













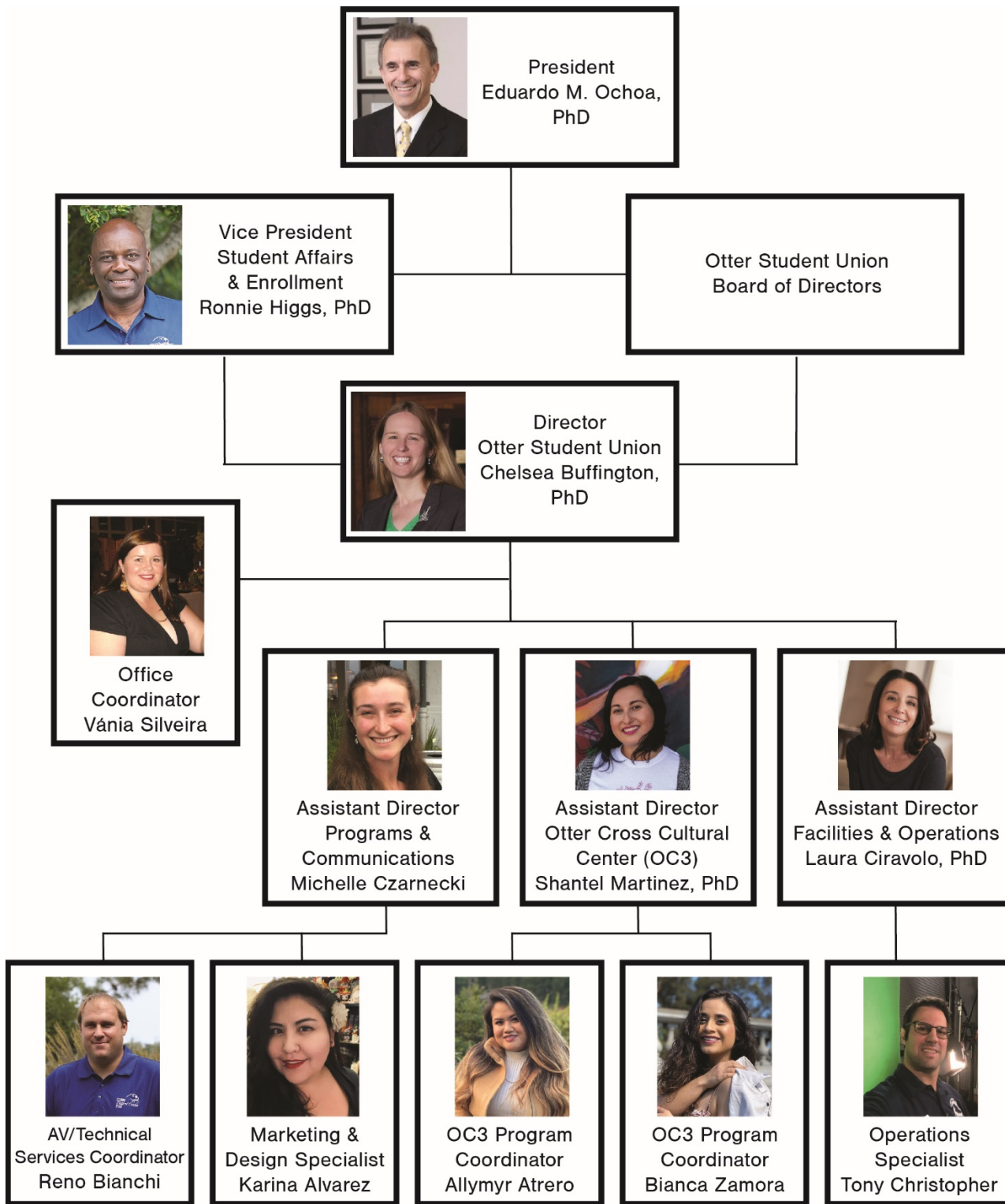
2019-2020 Annual Report



**OTTER STUDENT
UNION**
CSU MONTEREY BAY

CONTENTS

-  Organizational Chart
-  Executive Summary
-  Mission, Vision, Values
-  Highlights
-  Otter Cross Cultural Center
-  Union Programming Board
-  Marketing
-  Facilities & Operations
-  Technical Production
-  Finances
-  Board of Directors
-  Staff Achievements



Otter Student Union Board of Directors 2019-2020		
Chair, Ashley Smith	Chelsea Buffington, PhD	Dominique Paneda
Vice Chair, Trevor Peterson	Chi-Chun Chou, PhD	Hamza Saleem
Treasurer, Ian Kyle Contreras	Konnor Callihan	Christy Underwood
Secretary, Hiovanni Gonzalez	Zoë Carter	Noah Wuollet
	Cinthia Kneemeyer	

Executive Summary

In 2019-2020, the Otter Student Union (OSU) streamlined processes, enhanced services, grew its staff, and continued construction of a new 70,000 square-foot facility. OSU took a lead role in events associated with the University's 25th Anniversary and led the campus in providing creative virtual programming as the world responded to the COVID-19 pandemic. OSU met each challenge with creativity and professionalism as staff endeavored to embrace OSU's mission, vision, and values to create physical and virtual spaces and resources for students, faculty, staff, alumni and surrounding communities.

In an effort to better utilize the talents and passions of the OSU professional staff, the team spent the summer of 2019 creating structures for continuity and providing clear points of contact for partners and customers.

For California State Monterey Bay's 25th Anniversary, OSU played a key role in each of the large events on campus from the Welcome BBQ with 4,000 attendees to Open Campus (Discovery Day) and Werk Witch, which drew approximately 3,500 people to campus, to All Black Gala, featuring Academy Award-winning writer Dr. Kevin Willmott. Each of the events were part celebrating CSUMB's 25th, which focused on honoring the past and looking toward the future.

OSU's future is centered on expanding reach. Throughout the year, the Otter Cross Cultural Center (OC3) and Union Programming Board increased internal and external collaborations, while AV/Technical Services expanded capacity and customers, adding new equipment that allowed for improved video production and the ability to live-stream events. In March, OSU added two new professional staff, an Assistant Director of Facilities & Operations and a Marketing & Design Specialist to support the ever-increasing programs produced by OSU. Marketing and design became especially critical as the campus transitioned to virtual modalities in mid-March as a result of the COVID-19 pandemic. For the remainder of the year, OSU embraced the ability to create community beyond physical spaces, providing extensive programming and resources through online tools including Zoom, social media platforms, and OSU-managed websites and webpages. Looking toward 2020-2021, OSU is eager to expand virtual programs and services as well as prepare the new facility for eventual use by a growing number of students, faculty, staff, alumni, and community members.



Otter Student Union Mission, Vision, and Values

Mission

The Otter Student Union is the heartbeat of campus and a bridge to surrounding communities, providing spaces, opportunities, and advocacy that cultivates belonging reflective of CSUMB's founding vision.

Vision

The Otter Student Union creates thriving student-centered spaces that support empowerment, authenticity, and Otter pride to cultivate socially conscious agents of change with sustainable connections between student, faculty, staff, alumni, and surrounding communities.


Values



Highlights



youtube Search



Azariah Butler Ruthford
BA, Humanities & Communication

I am a product of my environment. As a native to Los Angeles, I celebrate with and give the utmost gratitude to those responsible for my intersectionalities and successes. I am who I am because they were who they were. I am eternally grateful for my ancestors, both late and living, and I will continue to be my best self in honor of them.

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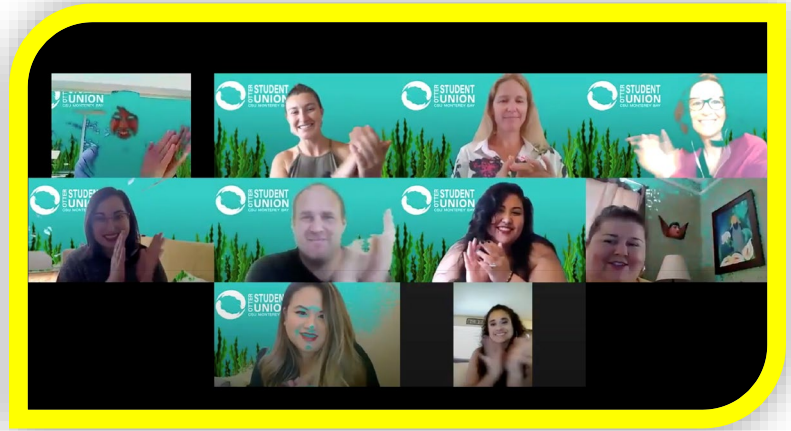
Black Grad 2020

Otter Student Union Highlights

The three most visible highlights of 2019-2020 were the transition to virtual programming in March 2020, virtual Affinity Graduation Celebrations, and the continuation of construction of the new Otter Student Union facility, scheduled to be completed in fall 2020.

COVID-19 Virtual Programming

In March 2020, the campus transitioned quickly online as the world faced the COVID-19 pandemic. OSU took the lead in transitioning programming to virtual modalities, showing great creativity and versatility in bringing synchronous and asynchronous programs and resources to the campus, local



<p>Feb. 10 Update Message CSUMB provides latest information from health department, as well as health advisory for international students and instructors.</p>	<p>March 2 Preparations Underway CSUMB actively planning and preparing for possible disruption of normal campus operations. "Our Values" statement issued rejecting anti-Asian behavior.</p>	<p>March 12 Classes Suspended California Gov. Gavin Newsom's executive order prompts suspension of classes, cancellation or postponement of events with over 50 people, implementation of social distancing.</p>
FEBRUARY	MARCH	

CSUMB Rises to COVID-19 Challenges

When CSU Monterey Bay moved to limited campus operations to slow the spread of COVID-19, students and employees left, facilities closed, and in-person classes ceased. Faced with these drastic changes, the CSUMB community adapted quickly and effectively.

This pandemic has "driven home the fact that we are all an interconnected human family," and "it's also bringing out the best in many of us," President Eduardo M. Ochoa said. "It's very proud and humbled and heartened by how the Otter community has responded to this unprecedented situation."

Campus Changes

During the last two weeks of March, nearly 2,400 students moved out of university housing. Approximately 680 were allowed to stay if they felt safer on campus. Forty-five staff including resident advisors also remained.

"We utilized an emergency express checkout process to expedite the process and promote social distancing," said W. Jeff Cooper, director of Student Housing and Residential Life.

Employees deemed "non-essential" switched to working remotely from home. Only essential employees such as security personnel, custodial staff and food service workers continued to

work on campus.

"Campus life is quiet," Cooper said. Students use the Dining Commons for meals and the Quad for fresh air "from time to time," but they are embracing health and safety recommendations and mainly staying inside.

Distance Learning

Halfway through the spring semester, all classes moved to virtual instruction in just one week. Historically innovative and a leader in online learning, CSUMB was better prepared than many institutions to make the change.

Between 500 to 800 videoconference meetings took place daily in the first week of distance learning. "We have over 480 instructors actively delivering class to over 7,600 students on Zoom," the videoconferencing service contracted with the CSU. Chief Information Officer Chip Lenno said.

CSUMB's library holds a large collection of digital materials always accessible online. For students in need, the university supplied computers and wi-fi hot spots. The Cooperative Learning Center began online tutoring services. Teaching, Learning and Assessment provided resources for faculty and students, including a toolkit named "Keep Calm and Otter Online."

Virtual Raft

While forced to be apart, the Otter community created a "virtual raft" to stay connected. In the wild, sea otters form "rafts" by linking their paws to remain together while floating in the water.

University Communications launched a social media campaign inviting everyone to post photos and videos of themselves working and playing from home tagged with "#VirtualRaft." President Eduardo M. Ochoa, the Department of Psychology, Otter Athletics and the College of Business released video messages to express sympathy, offer advice and encourage each other.

The Otter Student Union (OSU) led in launching virtual activities and events including a poetry slam, live concerts, trivia nights and a lecture about pandemics. Many other departments including Health and Wellness Services and Recreation followed with additional virtual programming.

"We know this is an incredibly stressful time. We want to provide that opportunity for people to continue to get together and engage on both fun topics as well as more serious topics related to what's going on in the world," OSU Director Chelsea Buffington said.

THE MAGAZINE OF CSUMB

community, and beyond. The same week the campus transitioned to virtual modalities, OSU hosted two virtual programs: Thursday Night Trivia, the first in a series, and Cell Phone Smackdown. The following week, OSU/Otter Cross Cultural Center(OC3) collaborated with the School of Humanities & Communications to host "A Conversation with Dr. Marina Levina On Pandemics and the Media," a particularly relevant topic that garnered interest nationwide. The public Zoom session had 122 registered participants.

For this lead role, OSU was highlighted on the CSUMB

main page and in *Monterey Bay: The Magazine of CSU Monterey Bay*.

From March 19 through the end of the spring semester, OSU provided nearly 50 synchronous virtual programs along with asynchronous content on multiple platforms including the OSU and OC3 web pages, Instagram, YouTube, and Facebook.

Spring 2020 Zoom Programs

Date	Event	Registered Participants
March 19-May 7	Thursday Night Trivia	15-50 per event
March 20	Cell Phone Smackdown	45
March 23	A Conversation with Dr. Marina Levina On Pandemics and the Media	122
March 24-May 7	Monte's Music (Tuesdays and Thursdays)	15-33 per event
April 3	An Acoustic Set with Cameron Karren of Addalemon	15
April 7	Racialized Diseases	55
April 10	Poetry Slam with Ebo Barton	23
April 15-May 13	You Otter Stay Fit (Mondays and Wednesdays)	2-18 per session
April 17	Embrace Yourself: Selfcare, Solo-play, and Sensuality	22
April 17	Season of Spring Cooking Demo	13
April 21	Decolonize Your Dinner Plate	35
April 23	Ramadan 101	18
April 24	Langston Kerman Comedian	44
April 28	Yoga, Henna, and Sweatshops: Cultural Appropriation of South Asian Culture	27
April 28	Diversity Celebration Series Webinar: The Yanomami as the Protector of the Amazon and the Microbiome	49
May 4	Self Care in Action: Virtual Zumba	32
May 5	Self Care in Action: Papier Mache Arts & Crafts with Alisal Center for Fine Arts	7
May 6	Self Care in Action: Poetry Writing Workshop with Yosimar Reyes	16
May 7	Self Care in Action: DJ Sizzle Dance Party	44

Noting that Zoom fatigue can be an issue, asynchronous content was provided:

- Social media listicles
 - Monday: Music
 - Tuesday: Books
 - Wednesday: Podcasts
 - Thursday: Self Care
 - Friday: At Home Entertainment
- Resources
- Election 2020: What's Falling Off the Radar? (Collaboration of Otter Student Union/Otter Cross Cultural Center; Teaching, Learning, & Assessment; Undergraduate Research Opportunities Center; faculty; and Student Engagement & Leadership Development)



These programs provided for a variety of opportunities for students, staff, faculty, and the community to continue to connect as they each grappled with a new normal created by shelter-in-place orders and associated changes in their public and private lives.

In response to the pandemic, OSU determined that virtual programming should be continued into the summer. Thursday Night Trivia and Feminist Fitness Fridays are providing an important summer opportunity for connection between the campus community and beyond. The programs have been especially helpful in provided the opportunity for new students to connect.

One Thursday Night Trivia winner wrote:

“That was so much fun ... Really exciting to be interacting with people for once 😊 Thank you again for hosting and giving this freshman a chance to feel like she's truly a college student 😊”



Each Trivia Night explores a different topic, with a prize awarded and mailed to each winner weekly. Topics have included CSUMB, Womxn’s Hxstory, Disney, Marvel, Video Games, and more. Prizes have included OSU-branded items as well as items related to pandemic response, including Otter masks, which not only provide a cute connection to CSUMB’s mascot, but encourage self-care—one of OSU’s four core values.

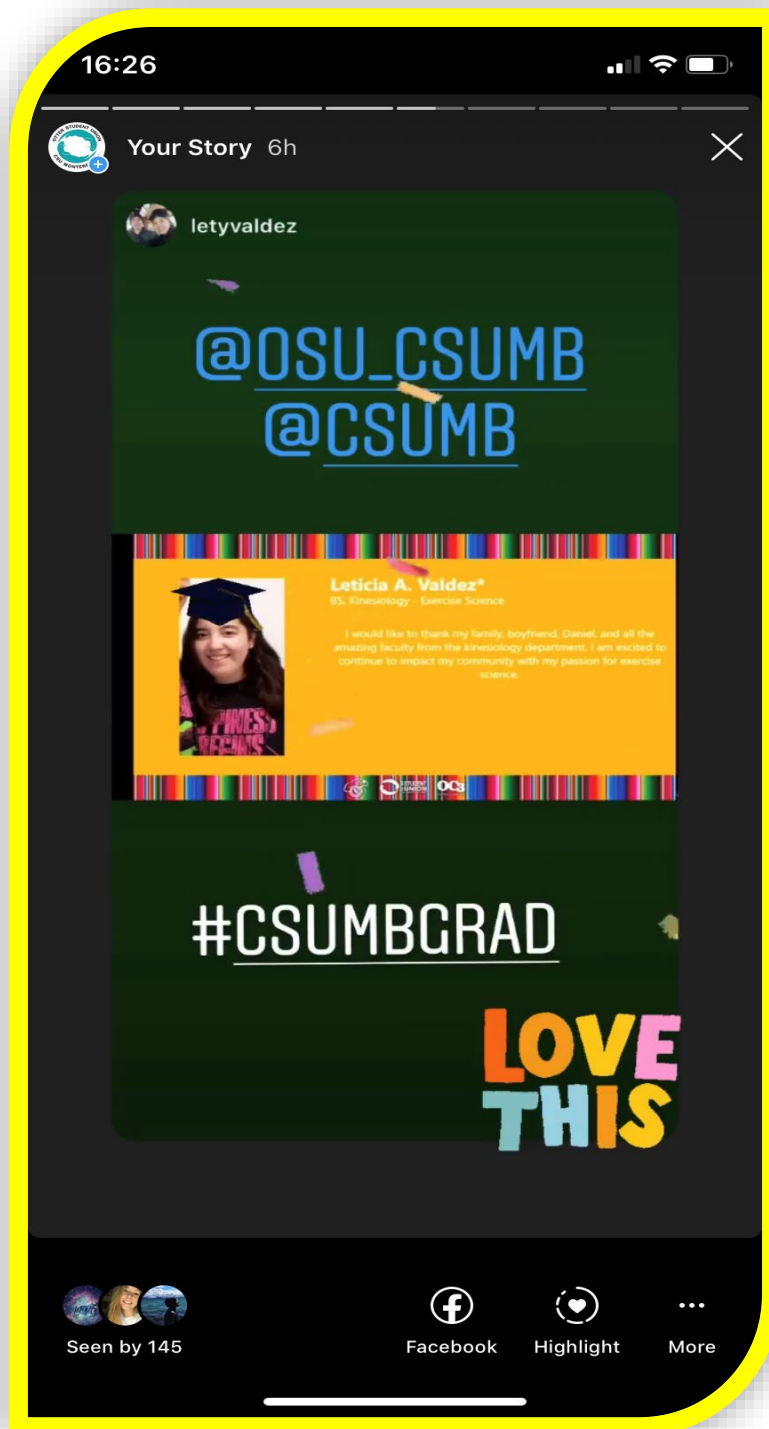
OSU is regularly engaging with the campus and larger community through these virtual programs and through a wide variety of social media posts and connections to resources.

