

STUDENT UNION, INC.

Annual Report

2013/2014

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Mission Statement

The Student Union Corporation offers quality services and programs that promote social, recreational, cultural and educational development. The Student Union Corporation of San José State University is committed to operating a financially responsible business, facilitating and enhancing the learning experience of a diverse campus community. The Student Union Corporation invests in the well-being of San José State University students to be socially responsible leaders and productive individuals who meet the challenges of an ever-changing world.





A MESSAGE FROM THE

Executive Director

This past year has been extremely busy and exciting, with the anticipated opening of the west and east ends of the new sections of the Student Union. During this time, the organization conducted a salary survey; completed a comparability study of benefits, modified its 403 (B) plan; and engaged ADP to conduct the necessary analysis to determine the issue of the organization participating in social security. The Student Union, Inc. also enjoyed a productive year in the Event Center with an increase in a diverse number of shows; instituted learning outcome-based assessment in most of our departments, using "applied learning" as our priority; and opened the new sections of the Student Union, receiving great feedback and usage from the students and the campus community.

The opening of the new sections of the Student Union has been exciting and challenging at the same time. The staff has done an amazing job operating a high-use facility that was beyond our expectations, while still being challenged with numerous issues that include: elevators not working, automated sound systems in the ballroom malfunctioning, doors and locks not working properly, water pressure concerns, ventilation issues in the food area, cooling & heating coils leaking, and more. We continue to address each of these concerns, while moving forward on the demolition and renovation of the Student Union main building. The hope is that we will be moving into the renovated Student Union by August 1, 2015.

Beyond the work that will be done on the renovated Student Union, the staff will begin working with the university's planning group to address the program development and design of a new Campus Recreation Center that was promised to the student body in 2007. Since that time, much has changed. We have the building of Phase II of Campus Village, which will house an additional 425 students living on campus, student clubs and organizations have increased in number over 70%, and the number of Club Sports teams has increased 60%. These changes all demonstrate the need to thoroughly review and understand the current and future needs of our students regarding a state-of-the-art Spartan Recreational Facility.

The Board and staff of the Student Union continue to be committed to our mission and the mission of college unions across the country:

- As the center of the college community life, the union complements the academic experience through an extensive variety of cultural, educational, social, and recreational programs. These programs provide the opportunity to balance course work and free time as cooperative factors in education.
- The union is a student-centered organization that values participatory decision-making. Through volunteerism, its boards, committees, and student employment, the union offers first-hand experience in citizenship and educates students in leadership, social responsibility, and values.
- In all its processes, the union encourages self-directed activity, giving maximum opportunity for self-realization and for growth in individual social competency and group effectiveness.

(ACUI – The College Union Idea)

Sincerely,

Catherine A. Busalacchi
Executive Director



Financial Summary

The Student Union of San José State University is a California State University auxiliary organization that manages and maintains three major facilities at the San José State University campus (SJSU) located in downtown San José, California. The Student Union began its operations at SJSU in October 1969 and became incorporated in March 1982. The facilities include the Student Union building, the Aquatic Center, the Event Center building and a small ATM kiosk. The non-profit corporation has been in business for over 44 years and receives no state funding. Revenue is derived from student union fees collected as well as revenues earned from various service fees and rental of the facilities. Students interact with the Student Union on a daily basis, either through the use of facilities, participation in sponsored events, or sharing a meal with friends. The Student Union also acts as a conduit to the greater campus community, who utilizes the various recreational facilities and attends the diverse concerts and events on the campus.

In anticipation of the needs of future students, the Student Union has been undergoing a major renovation and expansion since 2010. The Student Center Facilities Project includes the expansion of the current Student Union building to the west and east sides, as well as the complete renovation of the Student Union main building. The west and east expansions opened in June 2014. Student Union fees paid by SJSU students were $329.50 per semester and totaled approximately $20.5 million in the 2013-2014 fiscal year. Student Union fees returned for operations were $5,255,357. Collected student union fees also paid the debt service amount, which was approximately $5.7 million in the 2013-2014 fiscal year. The balance of the collected student union fees will pay for part of the current renovation as well as the future expansion and renovation of the Sport Club and Aquatic Center. The expansion and renovation of these facilities will better meet the needs and demands of our growing student clubs and organizations, as well as provide social, recreational, and educational space for all our students, including our residential students. The new facilities will provide opportunities for students, faculty, and staff to socialize, congregate, and engage outside of the classroom.

The Student Union is governed by a Board of Directors composed of eleven (11) voting members:

- Students – Six (6)
- Faculty – Two (2)
- Administrators – Two (2)
- Community Member – One (1)

The Student Union's Executive Director acts as the Board Secretary, a non-voting position. The Board of Directors meets at least once quarterly, reviews & develops policy, and approves the annual budget. There are four subcommittees of the Board that address personnel, facilities & programs, the annual audit, and finances & reserves of the corporation.

The Student Union financial reserves consist of Local Reserves held by the Student Union and the balance of the collected student union fees held in trust by San José State University. These reserves are reviewed annually by the Board of Directors to maintain a solid financial position as well as ensure adequate funding for future capital improvements.

Providing quality programs and services is a priority for the Student Union staff and the Board of Directors. The Student Center Facilities Project, currently under construction, anticipates the needs and expectations of future students and will enhance campus life at the university.

Statements of Net Position

THE STUDENT UNION OF SAN JOSÉ STATE UNIVERSITY

(A California State University Auxiliary Organization)

YEARS ENDED JUNE 30, 2014 & 2013

ASSETS	2014	2013
CURRENT ASSETS		
Cash and Cash Equivalents	$ 2,768,375	$ 129,536
Investments	403,942	660,760
Accounts Receivable	177,178	138,704
Prepaid Expenses and Other	17,585	49,237
Total Current Assets	3,367,080	978,237
NONCURRENT ASSETS		
Restricted Cash	25,000	25,000
Investments	4,871,275	7,262,653
Fund Held in Trust	92,033	121,171
Capital Assets, Net	3,289,132	2,716,290
Total Noncurrent Assets	8,277,440	10,125,114
Total Assets	$ 11,644,520	$ 11,103,351

LIABILITIES & NET POSITION

CURRENT LIABILITIES		
Accounts Payable	$ 923,231	$ 567,792
Accured Payroll and Related Expenses	421,421	384,757
Other Accrued Liabilities	282,862	90,204
Total Current Liabilities	1,627,514	1,042,753
Funds Held in Trust Liability	92,033	121,171
Total Liabilities	1,719,547	1,163,924
NET POSITION		
Investment in Capital Assets	3,289,132	2,716,290
Unrestricted:		
Board Designated	1,434,881	3,300,622
Unallocated	5,200,960	3,922,515
Total Net Position	$ 9,924,973	$ 9,939,427

*Full audited financials are available at www.union.sjsu.edu.

