



OTTER STUDENT UNION

2022-2023 ANNUAL REPORT



OTTER
STUDENT UNION

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The Otter Student Union (OSU) serves as the heartbeat of campus and provides space and opportunities for students to build community, grow and develop, and enhance their CSUMB experience. Students continue to come to the Otter Student Union for support, connection, care, community, and more. We continue to work to create an inclusive and engaged community where each individual is affirmed, shared experiences are cultivated and sustained, lifelong learning is fostered, and traditions are nurtured and celebrated. We continuously strive to provide all students with experiences and resources supportive of their own personal development, meaningful professional contribution, and achievement.

Over the past year, we have expanded our offerings to the CSUMB community. In doing so, we identified an opportunity to increase awareness and build a shared vision with the campus. We adopted a new service mark to help us align with the CSUMB brand, raise awareness of our services, and develop a unique look and feel for our service area. We will continue to focus our communication efforts on the unique value we offer, enhancing the CSUMB student experience. Through student employment, meaningful events, essential services, and various engagement opportunities, we aim to support the education of students, both professionally and personally.

In this annual report, we hope you'll find the value and importance of the many activities, programs, and services offered to the CSUMB community in support of the educational mission of the University; to prepare students to contribute responsibly to California and the global community by providing transformative learning experiences in an inclusive environment.

Included in this report you will find:

1. A summary of the OSU Board of Directors activities
2. A review and analysis of all OSU/OC3 programs, events, and partnerships
3. An analysis of the annual budgets for both the OSU and OC3
4. A summary and review of the following:
 - a. Marketing and Communications efforts and initiatives
 - b. A/V Technical Services projects and support activities
 - c. OSU facility usage
 - d. Administrative Services support activities

Go Otters!

Jeff Rensel

Director, Otter Student Union

PERSONNEL SUMMARY & ORG CHART

This section is written to fulfill compliance with OSU policy 242518 in section 2 of the OSU policy manual, which states “The Board shall receive at least an annual report on the status of OSU employment efforts in the implementation of this policy.” This particular policy deals with Fair Employment.

In our efforts to ensure fair employment practices consistent with the California State University Board of Trustees policies and guidelines set by the Chancellor, OSU works closely with the University Corporation during our hiring processes. Currently, OSU technically has no employees. All of our employees are University Corporation employees on loan to OSU. OSU is charged for salaries/benefits/etc but does not carry the legal responsibility for those employees.

With that said, University Corporation is dedicated to fair employment practices as well. Their equal employment opportunity statement may be found on the CSUMB website if you search for “University Corporation,” “Policies Home,” then “Personnel.” University Corporation also requires members of search committees to undergo training to learn how to apply equal employment opportunity practices in their work.

STUDENT EMPLOYMENT SUMMARY

The OSU and OC3 Student Employee programs grew significantly in 2022 as we entered into our second year with the Otter Student Union building being open. Student assistant programs were established for the following areas:

- Operations
- Marketing and Communications
- A/V Technical Services
- Administrative Office
- Otter Cross Cultural Center



OSU and OC3 Pro Staff all dressed up for Halloween.

2022-2023
OTTER STUDENT UNION AND
OTTER CROSS CULTURAL CENTER
ORGANIZATION CHART



CSUMB PRESIDENT
 Vanya Quiñones, PhD



CSUMB INTERIM VICE PRESIDENT STUDENT AFFAIRS & ENROLLMENT
 John Fraire, PhD

OTTER STUDENT UNION BOARD OF DIRECTORS

OTTER STUDENT UNION AND OTTER CROSS CULTURAL CENTER



DIRECTOR OTTER STUDENT UNION
 Jeff Rensel



DIRECTOR OTTER CROSS CULTURAL CENTER
 Rudy Medina, PhD



ASSOCIATE DIRECTOR OPERATIONS
 Diana Ballesteros



OFFICE COORDINATOR
 Vânia Silveira



OC3 PROGRAM COORDINATOR
 Victoria Gómez



OC3 PROGRAM COORDINATOR
 Peter Xiong

STUDENT ASSISTANTS

STUDENT COORDINATORS

STUDENT COORDINATORS



MARKETING & DESIGN SPECIALIST
 Karina Rios Alvarez



OPERATIONS SPECIALIST
 Emily Urrutia



A/V TECHNICAL SERVICES COORDINATOR
 Reno Bianchi

STUDENT ASSISTANTS

STUDENT ASSISTANTS

STUDENT ASSISTANTS

OTTER STUDENT UNION BOARD OF DIRECTORS 2022-2023

CHAIR, Andres Mena
VICE CHAIR, Sean Meeks
TREASURER, Dylan Masters
SECRETARY, Anisha Jadhav

Jeff Rensel	David Ledesma
John Fraire, PhD	Kassandra Fimbres
Babita Gupta, PhD	Nawied Amin
Chris Ilig	Patterson Emesibe

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



SUMMARY

The OSU Board of Directors serves to improve the student experience at CSUMB and within the Otter Student Union. By facilitating communication, aligning resources, relaying the student voice, and offering programs, the board works to create a welcoming environment for the CSUMB community. The OSU Board of Directors conducts regular review and approval of OSU policies, approves the annual budget, and works to ensure the OSU is best serving the student population and its needs.

The OSU Board of Directors consists of a collection of CSUMB students, faculty, staff, and surrounding community with the purpose to manage the business and affairs of the OSU and operate solely for the benefit of California State University, Monterey Bay.

We are thankful for the dedication and commitment of the 2022-2023 Board of Directors including our executive officers:

- Andres Mena, Student, Chair
- Sean Meeks, Student, Vice Chair
- Anisha Jadhav, Student, Secretary
- Dylan Masters, Student, Treasurer
- David Ledesma, Student Board Director
- Kassandra Fimbres, Student Board Director
- Nawied Amin, Student Board Director
- Chris Illig, Community Representative
- Patterson Emesibe, Alumni Representative
- Babita Gupta, Faculty Representative

This year the OSU Board supported various things during the 2022-2023 academic year including the following:

- Established the OSU Board Art committee and Policy & Procedure committee
- Developed outreach, guidelines and best practices for managing the OSU art program.
- Facilitated the approval of various updated guidelines and procedures.
- Implemented an OSU Suggestion Box to solicit input, feedback, and ideas for the Otter Student Union and its service offerings.
- Hosted OSU Board Recruitment tabling to promote the OSU Board selection process
- Selected the 2023-2024 Board of Directors
- Approved the annual budget for the 2023-2024 fiscal year



Treasurer Dylan Masters (left) and Chair Andres Mena (right) tabling to promote open Board Positions.