OSU also created asynchronous and synchronous content for Virtual Orientation. During live Zoom sessions, OSU staff connected with up to 32 incoming students per session, providing information on the virtual and facility resources provided through the Otter Cross Cultural Center, OSU Programming Board, AV Technical Services, and Facilities & Operations.

Affinity Graduation Celebrations

Affinity Graduation Celebrations honor the accomplishments and experiences of CSUMB graduates who come from historically underrepresented communities. The eight Affinity Graduation Celebrations (Asian & Pacific Islander, Black, Latinx, Native American, Rainbow-LGBTQ+, Students with Disabilities, Undocumented, and Veteran) are created with the help of campus-wide committees who develop themes, identify keynote speakers, design stoles, and incorporate cultural performances as a tool for telling the stories of their respective communities. Due to the COVID-19 pandemic, [Affinity Graduation Celebrations took place virtually, providing a new opportunity to reach more supporters of CSUMBs graduates.](#)

Despite limited time to transition to virtual programming, OSU/OC3 was able to produce professional, personal, and authentic celebrations. Graduates were provided with an individual slide detailing their major(s), honor(s), and first-generation status as well as the opportunity to upload a photo and personal message. Each celebration was uploaded to YouTube with links provided through the OC3 and CSUMB sites. And, OSU/OC3 mailed stoles to each participating graduate. Again, the participation amongst graduates increased from previous years with total participation at [569 graduates and nearly 5,000 views on YouTube](#).

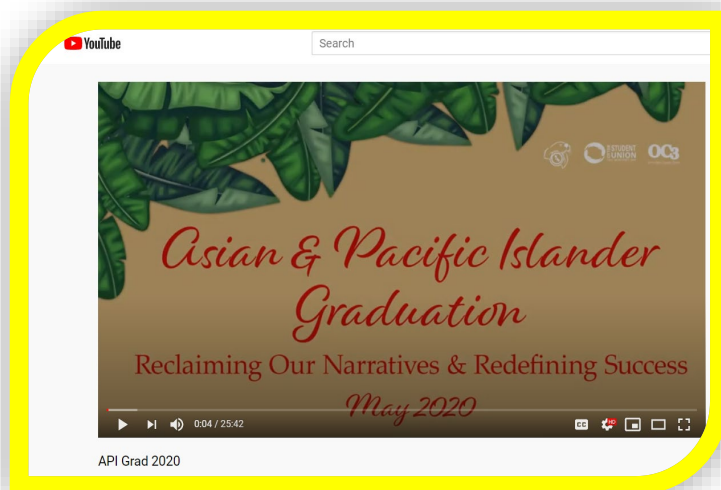


Affinity Graduation Celebration Graduate Participation

Affinity Graduation Celebration	2019-2020 Participants	2018-2019 Participants
Asian Pacific Islander (APIA)	50	41
Black	39	53
Chicanx/Latinx	363	315
Native American	13	8
Rainbow	43	49
Students with Disabilities	30	22
Undocu	22	9
Veterans	9	6
Total Participants	569	503

Affinity Graduation Celebration planning includes the following:

- **Planning begins at the conclusion of the previous affinity graduation celebrations**
- **All budgets and ordering of stoles will be completed in October**
- **All keynotes will be identified by the end of December**
- **Information about Affinity Graduations Celebrations sent with Commencement information**
- **OSU marketing team will continue to manage and design all programs and marketing materials**
- **All graduation celebrations will include cultural and/or related performances**
- **A single sign-up form will be used for all graduates**
- **Planning committees with staff, faculty, and student representation**
- **All graduation celebrations are free**
- **All graduation celebrations follow a planning and funding request process**



Otter Student Union Facility Construction

Construction of the new 70,000 square-foot OSU facility began in August 2018, with an original expected completion of summer 2020.

With COVID-19, the new completion is expected by the end of 2020. The new facility will include a 6,000 square-foot ballroom, the OC3, 10 meeting rooms, multiple flexible seating areas, Starbucks, the CSUMB

bookstore, a convenience store, the Rookery Lounge and Game Room, Associated Students, First Year Experience & Orientation, Student Engagement & Leadership Development, and OSU offices. The new facility will also include an outdoor terrace with views of Monterey Bay and plazas on the Quad and at the corner of Inter-Garrison and 5th Avenue that will accommodate a variety of events, including outdoor movie screenings.



Otter Cross Cultural Center



OC3 2019-2020 Summary

In its ninth operational year, the Otter Cross Cultural Center's (OC3) overarching themes were change, growth, and adaptability. The OC3 streamlined operations through balancing workloads, forecasting, and strategizing potential challenges as central and imperative to the mission. As a result, signature events and programs were planned earlier than ever and with less surprises. Additionally, the OC3 restructured student coordinator titles and roles, while also adapting the internship program to be more grounded within social justice education. The Center also:

- **Expanded offerings within the OC3 library, including a multitude of resources for graduate and professional school admittance**
- **Created new relationships with CSUMB departments, local high schools, and community organizations, including developing stronger ties to Academic Affairs**
- **Identified new professional development opportunities for student employees**
- **Experienced record-breaking attendance for all signature programs**

Further, from August to mid-March, the physical space of the Center hosted over 900 event hours.

The OC3 also adapted to major change in the spring of 2020 with adjustment of student coordinator roles and adapting to virtual modalities in response to COVID-19. With swift adaptability, flexibility, and strategic foresight, OC3 staff developed a series of virtual programs in less than one week, providing the first CSUMB virtual opportunities for student engagement.

The OC3 grew in new ways by offering programs such as Ramadan 101, partnering with the College of Health and Human Services, and expanding Self Care in Action to an entire week. With all of this change, the Center also pivoted and identified solutions to hosting all eight Affinity Graduation Celebrations online and mailed stoles to participants, making CSUMB the only institution in the state of California to offer eight, virtual affinity graduation celebrations.



Overview of Events, Programs, and Partnerships

Putting into action goals and recommendations from the 2018-2019 annual report, the Center focused on increasing collaboration with faculty and Academic Affairs, the Undergraduate Research Opportunities Center (UROC), and community organizations. For example, OC3 partnered with CART (Cinematic Arts & Technology) and HCOM (Humanities and Communications) to host a masterclass with Dr. Kevin Willmott as part of All Black Gala; developed a summer research program, *Stories from the Border*, in collaboration with UROC and HCOM; and built relationships with various LGBTQ+ community organization to co-host a LGBTQ+ youth summit. Additionally, the Center increased free resources for graduate and professional school preparation, including test-prep materials, guides, and flashcards, as well as identified key conferences for students to attend. Beyond these target goals, the Center's Signature Programs continued as campus traditions, on- and off-campus partnerships increased, and OC3 was able to quickly pivot to online programming with grace and flexibility as CSUMB became a virtual campus as a result of COVID-19.



Campus partnerships included Associated Students, First Year Seminars, TRiO, Teaching Learning and Assessment, Union Programming Board, CSUMB @ Salinas City Center, Sustainability, Personal Growth and Counseling Center, Office of Inclusive Excellence, Undocu-Coalition, Early Outreach & Support Programs, Department of Humanities and Communication, Undergraduate Research Opportunities Center, Recreation, Multicultural Greek Council, International Programs, First Year Experience, Student Housing & Residential Life, Ethnic Studies Working Group, Student Life, various Student Organizations, and University Affairs & Special Events.

Signature Programs and Events

OC3 Block Party (Otter Days)

To kick off CSUMB's 25th Anniversary, the Center expanded its Otter Days event into the OC3 Block Party. Rather than host an open house, OC3 staff constructed an event that incorporated successes from past



events. The OC3 Block Party included tabling for all affinity and cultural groups on campus, as well as off campus resources; provided free food; and provided cultural performances – African drummers, Aztec dancers, APIA performances, and Baile Folklorico. For baile folklorico, [the Center partnered with the Alisal Center for the Fine Arts and hosted children ages 8 to 12 and their families, many of whom had never visited the CSUMB campus.](#) It was such a proud experience, to see all of these children and their families feel part of the Otter family, providing an important opportunity for pipelines for the future of CSUMB. [Over 600 people attended the inaugural OC3 Block Party, which was one of the highest attended events for the campus-wide Otter Days.](#)

Social Justice Dialogues

Partnering with Teaching, Learning, and Assessment, as well as with individual faculty, the Center engaged in a series of topics relevant to the CSUMB community. This year's Social Justice Dialogues series focused on the theme of Courageous Conversations. The safe atmosphere cultivated by the notion of "leaving titles at the door" allowed for students, staff, and faculty to share their own experiences and feedback. Topics included: Election 2020: Power and Privilege, Stories from the Border, Trauma at the Dinner Table: Preparing for the Holidays, Hooking Up: Stigmas of Dating Across Differences, and Womxn of Color and Equitable Healthcare Access. Participation ranged from 15-75 per event with representation from students, faculty, and staff at each dialogue.

Werk Witch Drag Show

Continuing the amazing successes from its inaugural year, Werk Witch Drag Show continued to draw large crowds and praise. Werk Witch has become a well-known program for the campus and the greater Monterey community, highlighting LGBTQ+ history and the importance of drag culture. [This year received an overwhelming amount of auditions from a variety of students and staff, with a notable increase in participation from student performers \(a total of nine](#)



[competitive performance sets\).](#)

Last year's winner was able to return to do another performance and participate as a celebrity guest judge. Additionally, two professional drag queens performed show-stopping sets in between competitive performers. Due to

the popularity of the event, this program was distinguished as a CSUMB 25th Anniversary event and a monumental program to conclude Open Campus (Discovery Day) during RAFT Weekend, which drew prospective students and community members to CSUMB. [The show was](#)

completely sold out on University Tickets and had over 500 students, staff, faculty, and prospective students in attendance.

All Black Gala

All Black Gala is a formal event open to all who wish to celebrate Black history and the immense diversity of Black culture, brilliance, and lived experiences. The fourth annual program's theme, "Still I Rise: Reclaiming Our Stories & Seizing Our Futures" emphasized the importance of authentic representation of Black communities through storytelling and art.

This year's keynote speaker, Dr. Kevin Willmott, co-writer (with Spike Lee) of the Academy Award-winning film *BlackKkKlansman*, shared meaningful insights into the entertainment industry and media's contributions to anti-blackness in society. With increased notoriety around this event, All Black Gala had over 450 students, staff, faculty, and community members in attendance. As a CSUMB 25th

Anniversary-designated event, All Black Gala was a collaboration between the Division of Student Affairs & Enrollment Services, Associated Students, Otter Student Union Programming Board/OC3, Office of Inclusive Excellence, Multicultural Greek Council, Campus Traditions Committee, the School of Cinematic Arts & Technology, and the School of Humanities &

Communications. This year experienced a significant rise in the level of engagement with community members with the screening of *BlackKkKlansman* and the addition of an art exhibition, student performances, and a masterclass facilitated by Dr. Willmott. The series of event expanded All Black Gala into a multi-day celebration of black history.



Ignite! Social Justice Retreat

Ignite! is an annual three-day retreat that allows students to focus on aspects of storytelling, art, and dialogue in order to reflect on systems of oppression and understand roles in engaging in activism. Professional staff facilitators (including representation from the departments of Recreation, Student Housing and Residential Life, and Early Outreach and Support Programs) continued their collaboration on curriculum development. The strong foundation set from the previous year's curriculum was invaluable to the success of this year's Ignite!.

International Womxn's Day Celebration

International Womxn's Day commemorates the global celebration of womxn's hystories, resilience, and accomplishments. The third annual International Womxn's Day speaker, Yesika Salgado, is an award-winning, published, and renowned Salvadoran poet, activist, and social critic. Salgado explores issues of body-positivity, cultural pride, and feminism. For the event, she provided a poetry reading of her latest book, *Hermosa*, and offered a writing workshop for students, faculty, staff, and community members. The writing workshop highlighted the importance of claiming one's story as an avenue for social justice and emphasized the power of self-love, particularly for marginalized populations. Participants expressed their gratitude for experiencing the workshop and poetry reading as a space for empowerment, creativity, self-exploration, and vulnerability.

Sixty participants were present for the writing workshop and 100 were in attendance for the poetry reading. This event offered catering at both events and was in collaboration with the Otter Student Union Programming Board and Associated Students.



Safe Zone: Faculty and Staff

Safe Zone is offered each semester to CSUMB faculty, staff, and community partners (Salinas High School, Interim non-profit, and Skyline College) and provides resources and specialized two-day training focused on supporting LGBTQ+ populations. Safe Zone curriculum is developed, revamped, and implemented by the Safe Zone Committee each year to stay current on trends and strategies. Safe Zone offers an educational curriculum that centers on intersectional, reflective, and arts-based learning, while providing applicable tools to intervene and support communities in processing identities and crises. The curriculum was revamped, along with the logo, in 2019-2020 to include LGBTQ+ hystory, terms, laws, and popular culture. Participants are offered interactive assignments that deepen their understanding of their identities, power, and

systems of oppression. Safe Zone was offered fall semester to 45 participants from CSUMB, Salinas High School, and Interim. Club advisors for the LGBTQ+ student organization and mental health counselors from Salinas High School valued the Safe Zone Training so much that OC3 was invited to provide a discussion with all of the teachers and staff of Salinas High School on inclusive practices and strategies for LGBTQ+ youth. This program provided Safe Zone certification, catering, and Safe Zone merchandise and was in collaboration with the Office of Inclusive Excellence. Below are some experiences that participants shared in evaluations.



“This was an amazing training! We laughed, cried, and learned so much. It's easier to

learn when the facilitators are so passionate and understanding.”

“The best training I've been to. Such a wonderful way of presenting the material. It really encouraged critical thought.”

“I really appreciated the history part of training. I will be using the liberation monologues and strategies I learned from the case studies.”

Affinity Graduation Celebrations

In its third year coordinated by the Otter Student Union's Otter Cross Cultural Center, the Affinity Graduation Celebrations experienced another increase in participation and expanded the capacity to reach audiences across the state and country through YouTube. The Affinity Graduation Celebrations honor the accomplishments and experiences of CSUMB graduates who come from historically underrepresented communities. This year, the eight Affinity Graduation Celebration Committees worked to identify themes and keynote speakers to tell the stories of their respective communities. Some of the themes this year included: “El Espejo: Bridging the Past, Present, and Future”; “Our Ancestor's Wildest Dreams”; “Remembering Roots and Connecting Futures”; and “Reclaiming Our Narratives and Redefining Success.” While the Affinity Graduation Celebrations were not in-person in 2020, the caliber of programming was maintained and enhanced. Graduates were provided with opportunities to have personalized slides that



included their first generation status, photo, personal message, honors, and their attained degree. Additionally, graduates received their stoles via mail. By continuing to serve the CSUMB campus with virtual affinity graduation celebrations, OC3 enlivened the mission of CSUMB and affirmed the Otter Student Union's values of fostering communities, valuing voices, cultivating social justice, and providing services rooted in care. CSUMB was the only CSU to offer all affinity graduation celebrations in 2020. There were 569 graduates who participated in the virtual affinity graduations with nearly 5,000 views on YouTube. While the Affinity Graduation Celebrations were virtual due to the COVID-19 pandemic, students shared the importance of being recognized through their respective ceremonies, especially since so many celebrations were canceled or postponed due to the pandemic.