Statements of Revenues, Expenses and Changes in Net Position

THE STUDENT UNION OF SAN JOSÉ STATE UNIVERSITY

(A California State University Auxiliary Organization)

YEARS ENDED JUNE 30, 2014 & 2013

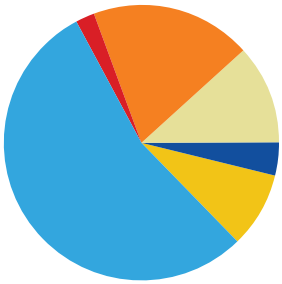
	2014	2013
OPERATING REVENUES		
Student Union Fees	$ 5,255,357	$ 4,347,845
Service Fees	162,498	310,617
Reimbursement of Event Costs	953,829	567,740
Rental Income	1,557,663	1,491,814
Reimbursed Wages and Benefits	444,555	359,646
Commissions	195,901	126,890
Other	42,794	49,354
Total Operating Revenues	8,612,597	7,253,906
OPERATING EXPENSES		
Wages and Benefits	3,941,296	3,684,431
Payroll Taxes	947,688	–
Insurance	197,481	201,148
Supplies	257,508	237,514
Communications	101,811	38,779
Repairs and Maintenance	138,551	129,368
Utilities	865,979	864,276
Event Costs	1,034,980	649,471
Small Equipment Purchases	33,848	42,862
Depreciation	442,221	396,030
Business Services	1,158,210	1,185,071
Miscellaneous	36,458	42,004
Project Expenditures	173,120	66,747
Total Operating Expenses	9,329,151	7,537,701
Operating Income (Loss)	(716,554)	(283,795)
NONOPERATING INCOME		
Investment Income, Net	702,100	699,791
Increase (decrease) in Net Position	(14,454)	415,996
NET POSITION		
Beginning of Year	9,939,427	9,523,431
End of Year	$ 9,924,973	$ 9,939,427

*Full audited financials are available at www.union.sjsu.edu.

Revenue and Expenses Comparison

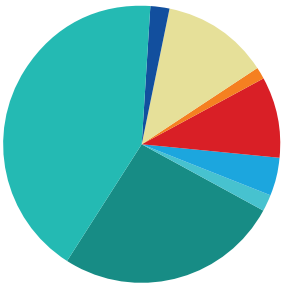
FY 2013/2014

Revenue: $9,314,697 (Includes Investment Income)



56.4%	Student Fees (Returned for Operations)
2.6%	Commissions and Other
16.7%	Rental Income
15%	Reimbursed Costs for Events
1.8%	Service Fees
7.5%	Investment Income

Expenses: $9,329,151

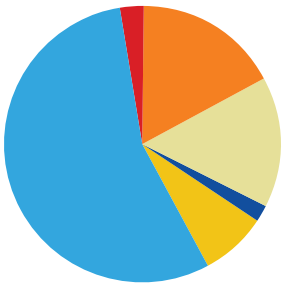


42.2%	Wages and Benefits
2.1%	Insurance
12.4%	Business Services (Outside Agencies)
1.5%	Repairs and Maintenance
9.3%	Utilities
4.7%	Depreciation
1.9%	Project Expenditures
25.9%	Other Operational Costs

FY 2012/2013

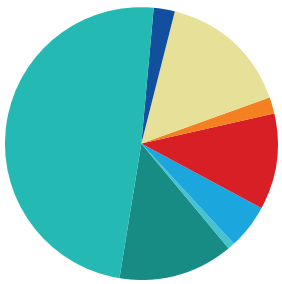
Revenue: $7,953,697 (Includes Investment Income)

Student Fees (Returned for Operations)	54.6%
Commissions and Other	2.2%
Rental Income	18.8%
Reimbursed Costs for Events	11.7%
Service Fees	3.9%
Investment Income	8.8%



Expenses: $7,537,7011

Wages and Benefits	48.9%
Insurance	2.6%
Business Services (Outside Agencies)	15.7%
Repairs and Maintenance	1.7%
Utilities	11.5%
Depreciation	5.3%
Project Expenditures	0.9%
Other Operational Costs	13.4%



COLLABORATIONS & CONTRIBUTIONS

TO THE SJSU COMMUNITY

The Student Union, Inc. has a strong belief that student needs are best met through generous collaborations and contributions between many departments. By collaborating with and contributing to the university, the Student Union, Inc. supports the university's mission and strengthens its own commitment to student development and the San Jose State University community.

Division of Student Affairs

Associated Students
Career Center
Cesar Chavez Community Action Center
Division of Student Affairs
MOSAIC
Orientation and Transition
VP of Student Affairs
Student Conduct and Ethical Development
Student Health Center
Student Involvement
Women's Resource Center

University Colleges and Academic Departments

Charles W. Davidson College of Engineering
College of Applied Sciences and Arts
College of Business
College of Humanities and the Arts
College of Sciences
College of Social Sciences
Connie L. Lurie College of Education
College of International and Extended Studies
Student Academic Center



Other SJSU Departments & Organizations

Alumni Association
Athletics
Campus Reading Program
Human Resources
International Gateways
Mineta Transportation Institute
Office of the President
University Housing
University Police
Spartan Shops