Photo from the Annual OSU Board Meeting on June 1st, 2023 (via Zoom)

The 2023-2024 Board of Directors was selected during the spring semester, and we are excited to work together this upcoming year:

- Dylan Woodbridge, Chair
- Jianshan Chen Khalsa, Vice Chair
- Lesley Solano, Secretary
- Berenice Lemus, Treasurer
- Citlaly Jauregui, Student Director
- Thomas Nigro, Student Director
- Cassandra Fimbres, Student Director
- Caleb Hernandez, Student Director
- Ana Ruiz, Student Director
- Megan Redican, Student Director
- Muhammed Ali Ghazali, Student Director
- Patterson Emesibe, Alumni Representative
- Dr. Babita Gupta, Faculty Representative
- Jenny McAdams, Community Representative

EXECUTIVE SUMMARY

The Otter Cross Cultural Center (OC3) is committed to advancing the University’s vision of diversity, cross-culturalism, and social justice. Our purpose is to promote a learning community of cross-cultural engagement, understanding, and exchange through education, collaboration, dialogue, and action.

The Otter Cross Cultural Center began its 12th operational year with an overarching theme of “New Beginnings.” In the 2022/2023 academic year, the OC3 returned to in-person services with occasional virtual or hybrid events. It was also the first academic year under the new OC3 and OSU leadership. This allowed the current team to fully prepare for the academic year. The OC3 team created in depth goals for the operation of the center. The team also developed training for the new student coordinator team. This set the foundation for the school year and the new beginnings.

The OC3 saw a successful progression in event attendance throughout the academic year. The OC3 hosted 35 events in the Fall 2022 Semester, 42 events in Spring 2023, and 9 Affinity Ceremonies for graduating students in Spring 2023. OC3 had 795 participants in Fall 2022 events, 1,156 participants in Spring 2023, and 2,480 participants at the Affinity Ceremonies for graduating students. The steady progression in attendance at events demonstrates the reach of the center and the role it plays in maintaining a vibrant campus culture.

The theme “New Beginnings” was crucial in creating a positive team environment. The success of OC3 was dependent on organization, communication, delegation, and understanding campus policies and procedures. For instance, we restructure reporting lines during the summer. The new reporting lines helped when two of our students graduated. It allowed our pro-staff to have a structure set to continue programming in those areas and to manage the additional workload. In addition, the reporting lines allowed us to center our student leader voices and implement new programs like Diwali and Femme and Them Fitness hours. Despite losing two student coordinators to graduation and one professional staff, our team was still able to manage our workload and increase our programs and attendance.

In this report you will find:

1. Overview of Programs and Partnerships
2. Analysis of Select Events
3. Analysis of Budget
4. Recommendations for AY23-24

Rudy Medina

Director, Otter Cross Cultural Center

OVERVIEW OF PROGRAMS AND PARTNERSHIPS

This year, OC3 focused on establishing programs and building partnerships. OC3 was able to build on the success from last year and increase engagement in long standing events like the Affinity Ceremonies and Werk Witch. In addition, OC3 also developed various partnerships across campus that included both Academic and Student Affairs. Some of the partnerships included: Ethnic and Gender Studies, Humanities and Communications, Undergraduate Research Opportunities Center, Personal Growth and Counseling Center, Second Year Experience, TRIO, Student Disability and Accessibility Center, and others.

In total, OC3 led 85 programs with a total of 4,431 participants. OC3 re-established key traditions (that had not been organized since the start of the pandemic) like the OC3 Block Party and Ignite! Social Justice Leadership Retreat. OC3 also established new possible signature events like Diwali, IYA: The Ex'celen Remember, Femme and Them Fitness Hours, and the restructuring of the OC3 Internship program.

Below we've highlighted select signature programs and events for the 2022-2023 year:



OC3 BLOCK PARTY

The OC3 Block Party kicked off our 12th year of existence. The OC3 Block Party is designed to welcome and celebrate the start of the academic year by bringing University students, staff, faculty, and community partner organizations together. One of the goals is to cultivate opportunities for students looking to engage in cultural- and identity-based organizations and resources, as well as find community amongst other students and community organizations. The event also included local artists and performances that welcome and celebrate the diversity of our campus and community. We saw over 250 participants during our event.



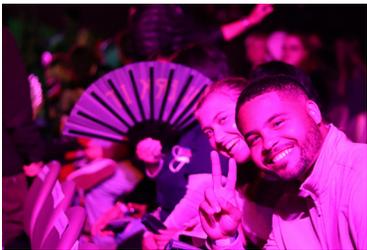
WERK WITCH DRAG SHOW & GET READY WITH ME: DRAG QUEEN EDITION



Werk Witch has continued to be a highly anticipated signature program that has garnered attendance from participants beyond the CSUMB community. This annual drag show competition highlights LGBTQ+ history and the importance of drag culture, which has been critical in demonstrating the support and awareness of LGBTQ+ identities. This year, 300 tickets went live. The show was sold out on Myraft within 24 hours of going live. We had three professional drag queens participate in the event. All Drag Queens performed and also served as judges. Ayumi Please was the MC and the DJ for the event.



Leading up to Werk Witch, we invited Tori Tia (one of the professional drag performers and judges) to host, "Get Ready with Me: Drag Queen Edition." At this event, participants were able to learn how to apply drag makeup, learn about drag history, and Tori Tia's own experiences as a Drag performer. The event was closed out by having a raffle and three students won some amazing prizes.