COVID-19 Online Programming

OSU was the first department at CSUMB to provide virtual programming as a result of COVID-19. Particularly appropriate, OC3 hosted an initial program with Dr. Marina Levina, author of *Pandemics and the Media* and Associate Professor of Communication Studies at the University of Memphis. This event was extremely timely, held less than one week after the campus officially went online, with 122 who registered for the Zoom webinar. For the remainder of the spring semester, Center staff facilitated several live programs on Zoom and shared asynchronous content on social media. Notable programs included:

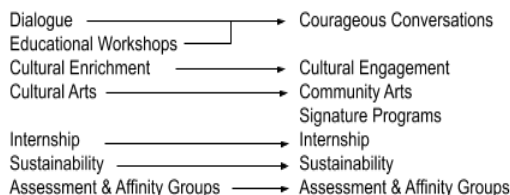


- **Racialized Diseases**
- **Embrace Yourself: Self Care, Solo-play, and Sensuality**
- **Decolonize Your Dinner Plate**
- **Ramadan 101**
- **Yoga, Henna, and Sweatshops: Cultural Appropriation of South Asian Culture**
- **Diversity Celebration Series Webinar: The Yanomami as the Protector of the Amazon and the Microbiome**
- **Selfcare In Action Week**

Select Student Staff Programming

For 2019-2020, OC3 restructured the student coordinator roles, merging the dialogue and education roles to create two new positions: Courageous Conversations and Signature Programs. Other position changes included changing Cultural Arts to Community Arts and Cultural Enrichment to Cultural Engagement. Additionally, the change in structure provided an opportunity to modify the internship to include more professional development and social

justice reflection through a new training curriculum. Lastly, all positions added participation in committees beyond OC3.



In terms of programming, students put into practice intersectionality by collaborating with various campus departments and student organizations on a variety of events, including:

- **First Year Seminar Presentations (partnership with First Year Seminar)**
- **La Loba Loca (partnership with Otter Student Union Programming Board)**
- **Mindful Madness (partnerships with Health & Wellness Services)**
- **Intern PJ Party**
- **Undocu-Activism through Art**
- **First-Generation Celebration (partnership with TRiO)**
- **Sustainability in Asian Communities**
- **Racialized Diseases (partnership with APIA club, Black Student Union, and the College of Health and Human Services)**
- **Wellness for College**
- **Sustainability & Wellness 101**
- **Self Care in Action Yoga**
- **RAFT weekend competition**
- ***Dia de los Muertos* programming**
- **Language Literacy 1,2,3**
- **Global Discussions**
- **Uli & Friends Radio Show**

Student coordinators participated in two professional development days (one each semester) devoted to putting learning into practice, engaging more deeply in social justice topics.

In the fall, [student coordinators learned about food and environmental justice through working on the Pie Ranch farm in Pescadero](#). The students all had the opportunity to pick apples and pears, along with cooking lunch together, in order to learn first-hand the challenges of producing food. This was followed by a discussion about sustainability, farmworkers, and exposure to farm pesticides. [In the spring, students publicly engaged with](#)



passersby on social justice topics in San Francisco. They shared lunch and wisdom with an alum student coordinator (Jenelle Borja) and ended the day with a mural tour in the Mission District.

Select On-Campus Collaborations

Trainings

The OC3 provides experiential training to explore issues of social justice, equity, inclusion, and power, for on- and off-campus partners. OC3 staff provide intentional, inclusive, and meaningful dialogues and activities for participants, centering on the importance of authenticity, creativity, and empathy. In 2019-2020, the OC3 offered workshops and trainings to the faculty of CSUMB's Physician Assistant Program, professional and student staff of the Early Outreach Support Programs, Orientation student staff, Housing & Residential Life professional and student staff, as well as for the Office of Inclusive Excellence's Diversity Learning Series. In addition, OC3 staff presented to over 100 staff, administrators, and educators at Salinas High School on inclusive strategies to support LGBTQ+ students in and out of the classroom.

Womxn's Leadership Retreat

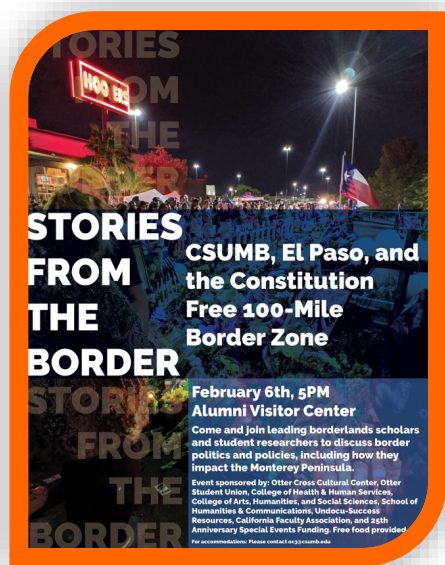
The OC3 continued its collaboration with Recreation's Outdoor program through developing curriculum for the Womxn's Leadership Retreat. Participants analyzed feminist concepts and engaged in theatre and storytelling to explore identity development, systems of oppression, and the power of community. Students noted that sharing space with womxn of differing identities and stories enlivened within them a new understanding of utilizing intersectional approaches to advocacy.

Stories From the Border

In February 2020, the two-hour speaker series "Stories from the Border" featured border theory scholars and CSUMB student researchers in dialogue with one another. The students were the six CSUMB HCOM UROC researchers who participated in a research and border theory intensive trip to El Paso, TX in summer 2019. The speakers included Dras. Judith Flores Carmona and

Cynthia Bejarano, both from New Mexico State University. Dra. Flores Carmona is a CSUMB HCOM alum who specializes in borderlands testimonios and methodologies. Dr. Bejarano is a renowned scholar on borderlands policies and co-founder of Amigos de las Mujeres de Juárez, an organization working with Mexican women's rights organizations to end violence against women in Chihuahua, Mexico and the borderlands.

Topics for the event included contemporary political issues of the US/Mexico border, border policies, and borderlands testimonios. Over 100 people attended the event, which was also a collaboration with the College of Arts, Humanities, and Social Sciences; the



College of Health and Human Services; and the School of Humanities and Communications. It was sponsored by the 25th Anniversary with funding through the Office of the Provost. This event was a great example of the benefits of building relationships with universities outside of the area and connecting students with scholars across the country.

Writers From the Edge

Writers from the Edge is an annual series of known and emerging authors who highlight a range of topics including migration, ethnic histories, transnational histories, and sexual identity. This program began several years ago in partnership with the School of Humanities and Communications and occurred during the spring semester. It was later expanded to the full academic year in 2018. [In the 2019-2020 academic year, the program was awarded Special Events funding and was attended by more than 100 participants at each program.](#)

Select Community Events

The OC3 continued to develop strong relationships with CSUMB @ Salinas City Center and other community organizations.

Monterey County Womxn's March

The OC3 developed a community partnership with the Monterey County Womxn's March, part of a national movement. On January 19, 2020, the OC3 advocated and raised awareness of racial, gender, sexual, and economic inequities and violence. OC3 staff spoke at the rally and tabled as a resource to the Monterey County community. [The Monterey County Womxn's March had over 2,000 community members in attendance.](#)



Monterey County LGBTQ+ Collaborative and Youth Conference

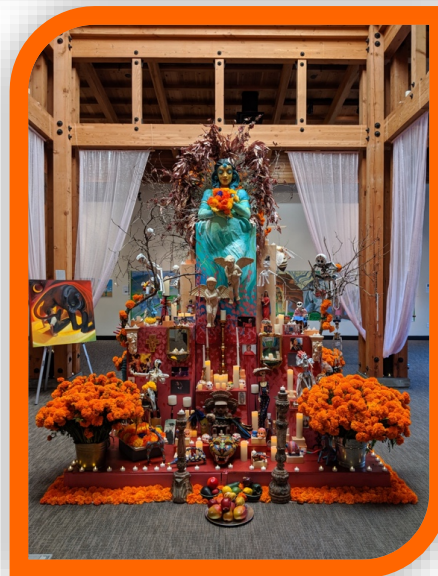
The Monterey LGBTQ+ Collective is a hub for organizations and providers from Monterey County to share resources, collaborative projects, and services that support Lesbian, Gay, Bisexual, Trans and Queer+ communities. [This year, OC3 staff chaired the committee and worked collectively with community partners \(Epicenter, California Rural Legal Services, Monterey Rape Crisis Center, Salinas High School, Soledad School District, Salinas Pride, Middlebury Institute of International Studies, Planned Parenthood, and Monterey High School\) in order to plan and execute the LGBTQ+ Youth Conference for the Tri-County areas.](#) The youth conference would have taken place in March at Soledad High School with educational workshops, resources, and social opportunities for middle and high school students. Due to COVID-19, the conference has been postponed until an undetermined later date.

Pride Celebration

This year, OC3 joined the Monterey County and Salinas Valley Pride committees and developed a partnership and connection to CSUMB. In response to COVID-19, for 2020, there will be a virtual Pride Celebration with Pajaro Pride, Salinas Valley Pride, Santa Cruz Pride, and Monterey Peninsula Pride. Virtual programming will include LGBTQ+ educational workshops, entertainment, and advocacy opportunities. Through this collaboration, OC3 is expanding its community outreach and capacities for the educational pipelines to CSUMB. [The virtual Pride Celebration will take place on August 1 and expects an attendance of 1,000 community members.](#)

Dia de los Muertos

In addition to CSUMB @ Salinas City Center, [OC3 collaborated with Salinas community organizations including Hijos del Sol, Baktun 12, Steinbeck Rotary, the Steinbeck Center, the Epicenter, and Salinas Public Library](#) to host several arts-based workshops leading up to *Dia de los Muertos* First Friday at the CSUMB @ Salinas City Center. This year's event was larger than last year and included food trucks, a larger and more prominent altar, multiple workshops, and lots of dancing. OC3 student coordinator Lilo Lopez (Community Arts) played a central role in the planning and execution of the event. During *the Dia de los Muertos* event, the OC3 provided photos to attendees, hosted a crafts table, and promoted the OC3 and Otter Student Union to local community members. [This celebration broke records with over 5000 in attendance from across the Monterey Peninsula.](#)



Student Conference Attendance

A core part of OC3's values includes providing opportunities for students to put into practice what they are learning in the classroom. As such, OC3 staff continually seek funds to take and/or financially co-sponsor student travel to conferences as a high-impact practice for student progression, retention, and graduation. This year, the OC3 supported students to attend the following conferences:

- **National Women’s Studies Association (2 students)**
- **Stanford’s Conference on Race and Ethnicity in Higher Education (6 students)**
- **Black Students Lead (2 students)**

The OC3 had planned to sponsor students to attend additional conferences that were canceled due to COVID-19, including:

- **University of California, Berkeley’s Women of Color Conference (18 students)**
- **National Conference on Race and Ethnicity in Higher Education (1 student)**
- **Asian Pacific Islanders in Higher Education (5 students)**
- **National Association of Chicana/Chicano Studies (3 students)**



Committee Representation

The OC3 has representation on the following CSUMB committees:

- **President’s Committee on Diversity and Equity**
 - **Subcommittee on Assessment and Evaluation**
- **Critical Ethnic Studies Committee**
- **Undocu-Coalition**
- **OSU Board of Directors**
- **President’s Committee on Sustainability**
 - **Subcommittee on Sustainability and Social Justice**
- **Transportation and Parking Committee**
- **Campus Traditions**
- **Basic Needs Committee**
- **Student Affairs Advisory Board**
- **Commencement Committee**
- **Otter Student Involvement Collective**
- **Salinas City Center *Día de los Muertos* Planning Committee**
- **First-Generation Celebration Planning Committee**
- **2020 Strategy Task Force**

Recommendations for 2020-2021

To continue the meaningful work of the OC3 in impacting campus and the surrounding communities, the following will be areas of focus for 2020-2021:

Strategic Partnerships

Relationship building is the key to success for work in diversity, equity, and inclusion. The OC3 has forged strong partnerships with Academic Affairs departments including HCOM, First-Year

Seminar, Collaborative Health & Human Services, VPA, Psychology, Education, and CART, CSUMB @ Salinas City Center, the Undergraduate Research Opportunities Center, and Teaching, Learning, & Assessment; the Office of Inclusive Excellence; and departments in Student Affairs and Enrollment Services. The OC3 seeks to continue strengthening these partnerships as well as continue to expand partnerships with off-campus partners such as Interim, Salinas Valley Pride, Monterey Peninsula Pride, and the LGBTQ Collaborative. Three areas of particular interest for growth are:

- Faculty and Academic Affairs
- The Cooperative Learning Center
- Community Organizations

Targeted Populations

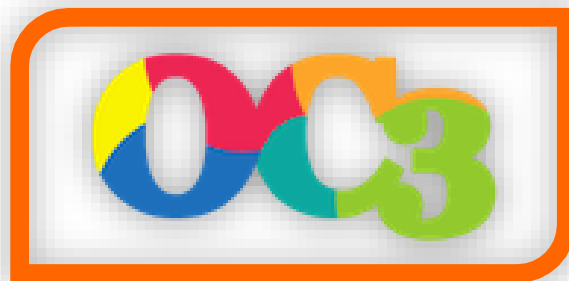
In anticipation of virtual modalities and needs to shift to new normal, rather than focusing on specific populations to increase retention, progress, and graduation, the OC3 will be intentional about cultivating broad support services, programs, and resources that multiple populations can utilize. The OC3 will continue to support Queer students and communities through the QT Peer Mentoring Program and Safe Zone trainings, ensure all eight Affinity Graduation Celebrations, and offer Signature Programs. The Center will also transition library and test prep materials online and connect students with digital conference opportunities. Additionally, the OC3 will focus provide speakers who can highlight voices and perspectives in the fight for social justice.

Special Topics and Projects

In 2020-2021, the OC3 is celebrating its 10th Anniversary and will accept the challenge to celebrate virtually and flexibly. Programming will be grounded in addressing the following issues:

- Election 2020
- Issues of racial justice
- Intersectional Feminism
- Highlighting the scholarship and artistic work of QBIPOC individuals and communities
- Financial literacy

In addition, in response to health concerns amidst the global pandemic, the OC3 plans to convert Ignite! 2021 into a one-day virtual symposium. This would allow the program to reach the campus community and beyond, including neighboring institutions and local community organizations.



Union Programming Board

Otter Student Union Programming Board Summary

The Union Programming Board had record attendance at Late Night, Werk Witch, Sundae Funday, Battle of the Bands, and Hot Cocoa to Go Go, with lines wrapping around the halls surrounding the Otter Cross Cultural Center. In preparation for the new OSU facility in 2020-2021, the OSU Programming Board analyzed data of previous years to attempt to draw in new audiences on new days. As an example, Sundae Funday was developed to attract students to the Student Center on a Sunday, typically the slowest day each week. The inaugural event brought in 125 attendees, indicating that programming on Sunday's can be successful.



The spring of 2020 brought about new tests, first with a totally new program, Roll With It, a roller skating party at Water City Sports as part of the spring semester kick-off, and then with the COVID-19 pandemic. Roll With It, a collaboration with First Year Experience, saw the creation of community as more than 70 students walked over to Water City Sports together from campus to find an additional 70 students already at the venue and ready to skate into the semester—a semester with exciting in-person programs and a totally new group of virtual programs.



While the spring semester began with successful in-person events including Winterlands, Plant Your Intentions, and

All Black Gala, as of mid-March, programming was tasked with turning virtual in light of the impacts of the COVID-19 pandemic. The Programming Board swiftly shifted programs online (such as the Ebo Barton poetry slam) and developed new programs to fill the void for events that could not be switched to virtual modalities (such as Sundae Funday). In addition to synchronous content, the Programming Board also provided asynchronous content and resources available through the OSU website as well as through social media accounts and the creation of videos for virtual Orientation. The virtual environment provided new opportunities for collaboration too, with such programs as You Otter Stay Fit, in partnership with First City Crossfit of Monterey.