Student Clubs

African American Commencement Committee
Akbayan Pilipino American Organization
Alpha Kappa Omega
Alpha Kappa Psi Professional Business Fraternity
Alpha Omicron Pi Women's Fraternity
Alpha Phi Alpha
Alpha Tau Omega
Ballroom Dance Club
Beta Alpha Psi
Biomedical Engineering Society at SJSU
Black Student Union (BSU)
Campus Village Building C Hall Government
Chicano Commencement Committee
Delta Gamma
Delta Sigma Phi Fraternity
Delta Sigma Pi
Delta Zeta Sorority
Financial Management Association
Grupo Folklorico Luna y Sol de San Jose University
Indian Students Organization
Iota Phi Theta Fraternity, Incorporated
Kappa Delta Sorority
Lambda Theta Nu Sorority
Marketing Association
Muslim Students Association
Outstanding Men with Even Greater Aspirations
Peer Health Education Program, Student Educators
Pi Alpha Phi
Phi Beta Sigma Fraternity Inc.
Pi Kappa Alpha Fraternity
Pi Kappa Phi Fraternity
Pi Sigma Alpha
Pride of the Pacific Islands
Psi Chi
Public Relations Student Society Association
Q-Tip (Queers Thoughtfully Interrupting Prejudice)
Queer & Asian at San Jose State University (Q&A SJSU)
Sigma Alpha Lambda
Sigma Alpha Zeta
Sigma Chi Fraternity
Sigma Nu Fraternity
Sigma Delta Alpha
Sigma Theta Psi
Sikh Students Association
Society for Computer Engineering
Society for Human Resource Management (SHRM)
Society of Latino Engineers and Scientists
Tau Beta Pi
Theta Chi Fraternity
United Sorority and Fraternity Council
Urban Planning Coalition
Vietnamese Student Association

Community

Achiever Christian School
African American Faculty and Staff Association
Black Infant Health Organization
California Community Partners for Youth
Caroline Davis Intermediate School
Dr. Martin Luther King Jr. Library
East Side Union High School District
FIRST Robotics
Clyde L. Fischer Middle School
KQED
Network Festivals
Norte Dame High School
Oak Grove High School
Sacred Heart Community Service
San Jose Cal-SOAP
San Jose-Evergreen Community College District
San Jose Silicon Valley NAACP
Santa Clara County Association of Black Educators (SCABE)
SPUR
Samuel Stipe Elementary School
The Indigo Program

Student Union Administration

The Student Union Administration Department is responsible for oversight of day-to-day operational functions in the Student Union building. Maintaining cooperative relationships with Spartan Shops, Associated Students, and Barnes & Noble for operation of their areas within the building, the Student Union Associate Director oversees the Administration Office and the Event Services Department, and directs the efforts of the Student Union Operations staff and Student Union Maintenance staff to ensure delivery of quality service to both internal and external customers. This oversight normally includes the MOSAIC Cross Cultural Center, which was moved to a temporary location in Mod A in preparation for renovation of the main Student Union building.

The Bowling Center was closed in May of 2013 in preparation for the renovation of that space. During the past year, the Student Union Facilities Engineer worked closely with staff from Brunswick to plan for replacement of the 45-year-old bowling pinsetters, "masking" units, ball returns, scoring system, and above-the-lane monitors, as approved by the Student Union Board of Directors in the spring of 2013. In addition to replacement of the lanes and approaches in 2009, these upgrades will transform the Bowling Center into a state-of-the-art facility for the enjoyment of our customers after the renovation is complete. The Facilities Engineer also worked to maintain the infrastructure of the 45-year-old Student Union building at optimal functioning condition, while working with the general contractor and various sub-contractors in coordinating connections of the old infrastructure to the new infrastructure for operation of the new east and west wings. With the move into the east and west wings mid-summer, the effort now is to ensure proper functioning of all new building systems in support of projected heavy use throughout the coming year.

The Operations staff was doubled in size during the 2013-2014 fiscal year in preparation for the new east and west wings. Though both new wings comprise approximately 60% of the space in the main building, those wings now contain twice the number of restrooms to be maintained. In addition, the amount of terrazzo floors, glass, steel, and exterior concrete areas to be maintained will present a challenge and steep learning curve. The Operations staff continues to be the strength of the Student Union building operation. Coordinating and supplementing their efforts with student staff from the Event Services Department, they have and will continue to find ways to efficiently perform the necessary daily custodial functions throughout the interior and exterior of the facility. They also assist in the set-up and breakdowns for the large volume of scheduled events within the Student Union building, often responding to unforeseen needs of an immediate nature. The Operations Department staff members and students they supervise are reliable, responsible, and dedicated individuals who work tirelessly to provide an exceptional level of customer service to all those who enter the Student Union building for any reason.

The new east and west wings opened just in time for the New Student Orientation Program this past summer and accommodated all sessions. The Operations and Event Services staff worked closely with Student Involvement staff to support the success of that program, despite the myriad problems associated with opening the new facilities, and operating effectively two separate facilities with an ongoing construction project between them. As we begin to move toward completion of the renovated main building in late 2015, our dedicated and professional full-time staff and the student staff they oversee will continue to work efficiently to meet the increasing needs of our student organization, campus department, and other campus community customers.

The Administration staff continued to work with various bank vendors to provide a heavily used service to the campus community at the ATM facility across the 9th Street pedestrian mall from the Student Union, and continues to work with the architects and general contractor to provide 3-5 additional ATM locations on the exterior of the Student Union main building currently being renovated.

The Associate Director worked throughout the 2013-2014 academic year preparing for completion of the new east and west wings and the move out from the Student Union main building and into those wings of the newly constructed Student Union. Perhaps the greatest challenge of that effort was "liquidation" of all the furnishings in the main building, along with disposition of works in the Student Union Permanent Art Collection. Under guidance of the Associate Director, some of the furnishings were sold to non-SJSU affiliates and/or groups, and some were donated to student organizations or campus departments. The great bulk of furnishings, including lounge and meeting room furniture, large projection screens, and even moveable partition walls from the ballroom were donated to schools, churches and other community groups.

Arrangements were made to donate a majority of the works in the Student Union Permanent Art Collection to the SJSU Art Collection Review Committee. As all the SJSU Committee members were to be gone for the summer vacation during the move-out from the main SU building, the art works selected by the Committee were removed from the building, crated, and stored for future transfer.