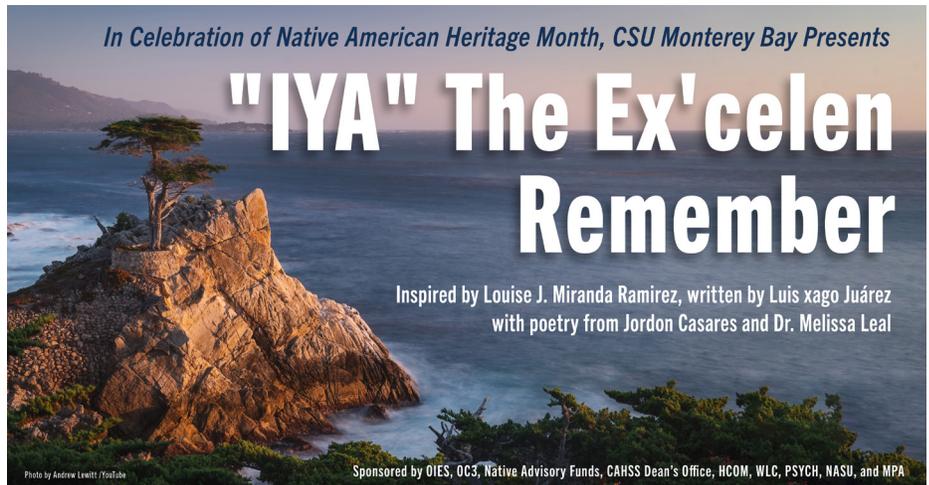
DIWALI

Over 130 students celebrated Diwali, a religious festival in Hinduism, Buddhism, Sikhism and Jainism. Diwali celebrates the festival of lights, while highlighting the diversity of South Asia. Students dressed in a variety of traditional South Asian clothing. Attendees began the celebration by mingling at tables, dancing, participating in various activities, and by eating traditional food. Crafts were provided by the library's Makerspace. Crafts included making diya lamps out of clay, mandala coloring pages, and button making.



“IYA”: THE EX’CELEN REMEMBER

“IYA” The Ex’celen Remember is a play written and directed by members of the Ohlone Costanoano Esselen Nation, and was inspired by true events endured by Chairwoman Louise Miranda Ramirez. In this event, students, faculty and staff gathered in the world theater to welcome the production as part of the OC3’s Native American Heritage Month celebration. The play depicts the struggles of the OCEN members while placing a comedic yet heartfelt twist on topics of colonization and cultural validation. Guests were also treated to a menagerie of sweet and warm refreshments during the intermission of the play. Overall, feedback was incredibly well received and many thanks for the educational and emotionally gripping experience.



ALL BLACK GALA

The All Black Gala is a formal event that celebrates Black history and the immense diversity of Black culture, brilliance, and lived experiences. Created through a partnership from the Otter Cross Cultural Center, Associated Students of CSUMB, and the Helen Rucker Center for Black Excellence, the aim of this event was to foster a sense of belonging and to cultivate community amongst various campus populations in order to address campus retention, progression, and graduation. This year, the All Black Gala hosted Dr. Calvin Mackie, a leader in education from Louisiana. Dr. Mackie was a dynamic speaker and spent the whole day with us. He attended a brunch with student leaders at Deja Blue, participated in a meet and greet at 2pm. We also purchased one of his books: View from the Roof- Lessons for Life and Business, that was given out to those who attended the meet and greet. The event also presented 7 awards to community members, alumni, staff, faculty, and students. By bringing together students, staff, faculty, alumni, and community members, this event offers opportunities to build networks, learn from one another, and participate in critical and contemporary discussions that impact society.



IGNITE! SOCIAL JUSTICE LEADERSHIP RETREAT

This year, we restarted the Ignite! Social Justice Leadership Retreat. Ignite is a three-day retreat which allows students to focus on aspects of storytelling, art, wellness and discussion in order to reflect on systems of oppression and understand their roles in engaging in activism. This retreat brought people together for a weekend full of engaging activities, workshops, and experiences that will aid in students' journeys. Professional staff facilitators from OC3 and OSU collaborated on the curriculum development.



ART AS RESISTANCE WITH ELIZABETH BLANCAS

Art as resistance had over 30 participants join to listen to Elizabeth Blancas give a talk on how she utilizes art as a form of resistance. This event was part of the Social Justice Colloquium. Blancas is a first generation queer Xicana artist based in the Bay Area. She utilizes art as a tool for resistance as well as a celebration of her community. Blancas specializes in muralism and screen printing; exploring themes around culture, identity, womanhood and sexuality. Her work serves as a platform to empower LGBTQIA+ folks and communities of color. Blancas holds a B.A. from UCLA in Chicana Studies and Art History. The event also had a gallery in the OSU showing Blanca's artwork in the lead up to her talk.