Fall 2019 Events

Event	Location	Attendance	Notes
Loote @ Welcome BBQ	Main Quad	4,000	Provided Emcee and music for 25 th Anniversary Event; Collaboration with University Events
Late Night	Student Center	125	DJ, Cupcake Decorating Contest, Airbrush artists, Food
Otter Pop Giveaway	Main Quad	175	Popsicle Giveaway
Obstacle Course Dodgeball Tournament	Otter Sports Center – Kelp Bed	20	Collaboration with Recreation Department
Joteria	Black Box Cabaret	27	LGBTQ Bingo, Lip Sync Contest, Prizes
La Loba Loca	Student Center	50	Social justice dialogue and self-care activities
My Culture is Not a Costume	Library	25	Photo Essay Series about Cultural Appropriation
Werk Witch Drag Show	University Center Ballroom	500	Collaboration with CSUMB Pride Club and Salinas Valley Pride; Student, Staff, and Professional Performances & Competition
Sundae Funday	Student Center	130	Ice Cream Social
Battle of the Bands	Black Box Cabaret	59	Student Solo and Group Acts
Haunted House/Scare Zone	University Center Ballroom	160	Collaboration with Residential Housing Association/Housing & Residential Life
Petting Zoo	Main Quad	196	
Dungeons & Dragons	Black Box Cabaret	25	
Welcome to Finals Week: Twist & Shout Obstacle Dodgeball Tournament	Otter Sports Center – Kelp Bed	26	Collaboration with Recreation Department & Associated Students
Finals Week: Hot Cocoa to Go-Go	Otter Cross Cultural Center	207	Mug Give-away

Fall 2019 included events connected to the CSUMB 25th Anniversary, new programs, and an expansion of collaboration efforts. For the 25th Anniversary Welcome BBQ, the Programming Board contracted Loote, an up-and-coming duo, to provide music, and took on the duties of emceeing the Main Quad event attended by approximately 4,000 students, faculty, and staff. This event provided a great start, followed by numerous go-to events such as Late Night at the Student Center and new programs including Obstacle Course Dodgeball, Dungeons & Dragons, and Sundae Funday. On many occasions, events exceeded

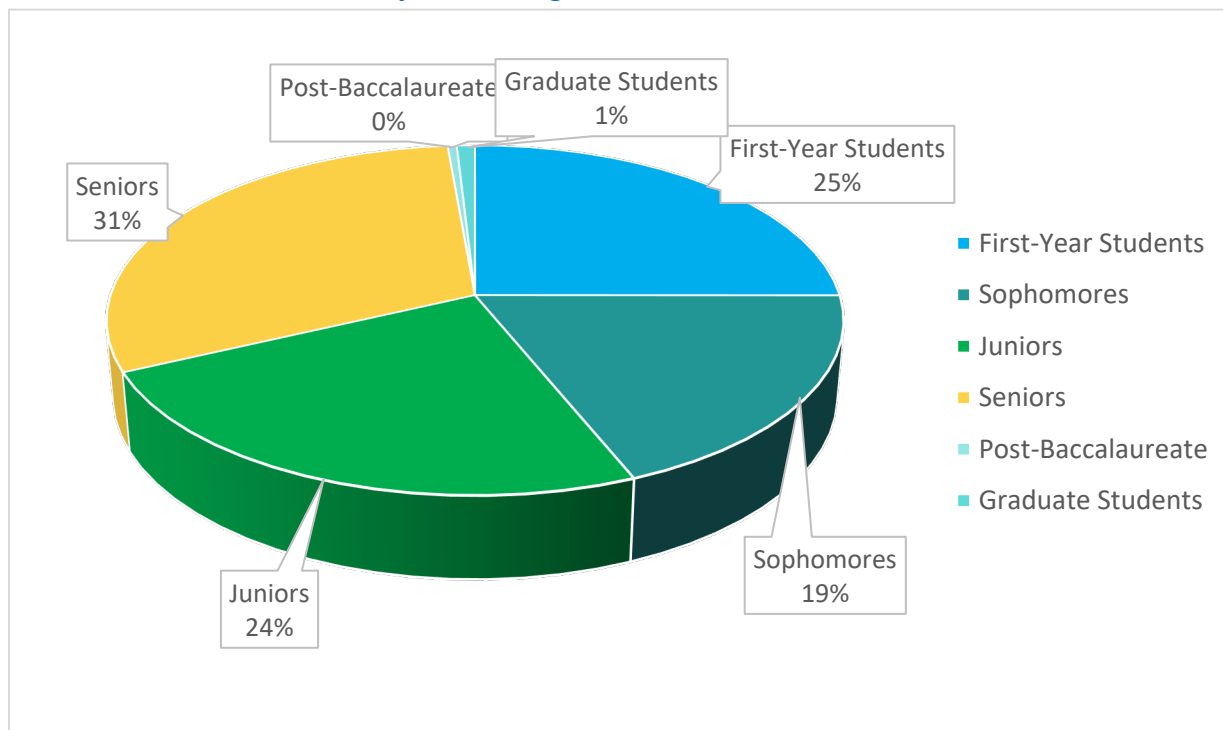


attendance expectations. Hot Cocoa to Go-Go had long lines with more than 200 participants trying to attain the adorable mug that accompanied the finals-week event. The Board also streamlined Halloween events with Recreation and Student Housing & Residential Life, creating joint marketing and communications to present cohesive information to students, an important improvement from past years.



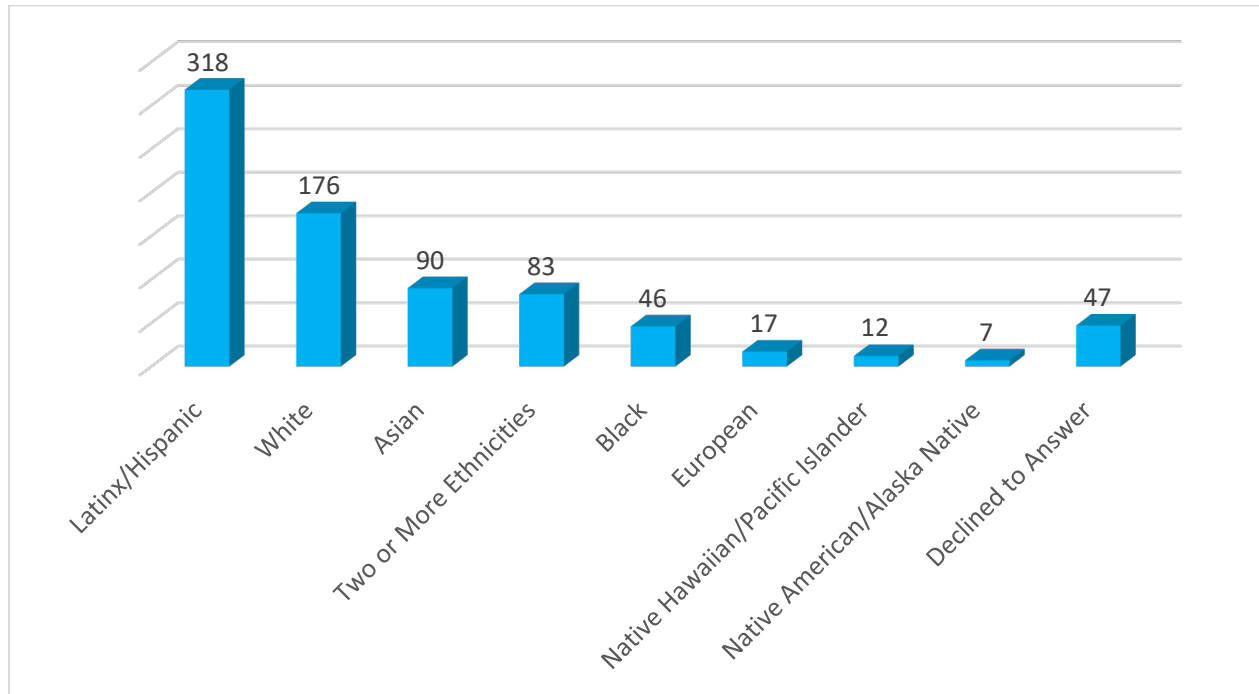
This year’s Werk Witch Drag Show had more than double the student acts. And, the now annual Raft Weekend event was the finale of the 25th Anniversary Open Campus (Discovery Day), drawing more than 500 attendees and the Monterey County Weekly newspaper.

Fall 2019 Event Attendance by Class Designation



*Data pulled from Battle of the Bands, Hot Cocoa to Go Go, Obstacle Course Dodgeball, Joteria, La Loba Loca, Werk Witch, and Sundae Funday.

Fall 2019 Event Attendance by Ethnicity



**Data pulled from Battle of the Bands, Obstacle Course Dodgeball, Joteria, La Loba Loca, Werk Witch, and Sundae Funday.

Spring Programming

Spring semester began with new events like Roll With It and plans for increased community involvement in programming. All Black Gala was particularly successful in bringing together the campus and surrounding communities. All Black Gala included three events: a film screening of the Academy Award-winning *Black KkKlansman*, co-written by Dr. Kevin Willmott; the Gala with a keynote from Dr. Willmott; and a masterclass by Dr. Willmott co-sponsored by the School of Cinematic Arts & Technology and the School of Humanities & Communications. Three community members attended the movie screening, 166 the Gala, and 17 the masterclass. Total attendance for the Gala was up by nearly 150 attendees from 2019, for a total of 440 in attendance.



These numbers were consistent with increased attendance and community participation at events throughout 2019-2020, leading the Programming Board to plan an expanded, community-engaged battle of the bands, Otterpalooza, which was scheduled for March 2020. Partnering with local radio station KRML, radio ads and an appearance on the show “pub talk” highlighted Otterpalooza to the community. Several community bands, including a high school band, auditioned for the event before it was postponed, then, ultimately canceled, due to the COVID-19 pandemic and the ultimate transition to virtual modalities.

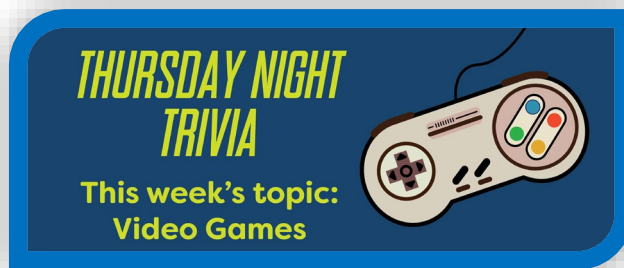
Spring 2020 In-Person Events

Event	Location	Attendance	Notes
Winterlands	Black Box Cabaret	278	Collaboration with Associated Students (EDM DJ Festival)
Plant Your Intentions	Student Center	105	Semester kick-off
Roll With It	Water City Sports	165	Collaboration with First Year Experience
<i>Black KkKlansman</i> Screening	Black Box Cabaret	19	Pre-Event of All Black Gala
All Black Gala (Keynote by Kevin Willmott)	University Center Ballroom	440	Collaboration with African-American Heritage Faculty & Staff Alliance, Associated Students, Multicultural Greek Council, Office of Inclusive Excellence
Masterclass with Dr. Kevin Willmott	A3 Auditorium	89	Post-Event of All Black Gala co-sponsored by the School of Cinematic Arts & Technology and the School of Humanities & Communications
Art All Over	Main Quad	43	Pancake Artist and Showcase of Campus Art
International Wxmen’s Day (Keynote by Yesika Salgado)	Black Box Cabaret	60 for workshop; 100 for poetry reading	

By mid-March, CSUMB transitioned to virtual modalities. A few planned programs could be transitioned successfully online, such as Ebo Barton’s poetry slam. Others, including a spring Sundae Funday, could not. The Board met the new planning with creativity, including planning new series events that would allow students, faculty, staff, and community to continue connecting weekly. Thursday Night Trivia became OSUs first virtual program, offered the same week the campus transitioned to virtual mode, and offered each week thereafter.

While there was some fluctuation in attendance, virtual programs drew good interest and numbers for the remainder of the semester. Attendees at the final Thursday Night Trivia event of the semester specifically talked about how they were grateful for the opportunity to connect with each other. This prompted OSU to continue offering virtual programming into the summer.

Weekly Virtual Programming: Thursday Night Trivia		
Date	Attendance	Theme
3/19	15	Womxn's Hxstory
3/26	20	CSUMB
4/2	50	Disney
4/7	42	Harry Potter
4/16	38	Marvel
4/23	26	Videogames
4/30	22	Pop Culture
5/7	42	Disney



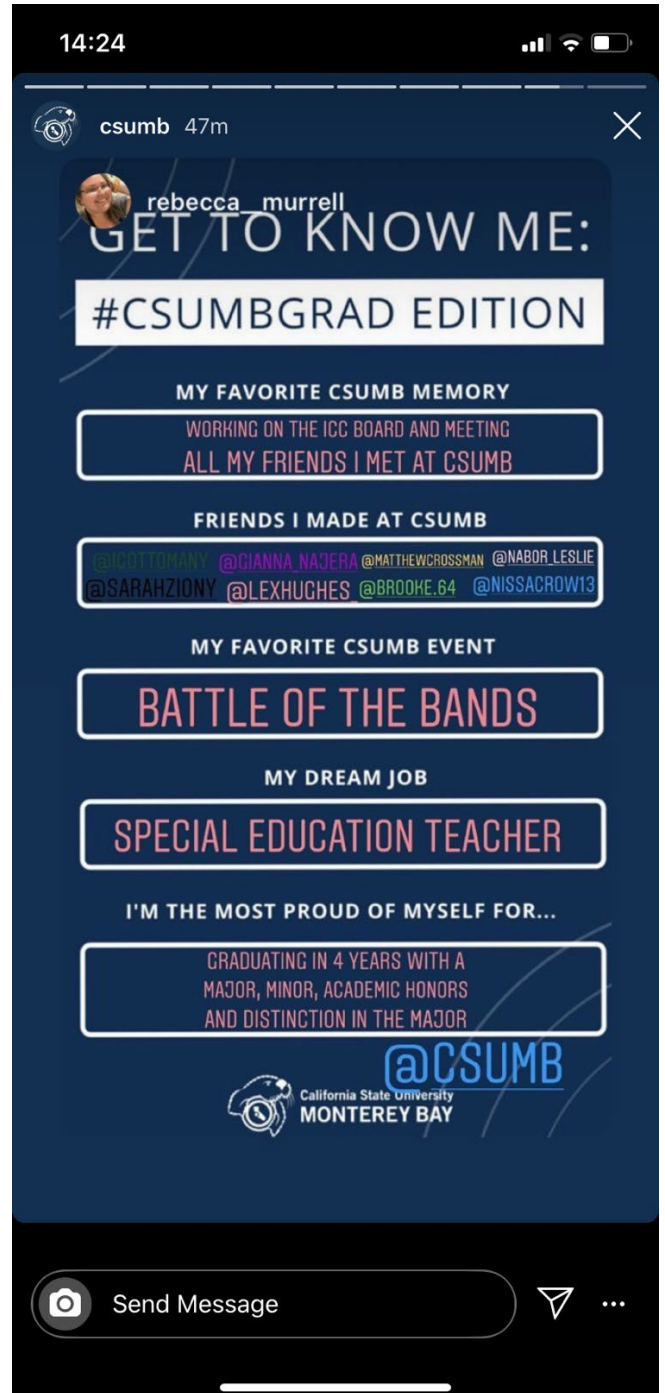
Weekly Virtual Programming: You Otter Stay Fit!	
Date	Registrants
4/15	2
4/20	2
4/22	10
4/29	13
5/4	15
5/6	15
5/11	18
5/13	18

Weekly Virtual Programming: Monte's Music	
Date	Attendance
3/24	15
3/26	30
3/31	22
4/2	27
4/7	33
4/9	26
4/14	24
4/16	15
4/21	18
4/23	15
4/28	17
4/30	21
5/5	18
5/7	15

Spring 2020 Virtual Events

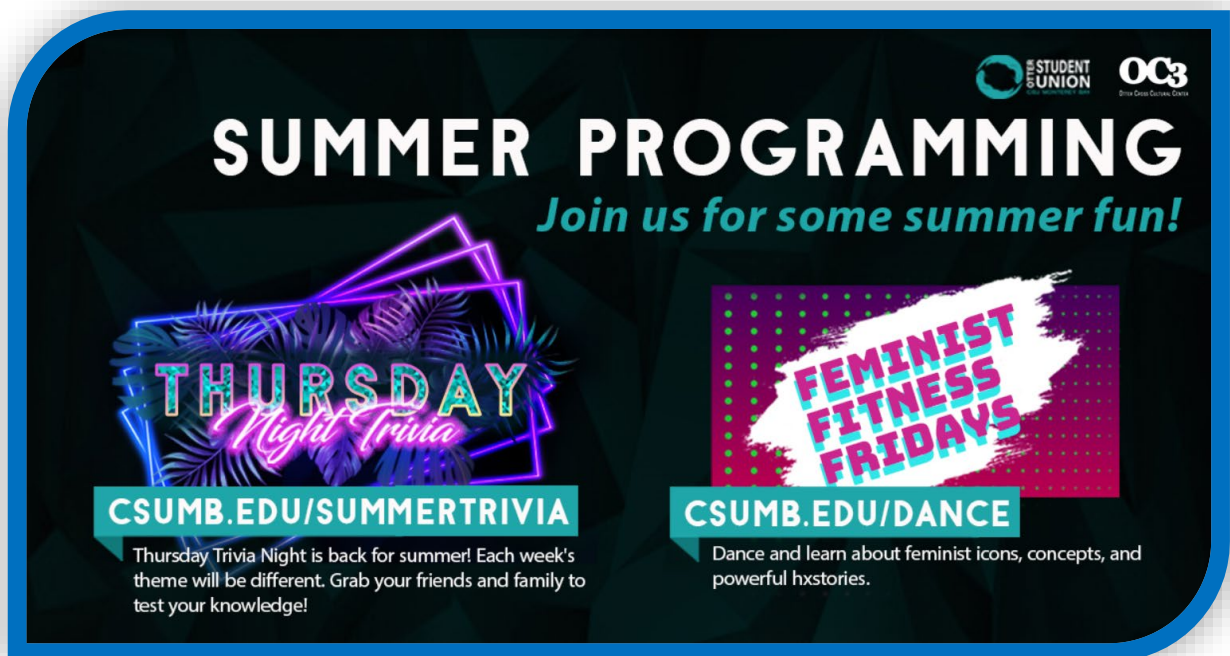
Date	Event	Registrants	Notes
3/20	Cell Phone Smackdown	45	
3/25	A Conversation with Dr. Marina Levina On Pandemics and the Media	122	Collaboration with School of Humanities & Communication
4/3	An Acoustic Set with Cameron Karren of Addalemon	15	
4/10	Poetry Slam with Ebo Barton	23	
4/17	Season of Spring Cooking Demo	13	
4/24	Langston Kerman Comedian	44	

All of the efforts of the OSU Programming Board were made clear with responses by 2020 graduates. The OSU Programming Board started off the 2019-2020 academic year with hopes of increasing reach and diversifying programming and audiences. The hopes were more than met with great attendance at in-person and virtual events and a very successful transition to online modalities in response to the COVID-19 pandemic. It was particularly exciting to see that so many 2020 CSUMB graduates included OSU programming as highlights of their careers at CSUMB.



Summer Programming

OSU continued programming into the summer of 2020 with asynchronous and synchronous content for CSUMB virtual Orientation and in the form of two weekly programs: Thursday Night Trivia and Feminist Fitness Fridays. These programs, which have drawn incoming as well as returning students, has provided an important continued opportunity for connections as the need for virtual modalities, harkened by COVID-19, have continued into the summer months. This is another first for OSU.



The graphic is a dark blue rounded rectangle with a light blue border. At the top right, it features the Otter Student Union logo (a circle with a stylized 'O') and the OC3 logo (the number '3' with a stylized 'O' and 'C'). The main title 'SUMMER PROGRAMMING' is in large, white, bold, sans-serif font. Below it, the tagline 'Join us for some summer fun!' is in a smaller, teal, italicized font. The graphic is divided into two main sections. The left section is titled 'THURSDAY Night Trivia' in a stylized, colorful font with a purple and blue neon effect. Below this title is a teal box containing the URL 'CSUMB.EDU/SUMMERTRIVIA' and a short paragraph: 'Thursday Trivia Night is back for summer! Each week's theme will be different. Grab your friends and family to test your knowledge!'. The right section is titled 'FEMINIST FITNESS FRIDAYS' in a bold, pink and white font with a brushstroke effect. Below this title is a teal box containing the URL 'CSUMB.EDU/DANCE' and a short paragraph: 'Dance and learn about feminist icons, concepts, and powerful hystories.'.