The Associate Director and several other Student Union staff will continue to work throughout 2014-2015 with architects, construction management and FD&O staff, the general contractor, and several consultants and subcontractors to mitigate all the difficulties associated with opening of the east and west wings of the expanded Student Union, and work toward completion of the main building currently under renovation.

Human Resources

Human Resources is a necessary component for the smooth operations of processing job applications, employee development, wage and salary benefits, employee relations, and more. Staff workshops, new hire orientations, and other support programs are organized through Human Resources in support of the missions of both the Student Union, Inc., and San Jose State University.

Learning Outcomes-Based Assessment

Learning outcomes for HR focused on professional leadership and applied knowledge. Collected data was captured and measured utilizing pre- and post-questionnaires along with a rubric, was constructed from data directly assessed at workshops facilitated by the human resources staff. This rubric will be used again to assess data gathered for the 2014-2015 academic year to provide feedback to students and to again assess their learning.

AB1825 Sexual Harassment Training

Karin Cogbill and Marlene Muraco, both attorneys from the law firm of Littler Mendelson, P.C. conducted our mandatory AB1825 Sexual Harassment training for all full-time and supervisory staff. These attorneys brought their unique perspectives to the topic of sexual harassment, which made such a serious discussion into a fun learning experience.

Intercultural & Development Committee (IDC):

The IDC coordinated its annual "Sacred Heart Food and Clothing Drive" for the seventh year, netting over 200 pounds of product that was delivered to the Sacred Heart Community Center. The Student Union recognized the Event Center Technical Production crew for donating the most food toward the drive, rewarding them with a department pizza party.

The IDC's "Lu'au at the Aquatic Center" proved again to be a huge success. Staff competed in a water balloon toss, hula competition, and a karaoke contest. Lunch included an international buffet, burgers, and dogs.

New Hire Orientations

The New Hire Committee conducted 12 training sessions for hundreds of new employees during the year. Training topics included payroll/personnel, organizational history, safety, and customer service information. The committee plans to have a video version of the training by the 2015-2016 fiscal year.

Applitrack

The Human Resources Department has gone green! Processing of employment applications for all Student Union job classifications is now being done by Applitrack, an online data processing system.

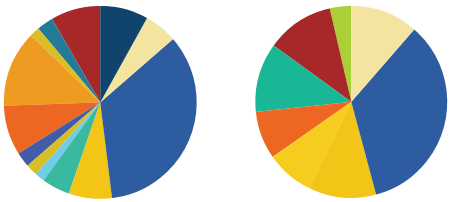
Communication Bulletin for Managers and Supervisors

Mary Lewis from the Student Union Human Resources department was featured twice as a guest columnist in the Communication Bulletin periodical. Her topic for this year's article was on exit interviews.

Diversity Statistics

Student Union HR promotes the celebration and appreciation of diversity throughout the organization as an extension of the university's diversity mission. Promoting strong diversity opportunities, programs, and services helps highlight what employees of different backgrounds can do when they work together and is a primary function of Human Resources.

2013/2014	*2012/2013*	*Ethnicity*
9%	-	Native American
6%	10%	African American
38%	30%	White, Non-Hispanic
8%	10%	Hispanic
5%	-	Japanese
2%	7%	Chinese
2%	-	Puerto Rican
3%	-	Central American
9%	7%	Mexican-American
14%	10%	Filipino
2%	-	Vietnamese
3%	-	Middle Eastern
9%	10%	Other
-	3%	Declined to State



2013/2014	*2012/2013*	*Gender*
41%	35%	Male
59%	65%	Female





Event Center

As a premier mid-sized venue in Northern California, the Event Center has hosted some of the hottest artists, most important political figures, and international stars of the year. Total patronage breached 130,000 and over 20,000 student tickets were sold for concerts and events.

Notable Events

The highlight of the 2013-2014 fiscal year was Hillary Clinton's visit and talk, a collaborative effort with Unique Lives. Over 1,000 students attended the speech and Q&A, which featured complete in-house production. The emphasis on students continued as the Event Center booked electronic dance music concerts all year long. David Guetta, Steve Aoki, and Bassnectar highlighted the EDM craze and 8,000 student tickets were sold for these three concerts alone. In late May / early June, the Event Center hosted the 2014 Reebok CrossFit Games Regional competition, a cross-departmental success that drew 15,000 patrons across three days.

Campus collaboration continued concurrently with the concerts, as the Shamrock Showcase fraternity & sorority talent show transitioned to the Event Center after outgrowing Morris Dailey Auditorium. With the closure of Spartan Complex and Yoshihiro Uchida Hall for renovations, both the Gymnastics and Volleyball teams hosted their NCAA meets and matches in the Event Center. Those teams joined the rotation of Spartan Athletics' Men's and Women's basketball teams, keeping the Event Center in heavy usage through the sporting season. Working with departments, the Event Center hosted seven graduation ceremonies and honors convocations.

Cultural Events

The Event Center continues to be a popular venue for ethnic & cultural shows from all around the world. In the 2013-2014 fiscal year, Toby Mac, Mayday, Alejandro Fernandez, Infinite, and Tahiti Fete all sold well. The highlight cultural event of the year was Eason Chan, whose show sold out so quickly, a second night was booked.

Maintenance

As the building closes in on 25 years of operation, continual maintenance becomes more and more important. Throughout the year, Event Center staff have worked to ensure that the facility keeps its reputation as one of the best event venues in the area.

Box Office

The Box Office provides complete ticketing solutions for not only concerts, competitions, and shows in the Event Center, but also events all across campus. Departments utilize the Box Office to provide ticketing for their department graduations and student organizations use the Box Office to sell tickets to their fundraising events. If it's an event on campus and you need a ticket to go, then it's pretty likely that your ticket came from the Box Office.