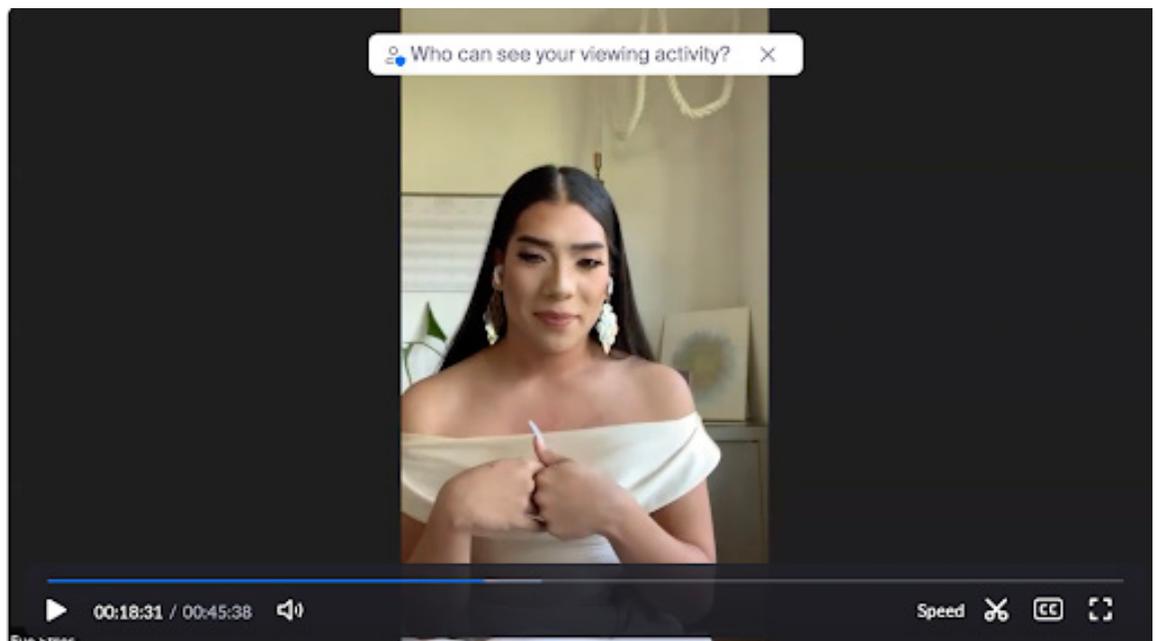
WOW FEST: WORLD OF WOMEN FESTIVAL

This was the signature event for International Womxn's Day. WOW Fest included musical performances from five of womxn student musicians. The event featured local organizer DJ Luna as a DJ and MC. The event did a superb job at highlighting local talent within the CSUMB community and created a space to be able to show off those talents.



TRANS AND UNDOCUMENTED: LIVING IN THE MARGINS

Eve Stiles shared her story and brought visibility to issues that the Trans and Undocumented community face. The session aimed at educating and empowering folks about the Undocumented and Trans communities. Eve Stiles is a community organizer that also talked about community resources available to support both Trans and Undocumented folks. We had 35 participants join us virtually.



CRITICAL FINANCIAL LITERACY WITH RITA ZHANG

This series was in partnership with Metas and Rita Zhang. This was a series of three workshops. Zhang is a financial empowerment educator, facilitator, and coach. She brings 14+ years of social justice experience from movement-building, direct service, and education spaces to her financial work. She founded Community Roots Financials (CRF) to create and hold space for low-income and working class communities to be whole, joyful, and free through financial empowerment.



CENTERING API NARRATIVES IN THE MULTIVERSE

This was a three part event series that centered Asian Pacific Islander portrayals in the media. The series had two film screenings, *Everything Everywhere All at Once* and *Turning Red*, and a discussion with Kristiana Guan on how the two films centered on the API Diasporic experience and about API mental health. Each film screening included refreshments and crafts that tied back into the film, as seen below students painting rocks for *Everything Everywhere All at Once*.



FEMME AND THEM FITNESS HOURS

This was also a three part series led by certified experts in the topics that the event oversaw. The event was created as a way to have more judgment free spaces to work out. Femme and Them created an opportunity to connect with fellow womxn, queer, and nonbinary folx. It created a space to unwind and



engage in fitness and other wellness activities in an inclusive environment. Femme and Them Fitness Hours were rooted in the formation of a liberating and safe space within fitness, as well as the development of a sense of community that is judgment-free and welcoming to all. The three events were Weightlifting 101, Yoga and Meditation, and Intramural Sports (with the last event being canceled due to weather). The two events that we were able to host were really well attended with over 25 participants at both.

SOCIAL JUSTICE DIALOGUES

The Otter Cross Cultural Center engaged in a series of topics relevant to our campus 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 alike to feel comfortable to share their own experiences and feedback. Topics included: "Sexual & Domestic Violence: The History, Awareness, and Resources," "The Process of Grieving", "The True Cost of Fast Fashion", "Imposter Syndrome", and "Water Justice." This series was particularly successful in bridging the facilitation between students, faculty, staff, and community members.

STAFF AND FACULTY SAFE ZONE TRAINING

The purpose of CSUMB Safe Zone is to help build an inclusive and equitable campus community where all members of diverse sexual orientations, gender identities, and gender expressions are welcomed, valued, and affirmed. Safe Zone is offered each semester to CSUMB faculty, staff, and community partners and provides resources and specialized two-day training focused on supporting LGBTQ+ populations. Each year, Safe Zone curriculum is developed, revamped, and implemented by the Safe Zone trainers in order to stay abreast of best practices 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.

Participants were handed a certificate and a Progressive Pride Heart sticker to place on their door or name plate identifying them as individuals who completed the training.



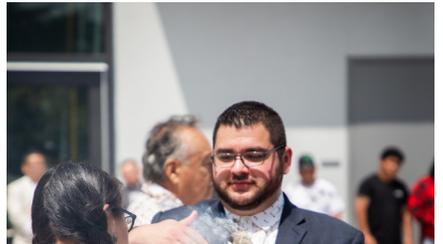
AFFINITY GRADUATION CELEBRATIONS

The Affinity Ceremonies for Graduating Students is in its sixth year under the direction of the Otter Cross Cultural Center. Since then, there are now nine CSUMB Affinity Ceremonies for graduating students: Asian Pacific Islander and Desi American (APIDA); Black/African Heritage; Chicanx/Latinx; Family Friendly Grad; Native American; Students with Disabilities; Rainbow (LGBTQ+) Undocu-U; and Veteran. The Affinity Ceremonies honor the accomplishments and experiences of CSUMB graduates who come from historically underrepresented communities.

These ceremonies offered keynote speakers, performances, and cultural celebrations separate from CSUMB’s Commencement. Participation was free and graduates were able to register for all Affinity Ceremonies they identify with. Last year (2021-2022), there was some initial confusion of what Affinity Ceremonies were due to the previous virtual modality during distance learning. However, this year students were already familiar with the ceremonies and interest grew. We saw larger attendance this year. All ceremonies were in person, but we also livestreamed eight out of the nine ceremonies for guests who could not join us in-person.