Recommendations for 2020-2021

As OSU prepares to begin the 2020-2021 in virtual mode, the focus will be on expanding virtual programming efforts and exploring additional software beyond Zoom for providing engagement opportunities. The Programming Board will also continue to utilize social media as a way to connect students with one another and with faculty, staff, alumni, and community members. Continued and new partnerships with CSUMB departments and external organizations will also be a priority.

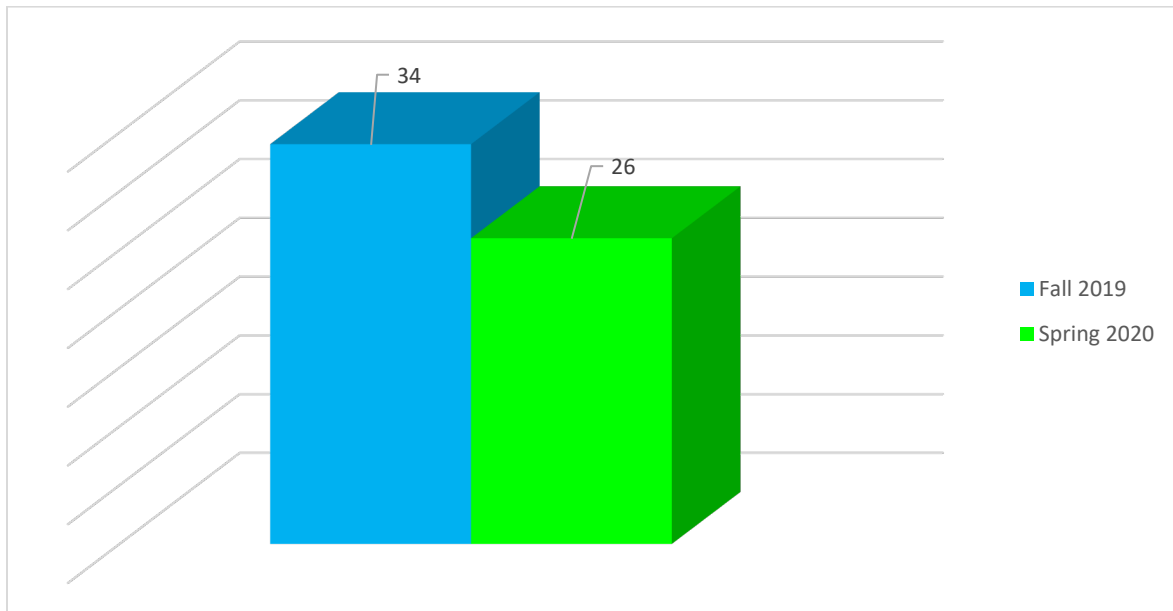
In addition to a focus on the virtual, the Programming Board will also prepare plans for use of the new OSU facility.

Marketing

Marketing Summary

The Otter Student Union had a particularly strong graphic design team for 2019-2020, with multiple senior graphic design students and the introduction of a new professional staff marketing and design specialist. Specific highlights from the year included creating the OSU Weekly for student staff, Board of Directors, and professional staff; branding in the Student Center; completion of the OSU Style Guide; and targeted social media strategies for OSU, OC3, and UPB accounts. Additional accomplishments included a new Safe Zone logo, closed captioning services for videos, creation of a new social media account (TikTok), and development of virtual materials.

2019-2020 Projects

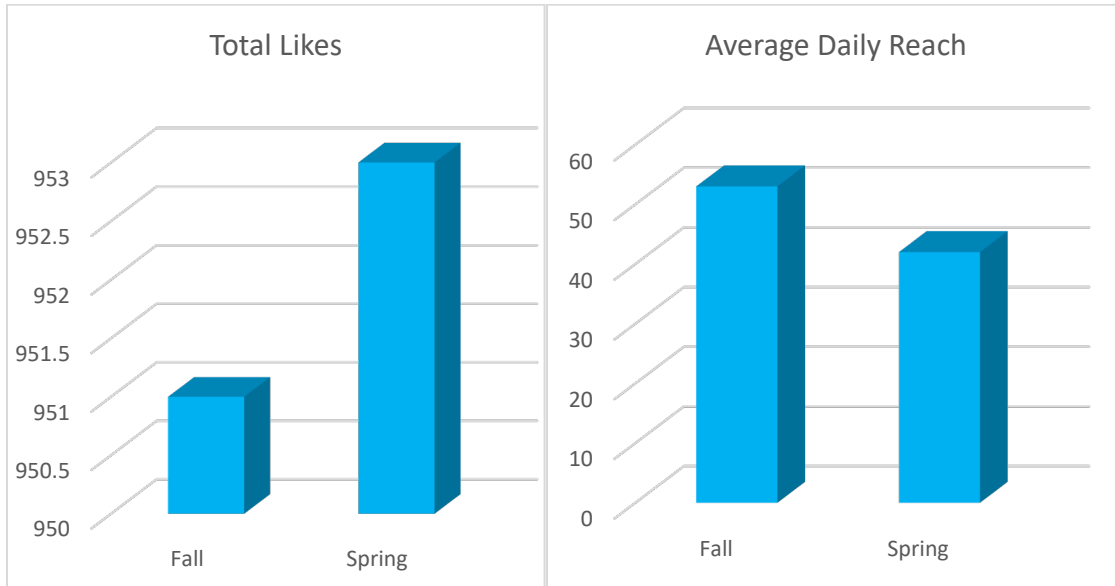


Samples

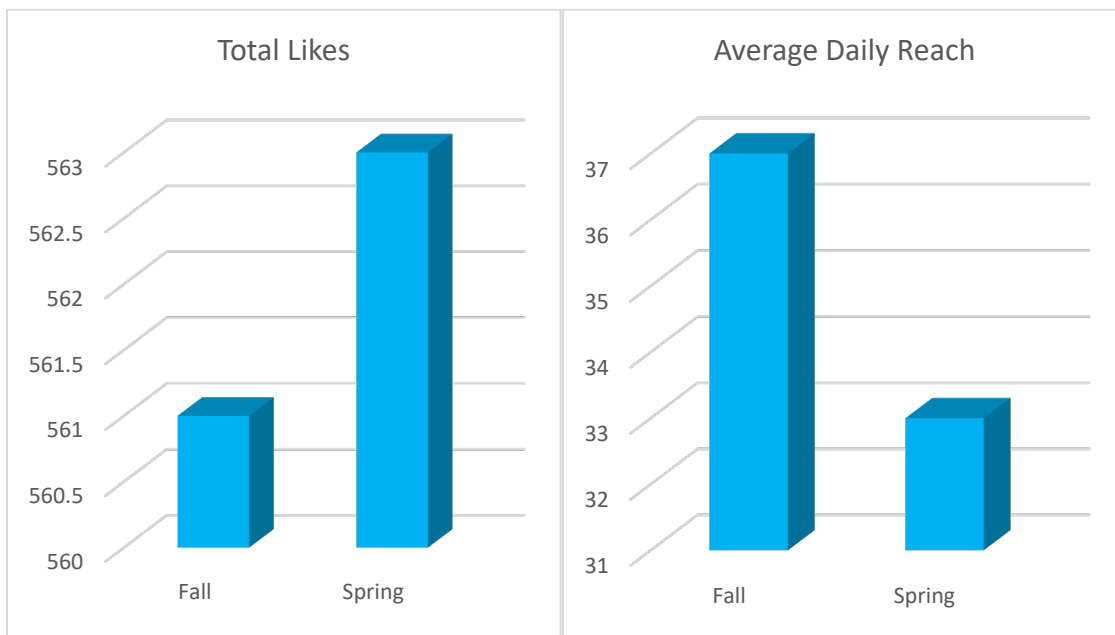


Social Media Highlights

OSU Facebook



OC3 Facebook



Once OSU transitioned to virtual modalities in response to the COVID-19 pandemic in mid-March, social media became the primary mode through which students, faculty, staff, alumni, and community connected. As such, there was an enormous increase in the number of social media posts, along with a subsequent increase in “likes.”

Otter Student Union Top Performing Posts: July – December (Facebook)

 **Otter Student Union**
Published by Michelle Czamecki [?] · August 25, 2019 · 🌐

Thank you to Ailsal Center for Fine Arts Baile Folklorico for joining us at the OC3 Block Party last night! And thank you to all the Otters who came out to the block party!



 **Otter Student Union**
Published by Sprout Social [?] · December 9, 2019 · 🌐

OSU would like to send a huge #SO to Palia Vang, recipient of the 2020 AOA Scholarship of Excellence award. Palia is the first CSUMB student to receive the award, which recognizes high academic achievement and exceptional service to auxiliary organizations supporting the California State University system. She has worked with OSU since she was a second semester first year! Congratulations, Palia! 🥳🥳



 **Otter Student Union**
Published by Sprout Social [?] · December 3, 2019 · 🌐

We were able to catch a picture of yesterday's rainbow over the new Student Union Building! #OSUBuild



OSU Top Performing Posts: January - June (Facebook)



Otter Student Union

Published by Michelle Czarnecki [?] · January 17 · 🌐

Join us for All Black Gala 2020 for a keynote by BlackKkKlansman co-author Kevin Willmott!

Sunday, February 16, 2020 at 5:30pm in the University Center Ballroom. Reserve your tickets at csumb.edu/allblackgala

FREE for students!



Otter Student Union

Published by osu_csumb [?] · April 8 · 🌐

California State University Monterey Bay is excited to offer virtual Affinity Graduation Celebrations to honor graduates and their accomplishments. To participate in the virtual celebrations and receive a free affinity stole, graduates must sign up and submit all materials by April 13th, 2020. To sign up and learn more, visit: <https://csumb.edu/com.../2019-affinity-graduation-celebrations> or email affinitygrads@otterstudentunion.org



Otter Student Union...

Tomorrow is Thursday night trivia! Be sure to RSVP at bit.ly/csumbtrivia this week's theme is Video games! Starting at 7:00

0:05 · Uploaded on 04/22/2020 · View Permalink · Copy Video ID

OC3 Top Performing Posts: July – December (Facebook)

Otter Cross Cultural Center is in Downtown El Paso.
 Published by Shantel Martinez [?] · August 5, 2019 · 🌐

In El Paso conducting border theory research. #csumburoc #csumbhcom #elpasostrong



Otter Cross Cultural Center
 Published by Shantel Martinez [?] · August 24, 2019 · 🌐

So honored to have Alisal Center for the Fine Arts at our OC3 Block Party today! Way to start off the school year and bridge CSUMB with our local community.

Otter Cross Cultural Center
 Published by Sprout Social [?] · September 17, 2019 · 🌐

Come participate in our photo booth to draw awareness to cultural appropriation in Halloween costumes!

Sept. 30th – Oct. 4th
 11:00 AM - 2:00 PM
 REPEATS DAILY
 LIBRARY LOBBY

MY CULTURE IS NOT YOUR COSTUME

OC3 Top Performing Posts: January - June (Facebook)

Otter Cross Cultural Center
Published by Sprout Social [?] · May 12 · 🌐

We are so excited to celebrate our graduates' accomplishments through the virtual affinity graduation celebrations! These ceremonies will go live this Friday, May 15 at 10 am at [CSUMB.edu/OC3/affinity-graduation-celebrations](https://csumb.edu/OC3/affinity-graduation-celebrations)

We are also in the process of packing your stoles to mail out soon! 📦



Otter Cross Cultural Center
Published by Amelia Parker [?] · June 1 at 9:07 AM · 🌐

We hear the communities in protest in Minnesota, across the country, and throughout the world. We support the fight against systemic oppression and racism on the micro and macro levels. We condemn the continual violence committed against Black communities and encourage people to take a stand against injustice. We stand with Black communities on and off-campus. We encourage communities to also radiate in their brilliance, power, and joy during these times. Your voices, stories, and advocacy are so needed in this world.

#BLACKLIVESMATTER

We have also created a working document of all resources you might need during this time and for the future. It can be found in our bio on Instagram as well as here and contains information related to a variety of topics. If you are aware of any other resources that you would like for us to circulate, please contact oc3@csumb.edu.

In solidarity,
The Otter Cross Cultural Center
📧: @brandychieco

Resources:
<https://docs.google.com/.../1vhZvA8lk54II7N11JPOx6Cft--O.../edit>



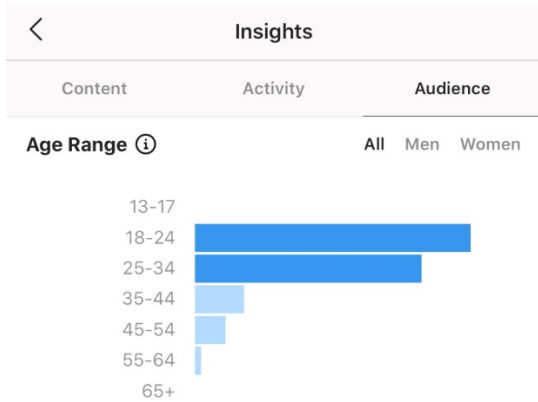
Otter Cross Cultural Center
Published by Michelle Czarnecki [?] · May 15 · 🌐

CONGRATULATIONS GRADUATES! Virtual affinity graduation celebrations are now available to view at: <https://csumb.edu/oc3/affinity-graduation-celebrations>

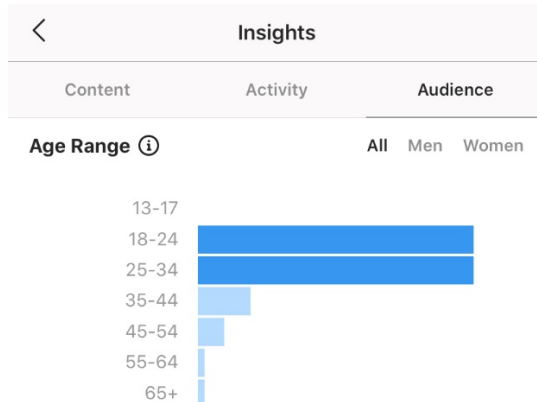
Wish we were celebrating with you all in person!



Social Media Analysis: OSU Instagram



OC3 Instagram



OSU Top Performing Posts: July – December (Instagram)



OC3 Top Performing Posts: July – December (Instagram)



csumb.oc3 California State University, Monterey Bay

csumb.oc3 So honored to have @alisalarts at our OC3 Block Party today! Way to start off the new year and bridge CSUMB with our local community.

alisalarts Thank you for inviting us!

42w · 1 like · Reply

Liked by **osu_csumb** and 192 others

AUGUST 24, 2019

Add a comment... Post



csumb.oc3

csumb.oc3 Throwback to last Friday's intern retreat. Welcoming some new faces to our team!

artyaccountant Hi new faces! Hello from NY

sesterium.v ❤️❤️❤️❤️

37w · Reply

37w · Reply

Liked by **captainwharuz** and 149 others

SEPTEMBER 28, 2019

Add a comment... Post



csumb.oc3

csumb.oc3 Hot Cocoa to Go GO! What's better than free hot cocoa and apple cider? A FREE MUG for the first hundred people! Come and get warmed up before finals week. 11am-2pm in the OC3 Center.

shakeandbake @maddiecardello @tot0to

zhjatz @bur_geiz get me one

27w · 1 like · Reply

27w · 1 like · Reply

Liked by **hanabinoe** and 140 others

DECEMBER 10, 2019

Add a comment... Post

OSU Top Performing Posts: January – June (Instagram)



osu_csumb · Following California State University, Monterey Bay

osu_csumb Wishing we were celebrating with you all in person... but CONGRATULATIONS CLASS OF 2020! Virtual affinity graduation celebrations are now available to view at the link in our bio.

hey_mariuh Link is for covid19 information

lonestar_rider @andrea_topete I see you! lol

3w · 1 like · Reply

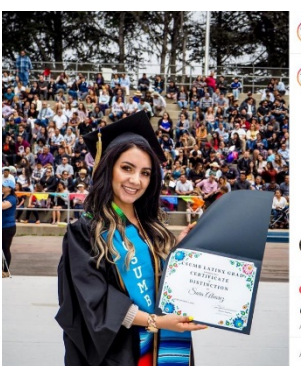
3w · 2 likes · Reply

View replies (1)

Liked by **captainwharuz** and 192 others

MAY 13

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osu_csumb · Following

osu_csumb California State University Monterey Bay is excited to offer virtual Affinity Graduation Celebrations to honor graduates and their accomplishments. To participate in the virtual celebrations and receive a free affinity stole, graduates must sign up and submit all materials by April 13th, 2020. To sign up and learn more, visit: <https://csumb.edu/commencement2019/affinity-graduation-celebrations> or email affinitygrad@otterstudentunion.org

veronicawriter yes! Can alumni request or pay for a certificate like this?