Upgrading Our Image

In Spring 2014, a new marquee was installed above the Box Office. A clear upgrade over the old marquee, this newer model displays digital images as slides rather than simple text. Now, instead of simply saying that Hillary Clinton will be at the Event Center, we can show a picture of the former Secretary of State and create more visually-interesting displays. Additionally, when the old protruding marquee was taken down and the new marquee was installed flat along the exterior wall of the Event Center, a new awning was installed over the Box Office's windows.

Near the end of the fiscal year, iPads were purchased to enable mobile on-site sales. When an event ticketed by the Box Office is being held in Morris Dailey Auditorium, these new iPads will allow Box Office staff to be present for sales at the venue instead of halfway across campus. Testing and setup is currently underway, and full implementation is slated for next year.

Students and Shows

With the growing emphasis on bringing SJSU's students into the venue for concerts, the workload for the Box Office has increased. As student ticket prices often require student verification, many of these shows' tickets cannot be purchased for the promotional price online. As such, student ticket prices have had the double effect of simultaneously increasing student turnout and raising awareness of the Box Office's services amongst the campus student population. The David Guetta, Bassnectar, and A Day to Remember concerts were all shows which had a majority student audience.

Some of the biggest shows of the year highlighted the Box Office's adaptability, as the Reebok CrossFit Regional, Hillary Clinton talk, and Eason Chan concerts were attended by diverse audiences. CrossFit, a three-day event, was a multi-departmental collaboration, spilling over into the Sport Club and outside the Event Center. Hillary Clinton's clientele required the Box Office to handle more telephone and in-person orders than most shows during the year. Hong Kong singer Eason Chan sold out his first show so quickly that a second show needed to be booked and Box Office resources needed to be allocated nimbly. Box Office staff rose to the occasion with each event throughout the year.

Event Services

Responsible for non-academic scheduling for almost all of campus, Event Services provides an invaluable function for the university campus. Event Services helps dance clubs find places to practice, secures audio-visual services for department graduations, reserves open spaces for festivals, and everything in between.

EVENTS SCHEDULED BY EVENT SERVICES DURING THE 2013-2014 FISCAL YEAR

Event Services assisted in thousands of events last year. The number of events scheduled and their attendances are as follows:

Total Number of Events inside the Student Union	*# of Events*	*Attendees*
Student Groups	1,466	45,446
Departments	256	9,427
Career Center	24	1,680
Orientation	34	3,502
Associated Students	7	630
Student Involvement	12	420
Off-Campus Groups	91	10,374
Total	1,890	71,479

Total Number of Events outside the Student Union		*# of Events Attendees*
SPX Gyms & South Campus Fields	515	17,510
Plazas & Lawn Areas	364	29,848
Morris Dailey Auditorium	151	10,117
Classrooms	1,035	44,505
Spartan Memorial	270	14,850
Total	2,335	116,830

Student Union Tables	682
Banners	86
Overall Total	3,103

Technical Services

Providing complete audio, video, and lighting services for almost every event on the university campus, the Technical Services department is an integral part of Student Union, Inc. operations. They coordinate with Event Services to make sure that student organization programming has the setup and system they need. They work with the Event Center to provide in-house production solutions that augment concerts, graduations, and athletics events in the arena. They work with university departments to provide stage and setup for lectures and conferences. Technical Services works behind the scenes across campus every day, from big productions like Fire on the Fountain and Campus Movie Fest to club programming like Pilipino Cultural Night and the LGBT Drag Show.

Equipment Upgrades

Because technology never stops improving, neither does Technical Services. As new audio and video standards are created, new equipment has to be purchased, installed, and implemented by Technical Services. A major emphasis during the 2013-2014 fiscal year was completing the transition to full HD video capability. In-house capabilities now include video switching from 16 simultaneous HD video sources, and output can be streamed live in full HD over the internet. Video projectors systems were upgraded as well, with new projectors outputting video in true HD 1080p resolution at 20k lumens, almost double the brightness and clarity of the old system. Matching 17'x10' and 19'9"x11'7" screens were purchased to really show off the capabilities of the new system.

Sometimes upgrades aren't just about going bigger and better: sometimes it's about being efficient. The transition to energy efficient loudspeakers and subwoofers will not only save power, but allow greater deployment flexibility in the field. Technical Services purchased 18 new intelligent lighting fixtures. These Clay Paky and GLP models are brighter, lighter, and more energy efficient, expanding the department's ability to create more intricate and entertaining lighting designs. Additionally, eight new Indu-Electric power distribution cubes were purchased. These UL-listed cubes are becoming the choice of touring companies looking for efficient power distribution for lighting, audio, and video, and will allow Technical Services to provide more power to various locations while maintaining a professional look and safe cable mapping.

Training Programs

Continual training and retraining is a cornerstone of Technical Services' functions. Constantly evolving standards and new equipment only add to the already complicated audio, video, and lighting landscape. Last year, Technical Services revamped some of its old training sessions to reflect the profusion of newer equipment. These training modules have been restructured to start at the very basic sound and visual responsibilities and practices and then move into specialties with recurring training sessions.

Technical Services started an all-new training session aimed at teamwork and proficiency. All of the department's audio, video, and lighting equipment is set up in the Event Center arena, and then technicians program and learn how to use the equipment with which they're looking to become most familiar. This method works in conjunction with the current training structure, as technicians are required to have completed level three training in any department to be eligible for this new, special session. The training can last up to one week, and in the end, participants are required to evaluate their own progress during the training, which discipline they focused on, what they knew before, what they learned, and what can be done to improve this style of training.

Future Projects

Over the past few years, the number of campus and in-arena productions has only grown. Technical Services aims to continue buildings its inventory of audio equipment, replacing outdated, power-hungry equipment with energy efficient line-arrays and speakers. These solutions will provide clients with high performance audio technology without having to bear the cost of looking for portable power. On the video side, Technical Services is currently evaluating the usefulness of smaller, static cameras to capture live events as unmanned, discrete camera positions. By expanding in-house CCTV patching capabilities to run all HD digital signals, Technical Services can use these devices in positions around the arena that won't compromise visuals for our guests and give our audience and guests camera angles that cannot be done with operated cameras. The current batten system utilizes an older analogue control panel, but will be upgraded next year to a digital user interface that can be accessed via a wireless tablet to control the lift system locally with full process visuals.