AFFINITY CEREMONY CELEBRATION	2022-2023 PARTICIPANTS
Asian Pacific Islander Desi American	48
Black/African Heritage	23
Chicanx/Latinx	316
Family Friendly	37
Native American	11
Students with Disabilities	38
Rainbow (LGBTQ+)	26
Undocu-Otters	15
Veterans	7
TOTAL	508

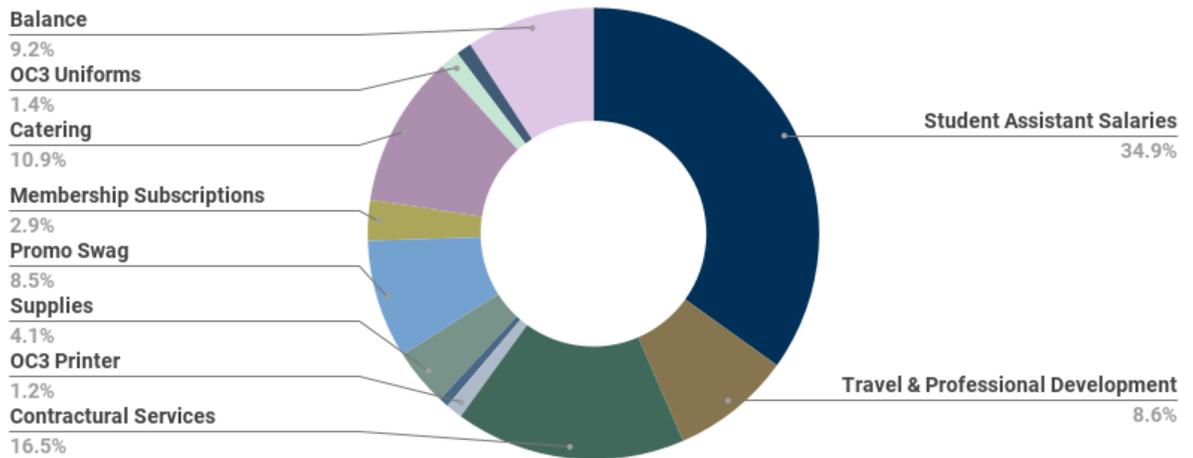




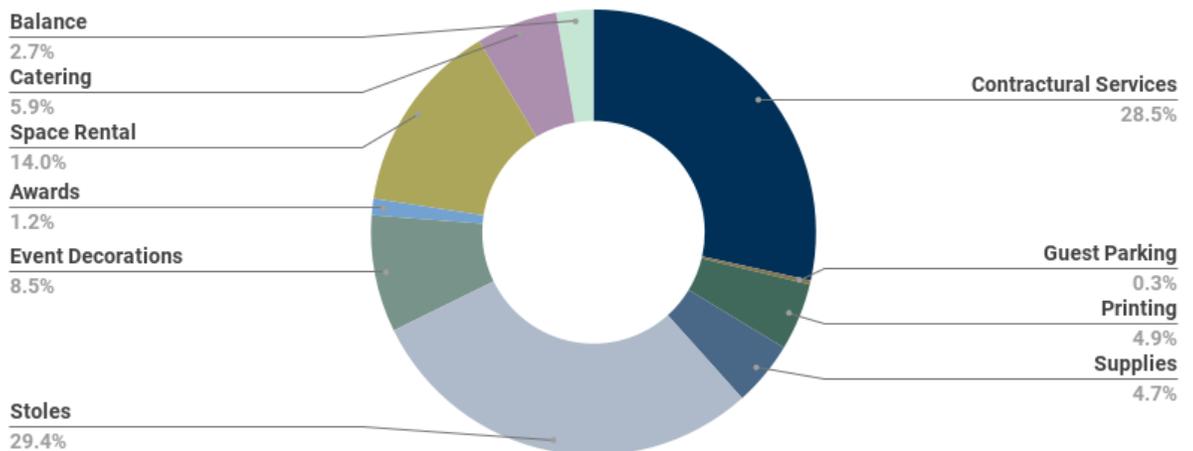
ANALYSIS OF OC3 BUDGET

This year, OC3’s operating budget was \$165,000. Below is our breakdown of our budget and spending for the academic year 2022-2023. A comparison of our 2021-2022, 2020-2021, and 2019-2020 budgets are provided.

OC3 Expenses 2022-2023

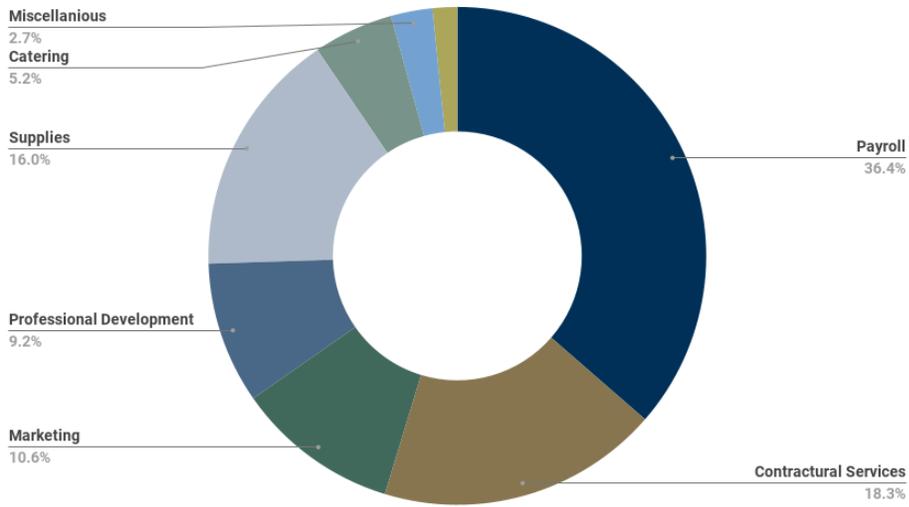


2022-2023 Affinity Ceremony Allocations (\$50,000)