Liked by **allymratrero** and 110 others

APRIL 8

Add a comment... Post



osu_csumb · Following

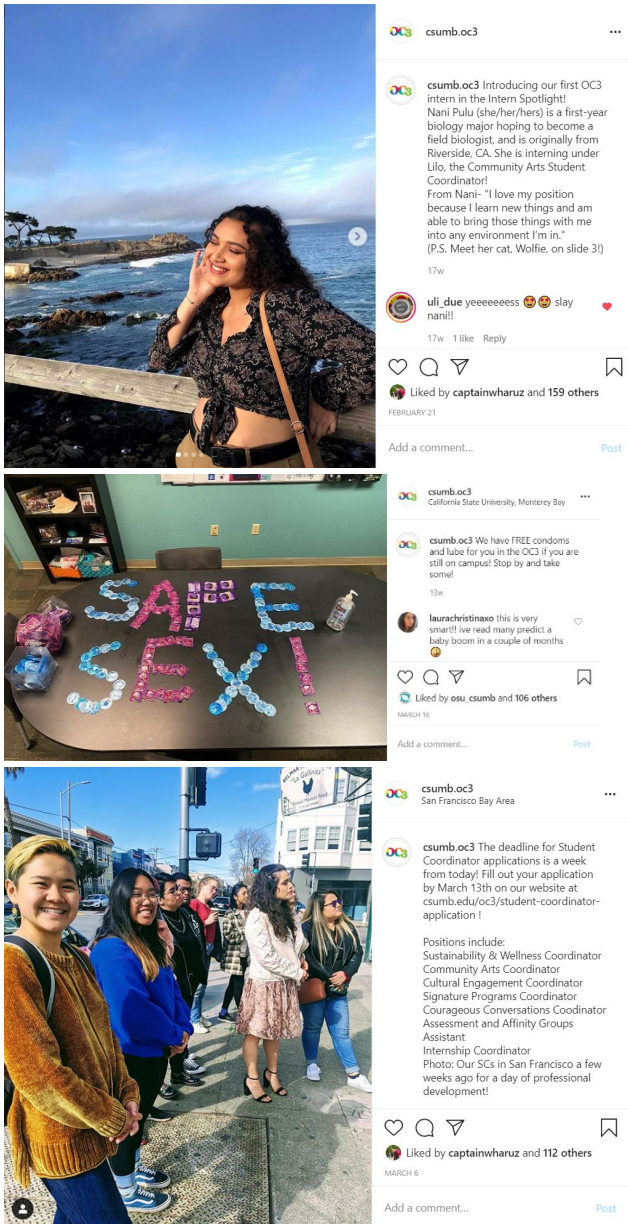
osu_csumb We are so excited to celebrate our graduates' accomplishments through the virtual affinity graduation celebrations! These ceremonies will go live this Friday, May 15 at 10 am at: [CSUMB.edu/OC3/affinity-graduation-celebrations](https://csumb.edu/OC3/affinity-graduation-celebrations). We are also in the process of packing your stoles to mail out soon!

Liked by **captainwharuz** and 177 others

MAY 13

Add a comment... Post

OC3 Top Performing Posts: January – June (Instagram)



Recommendations for 2020-2021

As OSU continues to engage with students, faculty, staff, alumni, and the community virtually, marketing will be especially integral. From communicating about programming and resources to providing updates on OSUs physical and virtual spaces, marketing will be challenged to provide audiences with approachable posts. OSU will also expand the reach of OSU Weekly, utilizing the email newsletter to cultivate and expand relationships with a wide variety of audiences, keeping with OSUs mission. Marketing will also be critical once the campus reintroduces in-person offerings, including opening the new OSU facility.

Facilities & Operations

Facilities & Operations Summary

For 2019-2020, the Otter Student Union managed two spaces – the Student Center and the Black Box Cabaret (BBC) – and set up and hosted events in other campus spaces. The OSU facilities team provides space management and processes all requests for OSU spaces as well as all requests from student organizations. These requests were up significantly (a total increase of 42%) in 2019-2020 from 1,868 in fall 2018 to 3,027 in fall 2019 (a 62% increase) and up from 1,977 in spring 2019 to 2,418 in spring 2020 (a 22% increase). It is important to note that spring requests were only through March 17, when the campus transitioned to virtual modalities amid the COVID-19 pandemic, leading to the expectation that a larger increase would have occurred for in-person space reservations.

To assist with management of OSU facilities and with OSU-related events held in other venues, in 2019-2020, Facilities & Operations employed a total of 18 student staff. Student assistants have a wide variety of duties including opening and closing the facilities, customer service, event and equipment set-up, game room equipment check-out, providing campus information, assisting with projects for OSU units, lost and found, and event security and parking/traffic assistance. The Student Center also provides fax and copy services.

During the academic semesters, the Student Center is open Monday through Thursday 17 hours per day, Friday 15 hours per day, and 12 hours per day on weekends, combining for a total of 107 hours of weekly service. During the summer, the Student Center is open 7 a.m.-5 p.m. Monday through Friday plus for reservations and special events. In contrast to the Student Center, the BBC is open on an as-reserved basis, which varies significantly from week to week. Additionally, Facilities & Operations staff reserve all spaces for student

Student Center Hours during Academic Semesters

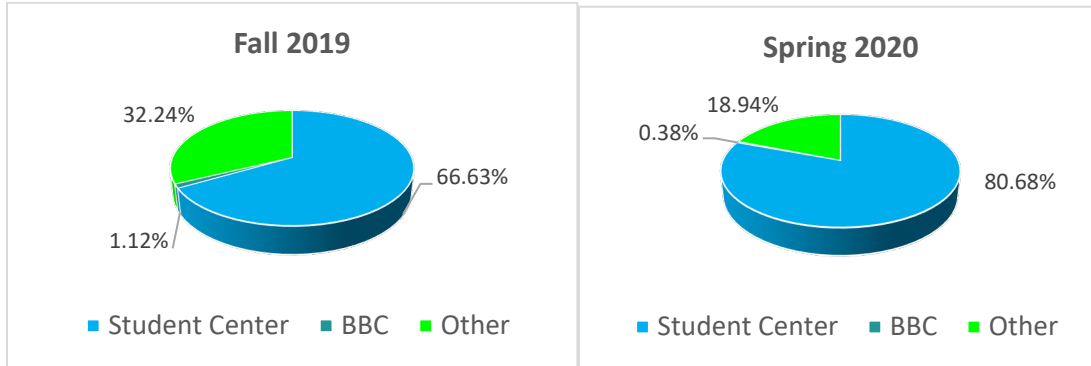
	Monday to Thursday	Friday	Saturday and Sunday
Building Hours	7 am – 12 am	7 am – 10 pm	10 am – 10pm
Staff Shift Hours	6:45 am – 12 am	6:45 am – 10:15 pm	6.45 am – 10:15 pm

Reservations

Fall 2019	Meetings	Event Hours	Attendance
Student Center	1,176	3,343	28,303
BBC	34	280	1,675
<i>Student Clubs & Org – Student Center</i>	841	3,675	28,855
<i>Student Clubs & Org – Other</i>	976	20,755	10,110
Student Clubs & Org – Total	1,817	24,430	38,965
Total Fall 2019	3,027	28,054	68,943
Spring 2020 (1/20 – 3/17)			
Student Center	596	1,773	13,544
BBC	5	30	560
<i>Student Clubs & Org – Student Center</i>	452	1,577	13,594
<i>Student Clubs & Org – Other</i>	246	1,371	14,218
Student Clubs & Org – Total	698	2,948	624

Total Spring 2020	1,299	4,751	14,728
TOTAL 2019-2020	Meetings	Event Hours	Attendance
Student Center	1,772	5,116	41,847
BBC	39	310	2,235
<i>Student Clubs & Org – Student Center</i>	<i>1,293</i>	<i>5,252</i>	<i>42,449</i>
<i>Student Clubs & Org – Other</i>	<i>1,222</i>	<i>22,126</i>	<i>24328</i>
Student Clubs & Org – Total	2,515	27,378	39,589
TOTAL	4,326	32,804	83,671

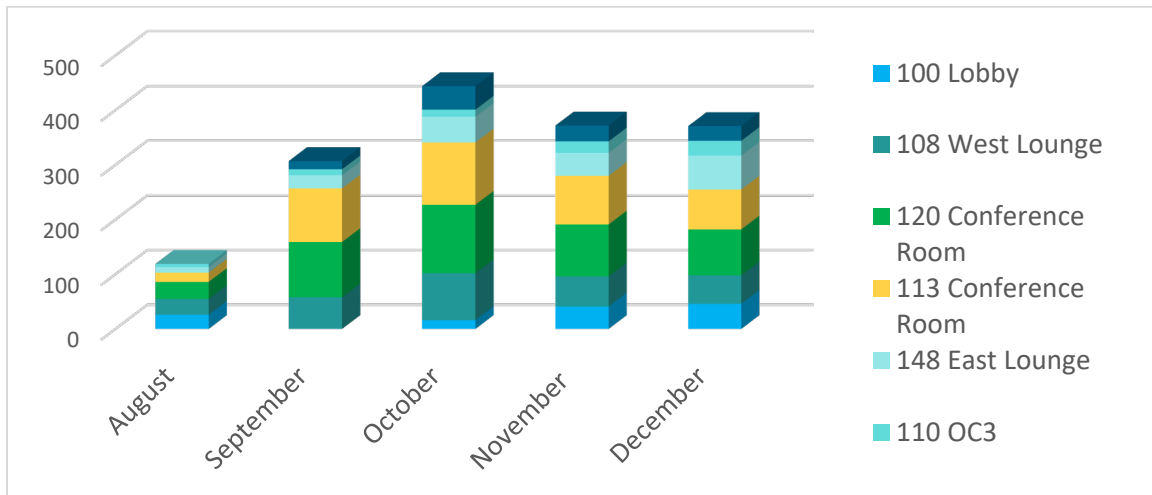
Reservations



Fall 2019 Student Center Space Use (Aug. 19-Dec. 20)

	Building 12							EVENTS							EVENT HOURS							ATTENDANCE						
	Room	100	108	120	113	148	110	128	100	108	120	113	148	110	128	100	108	120	113	148	110	128						
Event type	Campus tour		1	3						1	4					50	160											
	Ceremony		1	1						4	3					45	5											
	Concert/Performance				1							7							5									
	Conference			1		1	1	1			5		7	7	7			35		100	100	100						
	Course related		1							4							20											
	Event	5	23	6	4	41	7	2	14	68	17	10	134	19	4		654	107	57	1,722	190	24						
	Excursion/Travel							5							23								70					
	Fair/Festival		1	1		5		1		16	16		53		4	365	100	100		465			90					
	Fundraiser		2			1				25			5				50			20								
	Film Wovie			1							4							25										
	Interview		4	20	34		3			7	41	67		3			105	498	387			90						
	Lecture/Seminar/Workshop	1	10	12	2	3	5		3	38	31	13	23	16		50	395	351	60	280	180							
	Maintenance								0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
	Meeting	1	114	285	257	38	30		1	271	565	466	98	64		2	3,173	5,207	2,814	891	500							
	Orientation		1		1	3				3		2	28				20		10	450								
	Practice/Rehearsal		0																									
	Presentation		7	6		2	3			19	16		5	8			185	200		100	60							
	Reception		0			1							3							50								
	Recreation/Game		0	1		1					6		6					30		25								
	Recruitment		0	1		3					2		11							150								
	Retreat		1							5							45	25										
	Social Gathering	1	6	1	1	7	1		8	43	8	8	44	5		200	800	200	200	712	250							
	Tabling	62	0					50	477						120	553							502					
Training	7	15	17	23	9	8	1	24	98	71	98	31	32	1	225	1,890	487	472	400	320	100							
SUB TOTAL	77	187	356	323	115	58	60	527	600	789	670	448	152	158	1,395	7,532	7,430	4,005	5,365	1,690	886							
TOTAL				1,176						3,343								28,303										

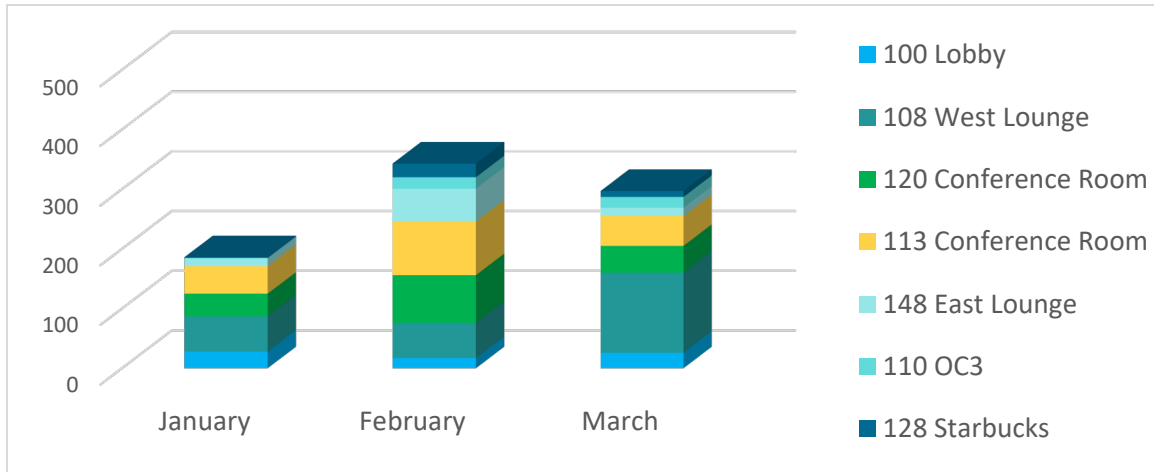
Fall 2019 Meetings Monthly Trends (Aug. 19-Dec. 20)



Spring 2020 Student Center Space Use (Jan. 20- March 17)

	EVENT							EVENT HOURS							ATTENDANCE							
	100	108	120	113	148	110	128	100	108	120	113	148	110	128	100	108	120	113	148	110	128	
Banquet		1					0		3							20						
Campus tour					1		0					2							100			
Ceremony		2					0		7							120						
Concert/Performance				1			0				5							15				
Conference							0															
Course related							0															
Event	15	26	6	9	38	4	0	181	86	16	27	234	12		144	865	143	133	3,387	95		
Excursion/Travel							2							8								20
Fair\Festival		1							6							150						
Fundraiser																						
Film Movie																						
Interview		4	8	15					5	18	26					160	58	112				
Lecture\Seminar\Workshop		7	4		3	4			12	7		4	10		260	118		100	95			
Maintenance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Meeting		53	129	142	15	24			129	289	291	41	44		1,431	1,919	1,654	323	377			
Orientation																						
Practice\Rehearsal																						
Presentation		2	2						4	5					100	30						
Reception					1							43							100			
Recreation\Game																						
Recruitment																						
Retreat		2							10						100							
Social Gathering		2							6						115							
Tabling	28			2			32	115			14			64	337			65				554
Training	1	5	3		2			8	19	14		12			50	136	73		85			
SUB TOTAL	44	105	152	169	60	32	34	304	285	349	362	336	65	72	531	3,457	2,341	1,979	4,095	567	574	
TOTAL	596							1,773							13,544							

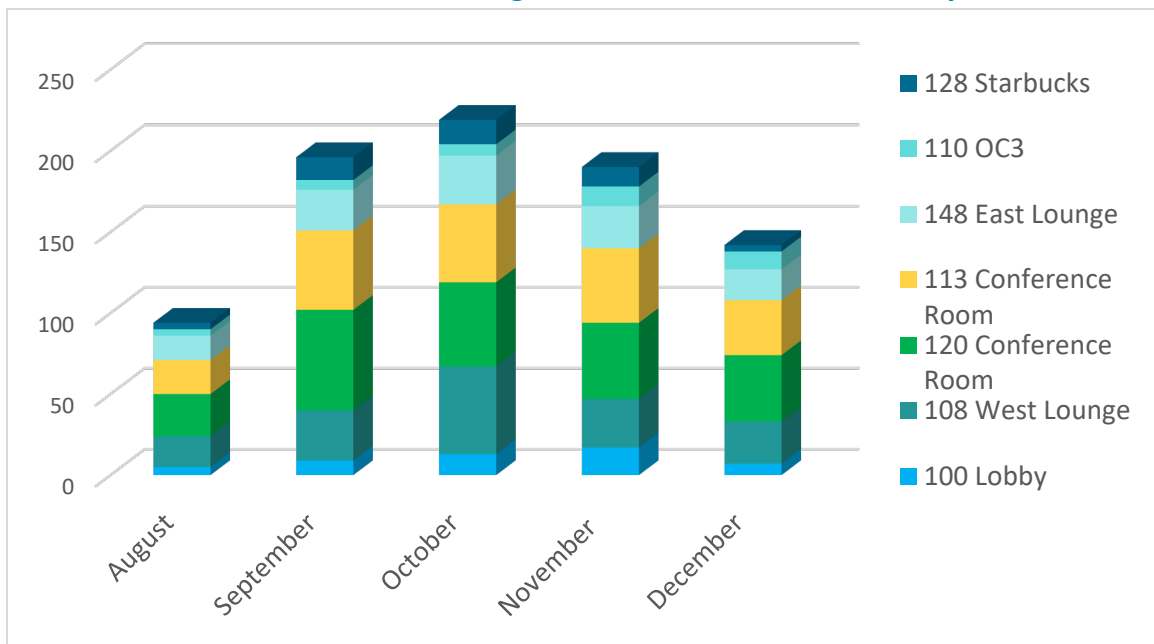
Spring 2020 Meetings Monthly Trend (Jan. 20 - March 17)



Fall 2019 Student Center Clubs and Organizations Reservations (Aug. 19-Dec. 20)

Building 12	EVENTS							EVENT HOURS							ATTENDANCE						
	100	108	120	113	148	110	128	100	108	120	113	148	110	128	100	108	120	113	148	110	128
Room	51	160	228	198	115	40	49	1,455	7,715	7,490	4,124	5,415	1,710	946	647	566	773	708	451	244	286
TOTAL	841							3,675							28,855						