Computer Services

For Computer Services, a job well done often means nobody notices: when there isn't a virus, when the internet's running just like every other day, and when the technology infrastructure of the new building works exactly as planned. Computer Services maintains and addresses the technology needs of the Student Union, Inc. and works with Student Affairs, Central IT, and other university departments to create an improved campus in the heart of Silicon Valley.

Student Union Construction Implementation

Throughout the 2013-2014 year, Computer Services was heavily involved in the construction process for the Student Union expansion. The IT team assisted with the coordination and implementation of a number of finishing touches. Meeting with contractors, the team helped deploy & test equipment, reviewed documentation, and directed various consultants & contractors on punch list item issues. Additionally, the IT team and other members of the Student Union moved personnel and equipment from the pre-renovation Student Union into the swing space in Mod F. Transitioning into the new east and west wings has been a collaborative process between Student Union IT, FD&O, ITS, and other campus departments. The IT team has already achieved significant goals in the New Student Union. An HD-quality camera system was implemented, server room equipment was moved, and an entry control system was installed and configured.

On the web

With the construction of the new facility, the Student Union, Inc. website continues to be an important source of information about facilities and services. Other than the basics of providing a standard Section 508-compliant website, Computer Services maintained the following websites and applications:

- Club Sports
- Equipment Check System
- Sport Club Management System
- Event and Activity Display System
- More Campus Life

Enterprise Asset Management

Computer Services engages in ongoing efforts to increase the reliability and availability of its systems. Along with updates to the recovery technology, the department has minimized network and computer interruption by maintaining virus and security software. Inventory tracking software was updated to provide better tracking and recording of IT assets.

Network Infrastructure Upgrade

In collaboration with University ITS, new infrastructure was installed in the Student Union expansion.Enterprise-class stackable and standalone switches were installed along with the high speed wireless access. The new infrastructure will provide high availability, scalability, security, energy efficiency, and ease of operation, adding an ultra-high speed internal switching fabric that resulted in increased network performance. This reliable, fast internet solution has been part of the new building's success, as many students already come know to come to the Student Union to get the best connection on campus.

Campus Committees and Working Groups

Serving on campus committees and partnering with campus departments provides great opportunities to tackle common security and best practices concerns, allowing the Student Union to focus on its own unique services. Ongoing collaborations include assisting campus departments and the community with system upgrades and troubleshooting. Departments assisted with such services include Spartan Shops, Associated Student, Mosaic, and Career Center.

- The CISC Committee reviews changes to federal and state laws, along with the review of changes to CSU and SJSU policies. Members assist in the identification and analysis of campus-wide information security exposures and provide recommendations on guidelines, procedures, and training to effectively manage risks associated with the collection, use, maintenance, and release of protected information.
- The SJSU Central AD Committee evaluates the possibility of using a single Active Directory.
- SJSU Vulnerability and Patch Management Committee brings together top talent from across campus to evaluate vulnerability and patch management solutions for use university-wide, leveraging resources not easily utilized by smaller groups while allowing localized controls.

Information Center

The Information Center represents the university as a first point of contact for many students, faculty, staff, and community members. Staff are trained to be happy and courteous, but above all, knowledgeable, answering questions on everything from university policies and procedures to where to eat lunch. A specialized team within the Information Center staff, the Marketing Team works around campus and the community, putting up posters, distributing fliers, and promoting upcoming Event Center concerts and Student Union services.

Interdepartmental Collaboration

The Information Center's Marketing Team works closely with the Event Center to promote shows, but went above and beyond for Unique Lives' Hillary Rodham Clinton event. Throughout the building to the event, the Marketing Team worked around campus to spread word-of-mouth about the event before fliers and posters were approved. During the day of the talk and Q&A, Information Center staff operated media and VIP check-in tables, greeting and welcoming these special patrons with grace and charm. They also helped direct foot traffic toward proper entrances, and helped direct media van overflow onto 8th Street and away from the main parking area. They were an integral part of the success of the event, from start to finish.

New Student Union

Much of the 2013-2014 fiscal year was spent preparing for an executing the transition to the New Student Union. Because of the front-facing nature of the Information Center's operations, it was the last department to leave the Student Union main building before it closed for renovation. Once the time to move did come, the Information Center relocated to its temporary home in the New Student Union's west wing. While the new location consists of not much more than a large desk and a cabinet, staff have been training for months on how to do more with less and handled the transition seamlessly. Center staff also focused on downsizing and redistributing resources, keeping priority stock in the Mod F location and archival items in a storage facility.

Unsurprisingly, the New Student Union itself has become one of the most commonly asked about parts of campus. Everyone from students to community members passing through campus has something to ask about the facility, and seemingly every comment about the building has been positive.

SJSU in the News

As a primary point of contact for the greater community, the Information Center was frequently one of the first departments to receive calls when the university was in the news in fall 2013. Staff were coached on how to field these calls tactfully while forwarding media and interested parties to other departments,



Sport Club

Promoting wellness across the university, the Sport Club defines campus recreation at San Jose Staté University. The facility's many amenities include a weight room, cardio equipment, racquetball courts, dance studios, an aerobics room, and more. Aside from adding and adapting its many services, the Sport Club looks to improve its customers' experience in any way possible. During Spring 2014, two racquetball courts were merged to create a single multipurpose stretching & open workout space. A new water fountain was installed that allowed for easy water bottle refills, and ten brand new Life Fitness Integrity Series 97T treadmills were purchased and implemented, allowing exercisers to track heart rate and link treadmill controls direct into their iPod. With every year, the Sport Club just keeps getting better.

Events

Enticing students to attend fun, open, and free events remains one of the best way to encourage a more active lifestyle. The Sport Club worked with AS Campus Recreation to celebrate National Recreation Sports & Fitness Day, providing rock climbing and fitness competitions to the event.

The Personal Training staff provided a schedule of Fitness Orientations and facility tours to a group of 21 adults with Autism currently attending SJSU. A more organized effort during Admitted Spartan Day 2014 led to more than 400 facility visits featuring organized tours and interactive activities in addition to coordination with Club Sports' outdoor promotional efforts.