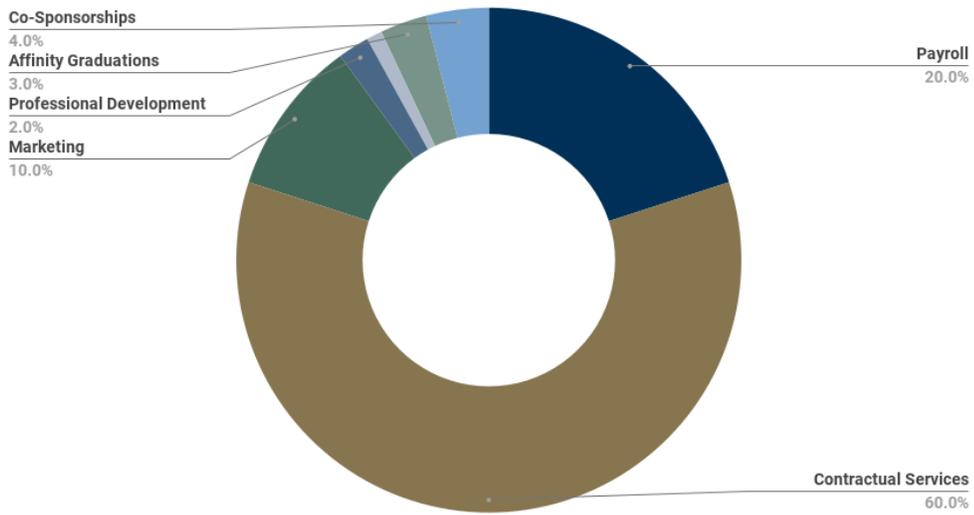


(Catering had plus \$7553.61 from SF337 account. Total catering was \$18K total)

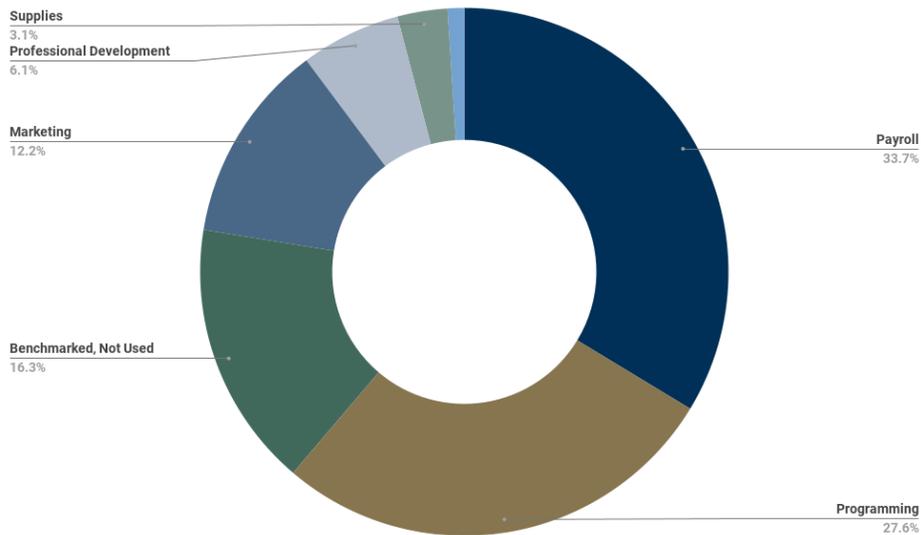
OC3 Expenses 2021-2022



OC3 Expenses 2020-2021



OC3 Expenses 2019-2020





OC3 Team during WOW Fest.

RECOMMENDATIONS FOR 2023-2024

The 2022-2023 Academic Year was the first year under the center's new leadership. To start the year, the OC3 developed a new set of goals to accomplish with its programming, services, and with its physical space. The top goal priority of the OC3 was to provide a safe and supportive environment for students from all social identities and backgrounds including, but not limited to race, ethnicity, socio-economic class, gender identity/expression, sexual orientation, and religious affiliation. The staff was successful in implementing this goal into its programs and physical space. We built on and developed new programs to be more inclusive of communities often not represented on our campus. We also added art into our new physical space that is intersectional and representative of our students. Our successes in prioritizing this goal has set the foundation for OC3 to continue to meet our other goals.

Moving into next academic year, OC3 will continue to host programming in a variety of forms including virtual, hybrid, and in-person modalities. However, reflecting on staff capacity based on the number of programs led by OC3 in 2022-2023, the staff is looking to scale down programming in order to focus on building community among our students in our physical space and strengthen established partnerships. Below are some notes to consider for the upcoming school year:

- **Develop programming in our OC3 space that promotes cross cultural unity among our students and student groups**
- **Continue to expand opportunities for greater awareness of social inequity and the experiential realities and social hxstories of identity groups that have been historically excluded from accessing higher education - in particular during this tense political climate**
- **Be a bridge between CSUMB and the greater Monterey County community**
- **Set clear expectations for the academic year**
- **Update and implement new assessment strategies**

We are excited to continue to build on the success of our first year with our current team. The OC3 has always thrived and existed due to the advocacy of its students. We hope to continue to honor this hxstory and look forward to growing and continuing to serve our students and community.

SUMMARY

The Otter Student Union’s programming efforts continued to grow and evolve during the 2022-2023 school year. The OSU continues to be the hub for student activities and hosts a variety of entertaining events and programs throughout the year utilizing existing staff and resources. These programs are student-centered, and free to students. These programs have become traditions on our campus and provide opportunities for students to learn, grow, and connect with others. These events and programs continue to create a more vibrant campus life. The Otter Student Union hosted or co-hosted the following events and programs:

- Otter Days (Fall)
- HSI Week (Fall)
- RAFT Weekend - Brunch with the President (Fall)
- Veterans Day Celebration (Fall)
- Game Show (Fall)
- Spring Open House (Spring)
- Monte’s Music (Fall/Spring)
- Winter Formal Ball (Spring)
- Otter Thursdays (Spring)
- Otterlands/EarthFest (Spring)
- New Student Orientation at the OSU (Summer)
- Movie Series (Summer/Fall/Spring)

The OSU continued to enhance the Game Room during the 2022-2023 school year, including the following:

- Mounting three Otter Athletics jerseys
- Installing a 70” display screen for gaming and TV viewing
- Recovering and repairing billiard tables
- Procuring new recreational equipment including a table tennis ball dispenser



OVERVIEW OF SELECT SIGNATURE PROGRAMS AND EVENTS

OTTER DAYS (FALL)

A signature event during Otter Days, Late Night with the OSU, invited Otters to explore all that the Otter Student Union building has to offer as well as enjoy some free food, great music provided by a local DJ, and fun interactive activities including glow games and caricature artists. This event was attended by over 380 students. In addition, the Otter Student Union celebrated its one year anniversary in August 2022, with the Fall 2022 OSU Open House. In addition to welcoming Otters to the OSU to learn about all of our services, programs, and offerings, students, faculty and staff, gathered at the OSU sharing slices of cake and excitement in celebration of our official grand opening anniversary on Aug. 24, 2021.



