



California State University
Northridge

University Student Union, Inc.
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Northridge, CA 91330-8272