Open Doors

During the 2013-2014 academic year, both Spartan Complex and Yoshihiro Uchida Hall were closed for renovation, displacing a great many Kinesiology classes, athletics teams, AS Campus Recreation activities, and student organizations. The Sport Club stepped up throughout the renovation process, hosting academic courses for Kinesiology and ramping up reservations for other groups who normally would have practiced in SPX or YUH.

Staff Development

Sport Club staff have a genuine interest in keeping the campus community healthy. Bi-weekly staff meetings with supervisors, fitness recreation assistants, and personal trainers keep everybody up-to-date and on the same page about the Sport Club, while monthly combined staff meetings integrate team building. The Sport Club Assistant Manager, Aquatic Center Assistant Manager, and Club Sports Coordinator all attended the annual National Intramural-Recreational Sports Association conference, where they learned about the latest fitness equipment and collegiate recreational trends.

Student Organizations Reserving Space:

- Dance Sport
- Salsa
- Akbayan
- Martial Arts
- Group Folklorico
- Softball Club
- Muslim Student Association
- Fencing Club
- Pacific Islanders

Usage Comparisons

June 1, 2012 – June 1, 2013	
Day Pass	1,425
Student	277,824
Faculty/Staff	2,410
Affiliate	5,063
Community	954
Total	287,676

June 1, 2013 – June 1, 2014	
Day Pass	1,885
Student	296,716
Faculty/Staff	2,163
Affiliate	6,469
Community	1,233
Total	308,466



Aquatic Center

While the Aquatic Center has always been renowned as a world-class facility, the 2013-2014 fiscal year was a coming out party for the facility's role as a social hub and sporting event venue. Flanked on either side by campus housing buildings, the pool attracts students whenever there's a party on deck, evidenced by the phenomenal turnout of Spring 2014's Spartan Splash.

Activities & Special Events

Spartan Splash, the biggest event of the year, offers students a chance to relax and release right before the start of finals. The day of fun in the sun features free food, music, contents, and free t-shirts for student participants. This year's Splash had co-sponsorship from Muscle Milk, allowing us to serve over 1,200 students. Some students were active & dancing, some were lounging poolside, and other enjoyed the in-water volleyball court and inner tube water polo.

A collaborative effort through Spartan Recreation, Rec Day celebrates and recognizes National Recreation Day by encouraging students to get out and be active through fun activities. The event featured a climbing way, a bungee cord trampoline, an inflatable basketball hoop, and an Instagram challenge.

In addition to Student Union events, the facility continues to be popular for student group reservations, being used for recruitment socials, sorority fundraising events, team building gatherings, and university housing BBQ's. The SJSU Club Swim team hosted an intercollegiate meet at the Aquatic Center, marking the first time the facility has hosted a club swim meet. Teams from UCLA, UCSC, Davis, Pacific, and Fresno were all competitors during the event.

The Aquatic Center maintained its status as a premier athletics facility on campus, hosting NCAA practices and competitions for the Water Polo and Swimming & Diving teams, as well as Club Sports competitions for Men's Water Polo, Co-ed Swimming, and Triathlon. When the Reebok CrossFit Games' regional competition came to campus in Spring 2014, the Aquatic Center held a catered dinner event for all the games' volunteers.

Equipment Upgrades

Exposure to the weather and life poolside can be taxing on equipment and facility fixtures. Throughout the 2013-2014 academic year, a number of improvements were required to keep the Aquatic Center in top condition:

- Installed new bleachers
- Re-surfaced diving boards
- Upgraded alarm system panel, fault sensors, and panic button
- Purchased new yellow barriers for lane closures
- Purchased new pool sweet
- Installed new heater for facility
- Purchased new pool covers
- Upgraded facility signage
- Installed new slip hazard mats around deck
    - + Poolside
    - + Each locker room entrance
    - + Entrance booth
    - + Staff room & manager's office

Intensive Training

Lifeguards at the Aquatic Center are some of the most highly-trained student staff in the company. Aside from customer service and facility maintenance, staff at the Aquatic Center train in emergency situation recognition & response, multiple-victim rescue, shallow & deep water back-boarding, and CPR with AED assistance. These high standards have saved lives.

Looking Forward

With the construction of new university housing directly adjacent to the Aquatic Center's east wall, many of next year's challenges will revolve around efficient space usage. The construction project's fencing already wraps around half of the facility, limiting walkways and blocking emergency exits. As construction continues, scaffolding and a protective barrier will go up inside the Aquatic Center, limiting deck space and eliminating some facility storage. These difficulties come in the face of new partnerships as both Kinesiology and AS Campus Recreation will begin to hold courses and classes in our facility for the first time, due to the temporary closure of Spartan Complex for renovations. Beginning August 1, 2014, the Aquatic Center will transition its scheduling process to the SubItUp scheduling program in an effort to balance scheduling for its growing student staff.

Club Sports

Keeping students active on campus, engaged with their peers, and supplied with ample leadership opportunities drives the mission of the Club Sports department, which supports the student-run sport and athletic teams of San Jose State University. Over 600 Spartans participated as part of a team during the 2013-2014 fiscal year. A new Club Sports Coordinator was hired to operate this popular student-facing department.

Leadership

The 28 active club teams raised over $350,000 through donations, fundraising, and dues throughout the 2013-2014 academic year, evidence of the incredible work of student leaders across the department. Aside from fundraising, students can grasp the reigns of leadership through council positions, team hierarchy, or employment with Club Sports as a Program Assistant of Field Activity Supervisor. All of these opportunities create a team-oriented environment that pushes students to be their best. Increasing the importance of fundraising for teams and their leaders will be a focal point next year, as many teams continue to compete on the national level.

New Digs

As campus life continues to burgeon, so does Club Sports. Seven new teams were added to the roster during the 2013-2014 academic year: Archery, Brazilian Jiu-Jitsu, Gymnastics, Quidditch, Roller Hockey, Salsa, and Softball. The continual growth of the department made evident the need for more space, and in Spring 2014, a major expansion of the Club Sports office area was built. Three new work stations for student staff and players were installed, and the additional space allows for a new conference-style setup, providing teams with a perfect environment for meetings, trainings, and socializing. Hopefully, the new setup will enable these Spartan leaders to build connections with each other, share ideas, and support each other as pillars of the student community.