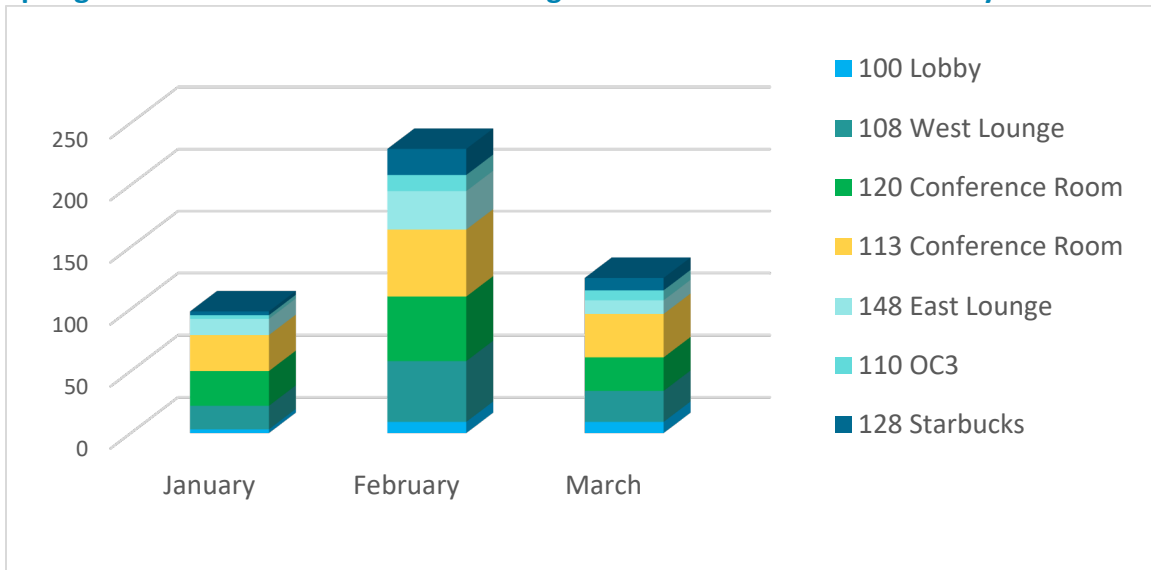
Fall 2019 Student Center Clubs and Organizations Reservations Monthly Trends



Spring 2020 Student Center Clubs and Organizations Reservations (Jan. 20 - March 17)

Building 12	EVENTS							EVENT HOURS							ATTENDANCE						
	100	108	120	113	148	110	128	100	108	120	113	148	110	128	100	108	120	113	148	110	128
Room	21	93	107	118	55	24	34	531	3,457	2,356	2,014	4,095	567	574	323	223	289	312	252	83	95
TOTAL	452							1,577							13,594						

Spring 2020 Student Center Clubs and Organizations Reservations Monthly Trends



In addition to event reservations, Facilities & Operations staff assess daily use of Student Center spaces, which ranges from students, faculty, staff, community, and visitors who frequent Starbucks and/or the Game Room to studying and taking advantage of the computers in the East Lounge. Counts are taken each hour to monitor use and collect data regarding space utilization. The information obtained are analyzed to optimize space utilization and develop staffing strategies, especially in view of the new OSU facility scheduled for completion in fall 2020.

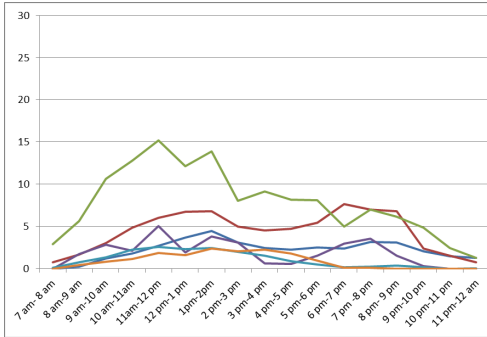


Fall 2019 Game Room attendances (Aug. 19 - March 17)

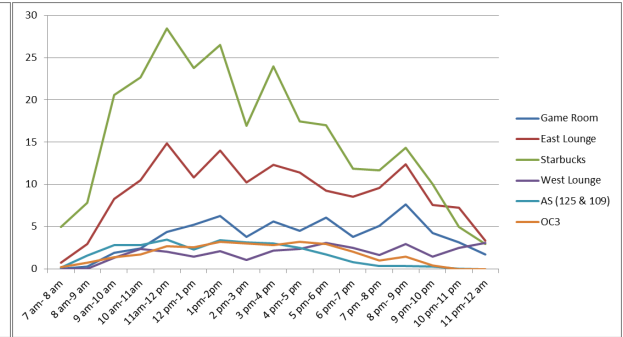
MONTH	ATTENDANCE
Aug. 2019	1,365
Sept. 2019	3,145
Oct. 2019	2,889
Nov. 2019	1,960
Dec. 2019	1,191
Jan. 2020	1,012
Feb. 2020	1,924
March 2020	1,004
TOTAL	14,490

As OSU prepares to open a new facility, deeply diving into use data is important for determining how to best utilize and staff the new spaces.

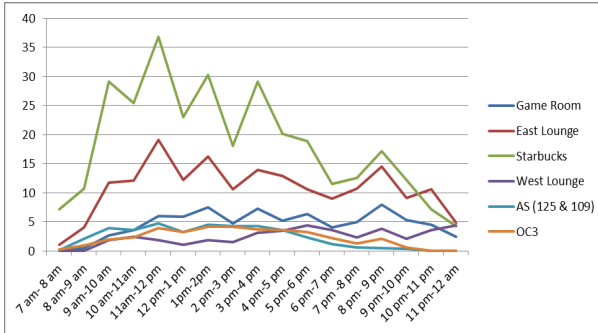
January 2020



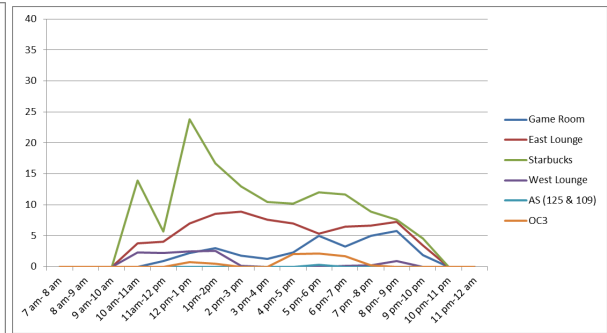
February 2020



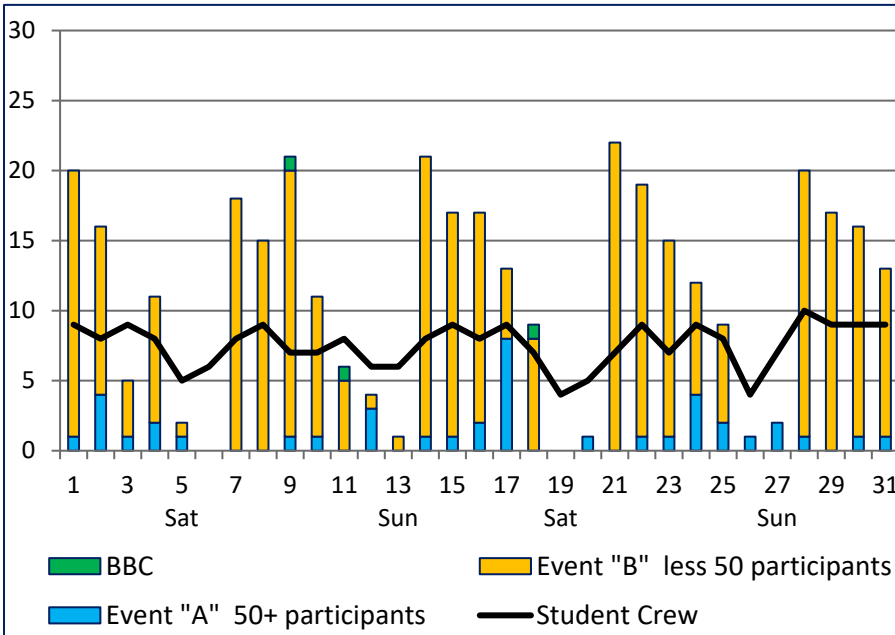
February 2020
Weekdays



Weekends



Event Distribution and Student Crew (October 2019)



Student Highlight
Facilities & Operations is particularly proud of Student Assistant Palia Vang who was awarded an AOA Excellence scholarship for her academic excellence and contribution to the campus community.

Black Box Cabaret

A unique space on campus, the BBC can host a variety of events from dances and capstone project implementations to film screenings, lectures, classes, and department trainings, as well as year-end banquets and ceremonies. As the CSUMB campus has grown, the BBC, which is able to accommodate a maximum of 263 attendees standing or roughly 90 seated, has become too small for many campus events. The number of events hosted in the BBC, therefore, has consistently decreased over the last few years. In response, OSU has marketed the space to wider varieties of groups, both on campus and beyond. This has resulted in such reservations as capstone projects and trainings by departments and organizations.

Fall 2019 BBC Use (Aug 19-Dec 20)

Event Type	Events	Attendance
Ceremony	1	50
Concert/Performance	3	170
Film Screening	1	75
Miscellaneous Events	12	1060
Rehearsal	3	50
Recreational Event	1	70
Workshop	2	200
Total	23	1625

Spring 2020 BBC Use (Jan. 20-March 17)

Event Type	Events	Attendance
Film Screening	1	80
Miscellaneous Events	3	280
Training	1	150
Total	5	510

Recommendations for 2020-2021

The Otter Student Union has continued to increase the collection of a variety of data, quantitative and qualitative, to utilize in preparation for the opening of the new OSU facility. In the new facility, the OSU anticipates being able to more fully accommodate student clubs and organizations, campus departments, as well as external customers in ways that have not been possible in the Student Center and BBC. In the new facility, OSU will grow from having 4 spaces available for reservations to more than 12 interior and 3 exterior spaces available for reservations. OSU will utilize data from recent years and forecast future use in preparation. This will include developing schedules for the student assistant positions, which will become more specialized with positions focused on event set-up and facility maintenance; customer service and game room management; and reservations.

For virtual spaces, OSU will continue to serve as the primary office for reserving spaces. It will also be important to track data on virtual space use given that the campus will continue in virtual modalities as a result of the COVID-19 pandemic.

Technical Production

Audio Video/Technical Production Summary

Otter Student Union Audio, Video, and Technical Services expanded services and diversified equipment in addition to providing much-needed support in the transition to virtual modalities that occurred in March 2020. In order to accomplish these successes, OSU acquired higher-end professional sound, lighting, and video production equipment and expanded video production.

New Equipment

1 Midas M32 Audio Mixing Console with Digital Snake
1 Custom Whirlwind Power Distribution Center
3 Whirlwind Rack Distribution Power Racks
1 Sony Z190 4K Professional Video Camera
1 Data Video NVS 33 Streaming Encoder
8 Chauvet T12USB LED Par-Can Lights
4 Martin Rush MH5 Profile Moving Intelligent Lights

The new equipment allowed for expanded services available to customers and new offerings for OSU programs. For example, OSU was able to livestream events including Obstacle Course Dodgeball, Battle of the Bands, Werk Witch, and All Black Gala. For the School of Business, OSU streamed the Greater Vision Showcase and the 18th Annual Ethics and Responsible Business Forum.

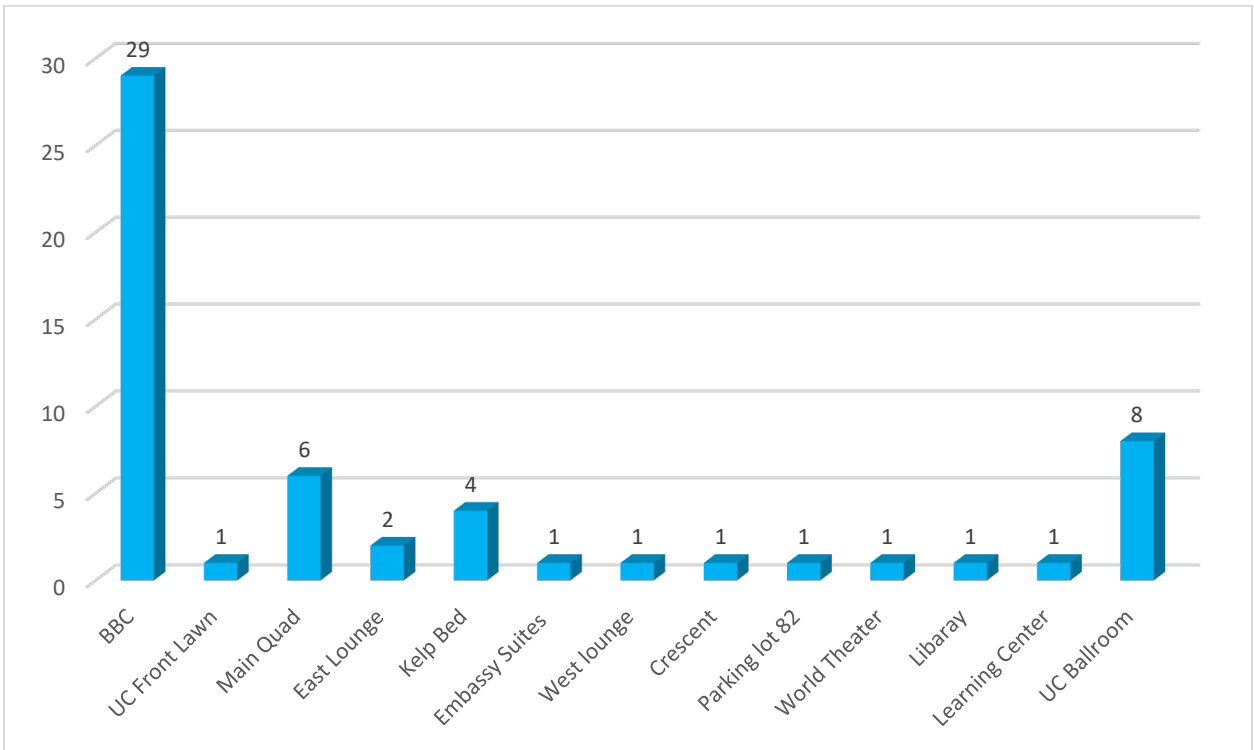


The year kicked-off with Welcome BBQ, which included a live performance by Loote and emceeing provided by the Otter Student Union Programming Board for an audience of 4,000

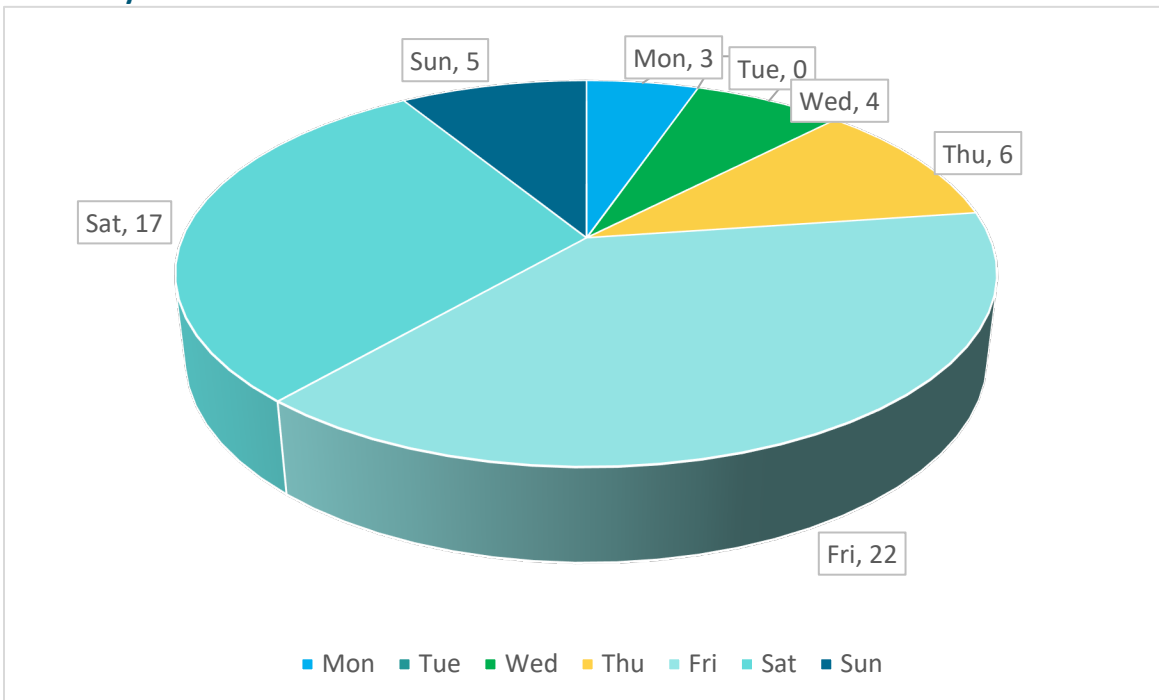
students, faculty, and staff. Another CSUMB 25th Anniversary event, Open Campus (Discovery Day), provided an opportunity to highlight OSU capabilities. The AV/Tech team was able to service up to 7 events, each in a separate location, in one day. The event was in collaboration with the CSUMB IT Networking Team and included simultaneously broadcasting from five locations (the Flag Pole in the Main Quad, the Library, the World Theater, the Reading Center,

and lot 82). At the same time, the team also supported a live band playing in the Crescent and prepped for the Werk Witch Drag Show event at the University Center.

2019-2020 Events



Event Days of the Week





OSU provided services for a variety of events, including Midnight Madness at the Otter Sports Center. This event gives OSU an opportunity to truly highlight all of the capabilities of AV/Technical Services with exciting sound and lighting taking place during the multi-hour event.

Many of the events in 2019-2020 gave OSU the opportunity to diversify customers and event types, as well as to test equipment that will be key to the ability to provide services in the new OSU facility, scheduled to be completed in fall 2020.