HSI WEEK (FALL)

CSUMB celebrated HSI Week Sept. 12-16, 2022 with events and programming for students, staff and faculty that impart fun, engagement and community, but also elaborates more about what it means to be an HSI. The OSU provided marketing and promotional support and co-hosted a Pachanga, signature event and workshop entitled “Transforming Hispanic Serving Institutions” by Dr. Gina Ann Garcia, and a screening of the movie “Selena” on the OSU Inter-Garrison Plaza Lawn.



RAFT WEEKEND - BRUNCH WITH THE PRESIDENT (FALL)

A new tradition began with a partnership with First Year Experience in hosting the Brunch with the President event during RAFT weekend on October 16, 2022. The Reunion and Family Traditions Brunch with the President welcomed families, alumni, students and community members to attend a brunch on the OSU Main Quad Plaza. This event provided an opportunity for fellowship and conversation amongst the various visitors on campus during the annual Reunion And Family Traditions homecoming celebration.

VETERANS DAY CELEBRATION (FALL)

CSUMB Veteran Services and the Otter Student Union hosted a Veterans Day Celebration to honor all who have served in the U.S. Armed Forces. The ceremony hosted on November 10, 2022 on the OSU Main Quad Plaza included the U.S. national anthem, a welcome, short remarks, and was followed by a reception and exhibit in the OSU lobby.



GAME SHOW (FALL)

In a collaborative partnership between Associated Students, Otter Media, and the Cinematic Arts and Technology Department, the OSU hosted “Game Show!” The Game Show production and live studio audience recording included: Fraternity Feud, Wheel of Faculty, and JepOTTERdy. The show itself included audience members selected to play and win prizes. Students involved with this event conceived and planned all aspects of the show and received hands-on experience producing a live show in the OSU Ballroom.

SPRING OPEN HOUSE (SPRING)

The Otter Student Union offered an Open House as part of the Welcome Back activities for the campus community. The OSU welcomed students, staff, and community back to the Heartbeat of Campus and featured games, giveaways, food sampling, resource sharing, and more. The theme for the 2023 Open House was Winter Wonderland.



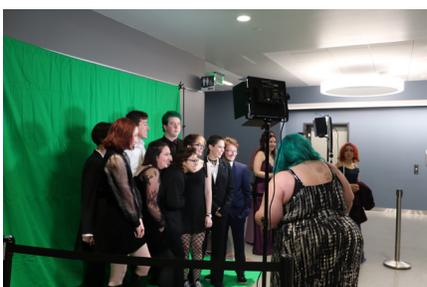
MONTE'S MUSIC (FALL/SPRING)

The Otter Student Union built off of the previous year's successful launch of the Monte's Music program, and continued with offering a mid-week performance series for the campus community that spotlights CSUMB student and staff musicians and artists with small intimate-style performances. Over the course of the year, the OSU in partnership with Otter Media offered Monte's Music: Otter Spotlight featuring 6 different artists including 5 student artists and 1 professional staff artist in the 2nd floor lounge near Starbucks as well as a student band on the OSU Main Quad Plaza, as part of the new Otter Thursday programming.



WINTER FORMAL BALL (SPRING)

The OSU worked alongside AS, SELD, First Year Experience, and Recreation to bring a new annual tradition to our CSUMB students, the Winter Formal Ball. Students were encouraged to come in their best dressed formal attire to dance the night away, make use of OSU's new photo booth, and get a caricature drawing done. We had 600 students in attendance for this winter wonderland, many of whom missed out on their own high school winter dance due to the pandemic and appreciated the opportunity to get dressed up for a night of fun with their friends.



OTTER THURSDAYS (SPRING)

In an effort to build spirit, pride and tradition, the OSU served as organizer and host for the new Otter Thursday initiative inviting the CSUMB community to showcase their CSUMB spirit by wearing CSUMB colors and gear every Thursday. The OSU team took the lead in organizing the weekly activities that included organizations and departments from all over campus as well as Otter Athletics. Activities included face painting, crafts, lawn games, and a photo booth



OTTERLANDS/EARTHFEST (SPRING)

Associated Students, Otter Media, and the Otter Student Union partnered together once again to host CSUMB's largest concert of the year, Otterlands, on April 21, 2023. This year's event was preceded by "EarthFest", a day-long celebration of Earth Day that included sustainability related resources and crafts, live music, and giveaways. Over 700 students attended the Otterlands concert in the OSU Ballroom featuring DJ Sardine, Flaco el Jandro, and headliner P-Lo.



NEW STUDENT ORIENTATION AT THE OSU (SUMMER)

All incoming Otters participated in the New Student Orientation and Transfer Student Orientation events presented by First Year Experience and the Office of Student Life. The Otter Student Union served as the initial host venue for these events welcoming new Otters to the CSUMB campus. This included the hosting of the University Welcome/Closing, student panels, and CSUMB resources presentations. We are proud to be the host venue for these important experiences.

MOVIE SERIES (SUMMER/FALL/SPRING)

Movie nights continued to be a popular activity for students during the calendar year. After offering the final two summer 2022 films (“Fantastic Beasts: The Secrets of Dumbledore” and “The Bad Guys”), the OSU offered “Black Panther” during Welcome Back Week, partnered with Student Housing and Residential Life for a screening of “Black Panther Wakanda Forever” in February as part of Black Hxstory Month, and “Cruella” in March. In partnership with Student Life, the summer movie series was offered again on the OSU Inter-Garrison plaza with a film screening of “The Super Mario Bros. Movie” that was opened to the local community as well.