Team Accomplishments

The teams Club Sports supports represent San Jose State University and its Spartans all across the country. Below are just some of the teams who have brought glory to our university:

- Bowling: X-Bowling Collegiate Team Nationals (Reno, NV), Darren Tang finished Top 16 and named to TEAM USA Junior National Team, Lindsey Wong nominated for Coach of the Year
- Boxing: Competed in the National Collegiate Boxing Championships (West Point, NY)
- Ice Hockey (D-II): American Collegiate Hockey Association Nationals (Boston, MA)
- Lacrosse (M): 2014 West Coast Lacrosse League, 2nd place finish (Novato, CA)
- Powerlifting: The Iron Spartans are the 2014 Raw California and National Collegiate Champions (San Jose, CA)
- Quidditch: Competed in the 7th Annual International Quidditch Association World Cup VII (Myrtle Beach, SC)
- Rugby: Pac West 3rd Place Finish (Stanford, CA)
- Salsa: Spartan Mambo took 1st place, Collegiate Division, World Latin Dance Cup (Miami, FL)
- Soccer (M): West Coast Soccer Association, 1st Place open cup (San Diego, CA)





Graphics

Creating everything from Facebook event cover photos to employee handbooks, Graphics is a complete advertising, design, and publication department within the Student Union, Inc.

Rare Opportunity

The impending completion of the New Student Union's expansion buildings created a rare opportunity for the Graphics department: a chance to rebrand and consolidate a visual identity for a building passing the 45-year mark. The New Student Union's unique architectural design and accents stand out not just on campus, but in the greater downtown San Jose community. Graphics department design staff brainstormed numerous ways to tie the company's marketing material into the visual identity of the building itself and ultimately decided on a few subtle elements that could carry through many different types of advertising materials. These design cues will be implemented primarily during the upcoming 2014-2015 academic year as the department creates brochures advertising the new ballroom, theater, and more.

Shaking Things Up

With the closure of the Student Union main building for renovation, the Graphics department relocated to its temporary space in the Event Center. While large enough to be a functional work space, the new office lacks natural light, greenery, and energy – all vital components for a department that runs on creativity. As a result, Graphics made the transition in Fall 2013 to a cloud-based documentation system, allowing the team to meet, collaborate, and brew ideas from anywhere on campus. Amazing returns have already come out of these efforts, as Graphics department staff have shown more creative growth than previous years. On the logistical end, the cloud transition has streamlined reporting and tracking processes for the department.

During the upcoming 2014-2015 fiscal year, two new laptops will be purchased, allowing all team members to work from anywhere. The move to mobile will be multifaceted: designers can bring their laptops directly to meetings to show mockups to clients, escape the cramped confines of the new office, and work within the spaces they're actually designing for, whether it's the Student Union, the Aquatic Center, or the campus as a whole.

Major Materials

One of the most delicate marketing efforts of the 2013-2014 fiscal year was negotiated alongside the Event Center during the deployment of advertising for Hillary Clinton's Unique Lives event. Graphics worked with a number of stakeholders for the event, creating distributable print materials that met the needs of Unique Lives, Hillary Clinton, the Event Center, and the university campus. Additionally, signage was created in support of the event to direct ticketholders, VIPs, and media to entrances, designated parking areas, etc.

The former Secretary of State's visit to campus highlighted an incredibly busy year creating advertising for the Event Center. Aside from a greatly increased volume of different types of collateral for each show, the turnaround time between receiving approved artwork and distribution of print and digital materials has shrank over the past few years. For a handful of shows during the 2013-2014 fiscal year, the Graphics department achieved a previously unprecedented one-day turnaround time between receiving artwork and sending digital and print materials for publication & distribution. Each of these shows represented a great accomplishment for the design staff.



Learning Outcomes

The Student Union's dedication to student success applies not only to the campus it serves, but also to the many students it employs. Every student assistant is given an opportunity for development and a chance to hone workforce skills that cannot be garnered through academic instruction. Learning outcomes describe the knowledge, skills, and attitudes that participants should have after successfully completing a learning experience or program. By reviewing these learning outcomes for a given program, student employees and managers can keep in mind and discuss the larger picture of student learning within the program. The following Student Union highlights were taken from the Student Affairs Division 2013–14 Assessment Report.

Assessment Highlights

Overall, 29 departments and programs contributed to the Student Affairs Assessment Cycle this year, resulting in 87.9% participation. This culminated in a grand total of 213 reported assessment initiatives by the end of AV2012-14, a 67% increase in the number of assessments reported over the previous year within the Division.

Of the 60 new learning outcomes deployed, 79 assessment measurements were utilized by the teams. Some assessment team members chose to implement multiple assessment tools in an effort to more thoroughly assess the results, thus accounting for a total of 79 measures deployed. Of the 60 new learning outcomes implemented, 45 of the outcome goals were met and another 15 were partially met, resulting in a 100% success rate.

Spartan Points of Pride

- The Student Union Event Center team produced over 30 graduation and commencement ceremonies with in-house staff and equipment and an array of conferences, concerts and speakers, including bringing Hilary Clinton, former Secretary of State, on campus.
- To foster increased Spartan Pride, the Student Union Aquatic Center hosted its Spartan Splash Pool Party, serving 1,200 students, compared to 700 the previous year.
- Through the implementation of the department's first career development plan, Student Union Accounting supported its student employee in achieving the goal of becoming the first family member to become a four-year college graduate.
- Event Center's Technical Services, which provides AV, lighting and other technical services throughout campus, supported 348 events, including productions of 140 events in Morris Dailey Auditorium, 82 events in the Event Center, and 126 other events throughout campus. Attendance at the Event Center topped 95,000 individuals last year, 1,000 more than the previous year. Because of the extensive training and mentoring their AV student workers receive, many of them, upon graduation, move into careers with high profile organizations including Disney and Pixar.



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