OSU was in the process of testing equipment in The World Theater for a planned Otterpalooza, which was drawing bands from the community and campus, when the campus transitioned to virtual modalities due to the COVID-19 pandemic. As a result, the team transitioned to providing online services, including support for the eight virtual affinity graduation celebrations.



Recommendations for 2020-2021

With the campus in virtual modalities, AV/Technical Services will be tasked with providing virtual support for OSU programs. Additionally, as the OSU facility is completed in 2020, AV/Technical Services will have extensive testing and training to optimize capabilities in the new spaces. There will also be a need to expand to more operations throughout the entirety of the year, requiring a continued development of more robust services.

Finances

Finance Summary

The Otter Student Union completed its first full fiscal year with financial services provided through an agreement with the University Corporation at Monterey Bay. OSU developed important protocols and processes to improve efficiencies, including setting up the ability to take ACH payments to minimize the need for some paper checks.

For 2019-2020, OSU continued to generate more revenue than projected, even with the postponement of several reservations when the campus went to virtual modalities in mi-March. OSU was also able to continue pushing funds to the construction project and to adjust to enrollment fluctuations.

Revenue/Expense Recovery

Student fees account for the majority of funding for OSU. The OSU also generates expense recovery through departmental services including staffing, equipment, and AV/Technical Services for events throughout campus and in the larger Monterey Bay community; services at the Black Box Cabaret; and staffing for unscheduled-hours of use of the Student Center.

Revenue	Budgeted	Actuals (June 30, 2020)
Student Union Fee (based on 6848 FTE)	\$ 4,793,600.00	\$ 4,758,600.00
Less Fee Waivers	\$ (15,000.00)	\$ (15,009.00)
Income Recovery/Revenues	\$ 15,000.00	\$ 26,996.33
Fund Equity	\$ 220,000.00	\$ 240,963.93
Total:	\$ 5,013,600.00	\$ 5,041,569.26

Despite a shortfall on student fees due to lower enrollment in 2019-2020, fund equity and additional expense recovery/revenue resulted in available funds of \$27,969.26 over budgeted expectations. The increased expense recovery/revenue was generated through increased programming and services, including video production and live-streaming of video made possible through new equipment purchases.

Fundraising

Greg Bistline (gbistline@csumb.edu), Director of Development, continues to seek funding for the Otter Student Union, including the Otter Cross Cultural Center, which saw the first year of earnings from previous efforts.

Expenses

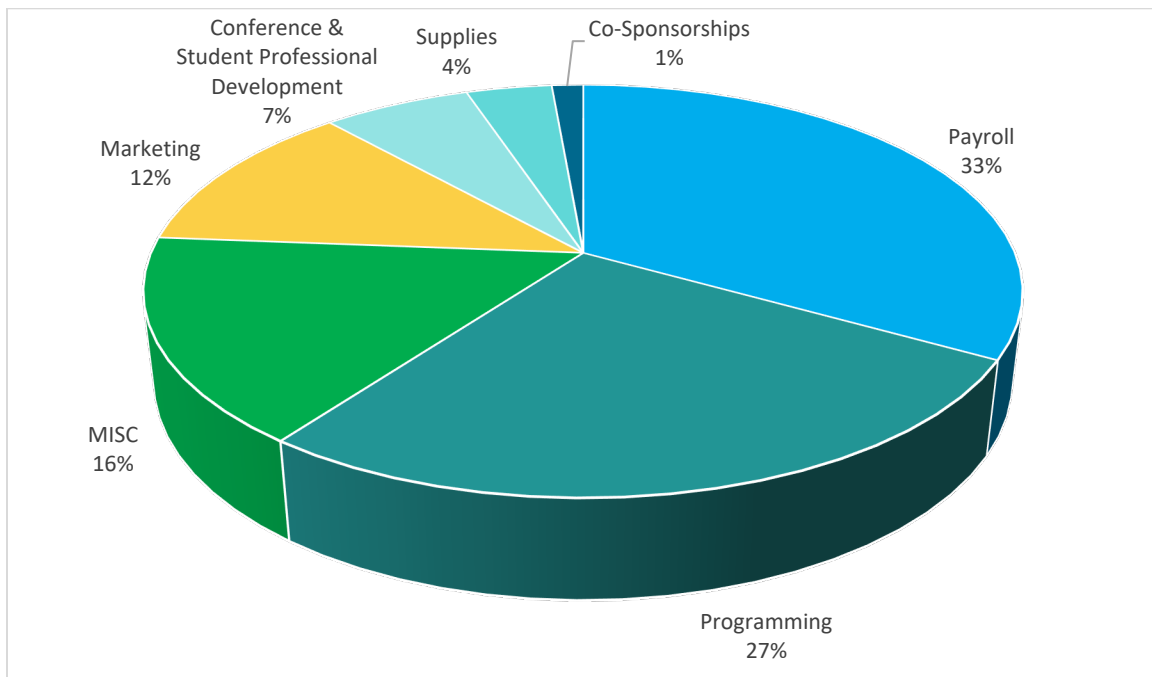
Overall, expenses were less than budgeted. The area with added expense was in equipment. As OSU has increased abilities in AV/Technical Services, OSU has been able to garner more customers and do more programming in-house instead of through contractual services. In order to continue along this path, it was necessary to utilize a portion of the programming budget for equipment to be used for programming and services. The purchased equipment was particularly timely as OSU was asked to take a prominent role in numerous CSUMB 25th Anniversary events (Welcome BBQ, Open Campus, and All Black Gala), to provide additional services for the School of Business, and to assist with programming that was moved to virtual modalities in mid-spring

2020. The transition to online also meant a reduction in anticipated travel and professional development expenses with many late-spring and early-summer conferences canceled.

Expenses	Budgeted	Actuals (June 30,2020)
Personnel & Benefits	\$ 930,000.00	\$ 774,639.78
Programming	\$ 80,000.00	\$ 38,496.96
Travel & Professional Development	\$ 38,000.00	\$ 18,786.10
Equipment	\$ 8,000.00	\$ 27,117.64
Other Operating Expenses	\$ 106,500.00	\$ 52,736.55
Admin Fees	\$ 120,669.00	\$ 88,310.57
Reserves (1 month operating expenses)	\$ 104,805.75	\$ 96,525.88
Student Union Construction Project	\$ 3,565,000.00	\$ 3,565,000.00
Total:	\$ 4,952,974.75	\$ 4,661,613.48

Total actual expenses for 2019-2020 were down 291,361.27 from budgeted expenses. Combined with additional revenues, OSU will again have good available fund equity moving into the 2020-2021 fiscal year.

Otter Cross Cultural Center (OC3)



Additional Funding Secured

One-time Materials and Services Fee:

- \$1k. Awarded to purchase test prep materials (GRE/ LSAT/MCAT) for student use in the OC3 library. These materials are now free for students to use for their chosen required exams.

Provost 25th Anniversary Special Events Award:

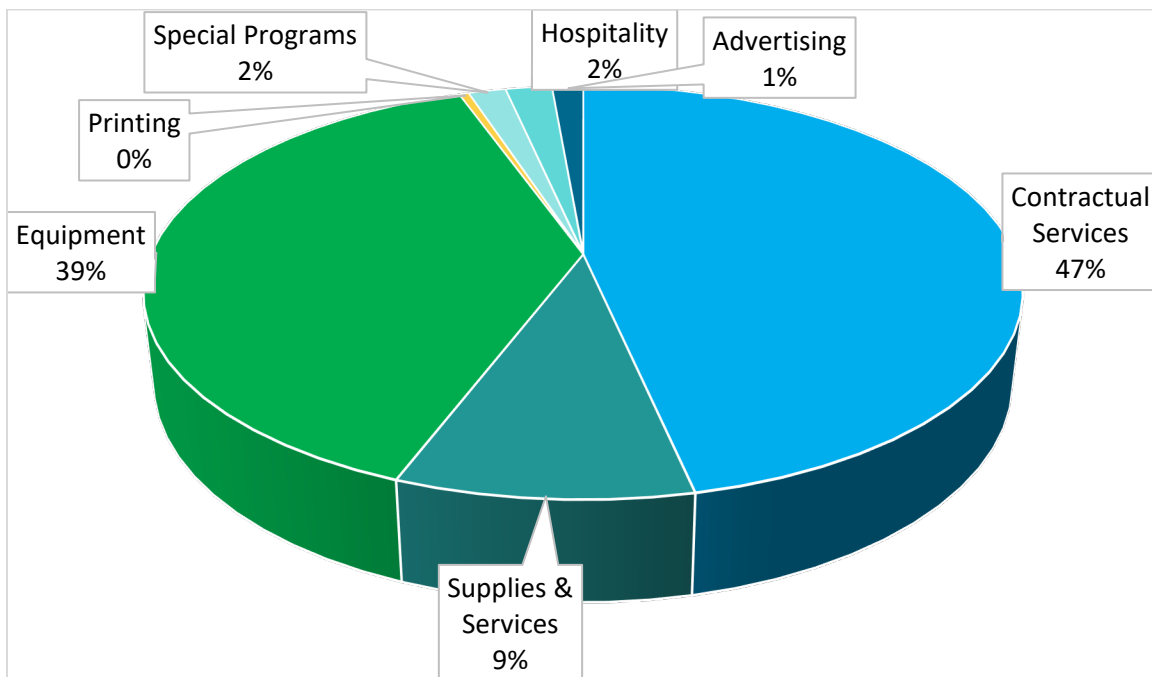
- \$2.5k. Paid for the honorariums of two foundational border studies scholars (Dras. Judith Flores Carmona and Cynthia Berajano) from New Mexico State University to present on The 100-Mile Constitution Free Zone. This event was an extension of the Stories from the Border Research Initiative that Dr. Kelly Medina-Lopez and Dr. Shantel Martinez (Assistant Director of OC3) built from the ground up.

Research Grants:

- \$5k. Awarded from California State University Monterey Bay’s UROC (Undergraduate Research Opportunities Center) Course Based Undergraduate Research Experience (CURE); the award provides faculty to develop plans, instructional materials, curriculum, and evaluation strategies to construct a new research-based course aimed at serving General Education requirements and/or first-year incoming students. The grant was one of the first humanities and social science-based research courses to be selected in the history of the grant. Award funds are utilized for planning a resource course based within border theory and teaches students in humanistic and social science research methods (photovoice, interviews, testimonio, critical discourse analysis, etc.).
- \$1.5k. Awarded from California State University Monterey Bay’s UROC (Undergraduate Research Opportunities Center) Community Engaged Research Grant; this inaugural award is to facilitate projects that engage creatively with real world issues in the classroom and that expand and transform the teaching/learning environment. Award funds are utilized for planning a summer resource course and experience that brings CSUMB students to the El Paso/ Juarez border to learn border theory and engage in humanistic and social science research methods (photovoice, interviews, testimonio, etc.).

Total additional funding: \$ 10,000

Otter Student Union Programming Board



Typically, the largest expense for the Programming Board is for the Spring Concert. Due to COVID-19, the Spring Concert was postponed. As a result, expenses were less than expected.

The large percent for equipment (39%) was an investment in production gear. Rather than spend over \$13,000 each year renting equipment, it was determined that OSU could invest almost that same amount and do in-house production. This gear allowed OSU to offer expanded and competitive services to clients and assisted with OSU in-person and virtual programming and services.

Recommendations for 2020-2021

As OSU prepares to open a new facility, the focus will be on continuing forecasting, budgeting, and fundraising efforts along with the continued streamlining of processes. OSU will continue to focus on creatively utilizing funds, limiting expenses and increasing revenues, as the young organization continues to succeed in ever-changing environments.

Board of Directors

Board of Directors Summary

In the first year under the revised bylaws, OSU saw much more engagement among the directors of the Board—at events and at board meetings. Directors of the board supported the fall New Student Union showcase and helped the executive officers in tabling efforts to share more information about OSU and its new facility, scheduled to open in fall 2020. Board meetings had nearly 100% attendance at each meeting.

The OSU executive officers, under the direction of returning Board Chair Ashley Smith, continued developing policies and procedures that are essential to the proper functioning of OSU as a 501(c)3 on-profit corporation. The treasurer took part in OSU's first official audit. The chair and vice chair took a semester-long deep dive into developing important emergency and event risk management policies and procedures, which are sure to be utilized as operations continue to grow with new facilities and expanded in-person and virtual programming.

Otter Student Union Bylaws/Policies/Procedures

	Title	Date Adopted
Policy	Hospitality	8/28/19
Policy	Disability Accommodations	9/25/19
Policy	Escheatment	9/25/19
Policy	Political Activity	10/23/19
Policy	Risk Management	3/18/20

The Board continued to support OSU events through participation at Social Justice Dialogues, Werk Witch Drag Show, the Petting Zoo, Battle of the Bands, and more. In the spring, the Board hosted a New Student Union Showcase that, in part, served as a recruitment tool for the 2020-2021 Board. Executive officers also tabled extensively, recruiting a diverse slate of candidates for the 2020-2021 Board. The recruitment was completed just prior to the transition to virtual modalities in March. The annual meeting, therefore, took place via Zoom.

OSU's Executive Officers for 2020-2021 are Jaren Leary, chair; Hamza Saleem, vice chair; Mayra Ortiz, secretary; and Alejandro Robles, treasurer.

Recommendations for 2020-2021

The Board of Directors will begin the 2020-2021 year holding virtual meetings as the campus continues its virtual modalities in light of the COVID-19 pandemic. This will challenge the Board to find new ways of engagement.

Staff Achievements

Publications

Martinez, Shantel & Bianca Zamora. "Braiding borders: The politics of body hair and the roots of Resistance." *Border-Lines: Journal of the Latino Research Center*, XI: 45-66 (2019).

Martinez, S. Lessons from my battle scars: A testimonialista's call for mentorship in the academy. *Latinx Communication Studies Volume*. Lexington Books, 2019.

Martinez, S. "Whispers in the dark: A collection of poems." *In This Bridge We Call Communication Anzaldúan Approaches to Theory, Method, and Praxis*. Rowman & Littlefield Press, 2019.

Courses Taught

Martinez, Shantel. HCOM 451: Transnational Migration.

National Conference Presentations

*Atrero, Allymyr. "A Love Letter to My Ancestors: Decolonizing Leadership Practices in the Workplace." Asian Pacific Americans in Higher Education, Los Angeles, CA, April 2020.

*Atrero, A & Bianca Zamora. "Bad Bitches Club: Cultivating Resistance, Strategies, and Community for Young Womxn Of Color." National Conference on Race and Ethnicity (NCORE), New York, NY, June 2020.

*Atrero, A & B. Zamora. "Sh*t My Mentors Didn't Tell Me: The Politics of Working 'Dream' Jobs." National Association of Student Personnel Administrators (NASPA), March 2020.

Martinez, Shantel. "Acknowledging Survival: Colonial Guilt, Alliances, and Theory." National Communications Association (NCA), Baltimore, MD, November 2019.

Martinez, S. & Bianca Zamora. "Communicating Survival Strategies for Intersectional Feminists in Academia." NCA, Baltimore, MD, November 2019.

Martinez, S. & B. Zamora. "Decolonial Approaches to Transformative Theatre and Dialogue." NCA, Baltimore, MD, November 2019.

Martinez, S. "The Latina/o Communication Studies Division and La Raza Caucus Mentorship Initiative: Connections that Facilitate Academic Surviving and Thriving." NCA, Baltimore, MD, November 2019.

*Martinez, S. "Specters of Trauma: Ghost Stories of Immigration and Migration." National Association for Chicano/Chicana Studies, Seattle, WA, April 2020.

Martinez, S. "When 'Allies' are Enemies: Latinxs Surviving the White Savior." NCA, Baltimore, MD, November 2019.

Martinez, S. "Where Are You From?" Racial Ambiguities and Shape Shifting as Performances of Survival." NCA, Baltimore, MD, November 2019.

Martinez, S. "Critical Quilt Making as a Communal, Meaning-Making Method for Social Justice. Imagining America Conference, Albuquerque, NM, October 2019.

Zamora, Bianca. "Bi, Brown and Brilliant: Reclaiming Stories in the Borderlands" Association of Joteria, Arts, Activism, and Scholarship, Portland, OR, October 2019.

*Zamora, B. "Unveiling the Joke: Decolonial Approaches to Transformative Theatre and Dialogue." NCORE, New York, NY, June 2020.

**Designates acceptance; no attendance due to COVID-19.*

Selections

Buffington, Chelsea. AOA Leadership Academy, 2019.

Buffington, C. Alice Manicur Symposium, NASPA (National Association of Student Affairs Professionals), 2020.

Czarnecki, Michelle. NACA (National Association for Campus Activities) West Board, 2019.

Volunteerism & Service to the Profession

Atrero, Alymyr.

Co-Founded CSUMB Young Womxn of Color Network

Buffington, Chelsea.

NASPA Conference Proposal Evaluator

Czarnecki, Michelle.

Association of College Unions International (ACUI) Steal this Idea Competition Judge

NACA West Regional Showcase Selection Committee

United Way of Monterey County Board of Directors.

United Way of Monterey County Emerging Leaders Society Vice Chair

Martinez, Shantel.

Chicana Latina Foundation Scholarship Reader

Journal of International and Intercultural Communication Editorial Board

Journal of Autoethnography Reviewer

Undergraduate Research Opportunities Center (CSUMB UROC) Mentor

Zamora, Bianca.

Co-Founded CSUMB Young Womxn of Color Network

Featured Poet, Black Lives Matter East Campus Rally

Featured Poet, Latinx Queer Film Festival

Featured Poet, Monterey Peninsula Pride

Keynote, Latina Leadership Conference, Kappa Delta Chi Annual Conference

Keynote, Monterey Bay Womxn's March