SUMMARY

For 2022-2023, the MarComm Team included one professional staff member, two graphic design student assistants, two social media student assistants, and two photo/video production student assistants. This diversified team contributed towards creating new content for the Otter Student Union and Otter Cross Cultural Center as well as adapting annual events and programming into hybrid and in-person modes as the CSUMB campus continued their in-person status.

During the past school year, the MarComm Team embarked on a transformative journey. Both the OSU and OC3 underwent a rebranding process, adopting new service marks, colors, and fonts from University Communications. This refreshing update extended to all our materials, invigorating our presence. Even Mini Monte was later presented with an updated OSU hoodie.

Our outreach efforts continued to expand, encompassing event coverage, photo/video documentation, and amplified social media engagement. We masterfully handled 82 marketing submissions, ensuring our messages resonated effectively. With 185 digital display requests fulfilled, our dynamic visuals caught eyes throughout the campus.

Innovations were abundant, as evidenced by our venture into the world of interactive photo booths. Sporting green screens, this creative endeavor made its mark at 15 events during the spring semester. Our Marketing & Design Specialist's expertise shone through four presentations and workshops, enlightening CSUMB departments on marketing and design strategies.

Our persistence was evident in the timely delivery of Affinity Celebration materials, despite tight deadlines. Additionally, our MarComm team's entry in the 2022 ACUI Steal This Idea Competition garnered an honorable mention for our updated OSU Floor Maps. We continued to make a presence with our new video intro and outros, making use of the new OSU service marks.

In the realm of social media, we focused on elevating our platforms, with special emphasis on Instagram. With the addition of Social Champ, a content scheduling program, it became easier on our team to post engaging and informative content. This became key as the OSU social media student unfortunately had to vacate the position during the spring semester and having two separate OC3 student coordinators manage the social media platforms each semester, this allowed our team to continue posting on social media on a regular basis. For other aspects of the team, we adopted Trello to better manage projects for both graphic design and photo/video student assistants. This alleviated a lot of prior issues by having everything in a centralized place and allowing others to easily see what stage a project was in.

Being back in-person revitalized us, fostering connections within our team and the larger CSUMB community. We embraced challenges, emerging as a more dynamic, adaptable team. With an eye on the future, we're eager to seize new opportunities in the coming year.

OSU AND OC3 REBRANDED SERVICE MARKS

Before the beginning of the fall semester, University Communications began a rebranding process for many student affairs departments, including a rebrand of their logos. Below are the original OSU and OC3 logos and the new service marks provided to us after we were able to provide feedback during the rebrand process.

Original OSU and OC3 logos.

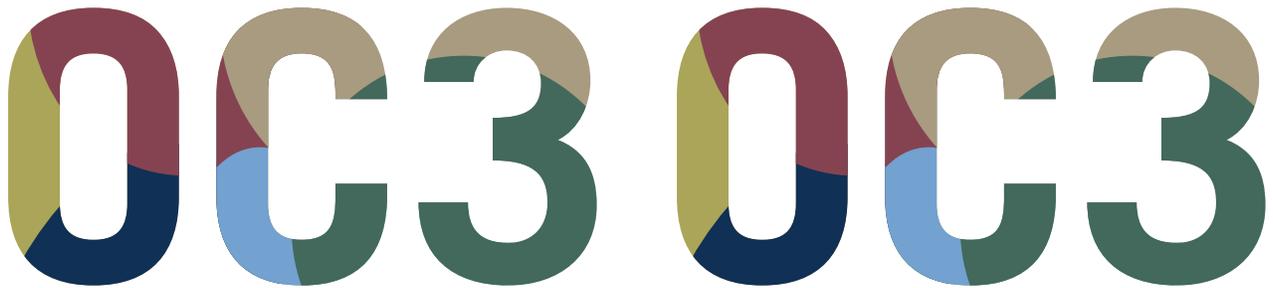


**OTTER STUDENT
UNION**
CSU MONTEREY BAY



OTTER CROSS CULTURAL CENTER
OTTER STUDENT UNION @ CSU MONTEREY BAY

Rebranded OSU and OC3 service marks.



OTTER CROSS CULTURAL CENTER

GRAPHIC DESIGN SAMPLE PROJECTS COMPLETED BY STUDENT STAFF

NATIVE AMERICAN VOICES
A CONVERSATION ON IDENTITY & SOVEREIGNTY
A conversation on what it means to identify as indigenous or Native American and what that entails both culturally and for tribal laws.

WITH DR. MELISSA LEAL

WEDNESDAY
NOVEMBER 16TH
12:00PM-1:30PM
OSU ROOM 310

<https://csumb.edu/oc3/nativevoices>

For disability accommodations and more info regarding this event please contact jatamayo@csumb.edu

Eid al-Fitr

Experience Eid, the vibrant Muslim holiday celebration of the end of Ramadan, and connect with other students from diverse backgrounds with an afternoon of traditional food and community building.

SUNDAY
APRIL 23RD
4PM-6PM
OSU BALLROOM

Register now & come celebrate with us!
csumb.edu/oc3/eid

SOUTH ASIAN ASSOCIATION OC3

OC3 NAVIGATING ACADEMIA
AS A FIRST GENERATION

Engage in dialogue and discover the resources on our campus that support first-generation students.

September 28th, from 3-4:30pm
csumb.edu/oc3/academia

OSU Study Rooms

Looking for extra space to study for finals?

The OSU will have Rooms 211 and 311 as additional Study Rooms for the week of Dec. 11th - Dec. 16th.

Head on over to the Info Desk to learn more and reserve one of our spaces!

OTTER STUDENT UNION

VETERANS DAY CEREMONY

CSU MONTEREY BAY
THURSDAY, NOV. 10TH • 9AM - 10AM
AT THE OSU MAIN QUAD PLAZA

Join CSUMB Veteran Services and the Otter Student Union for a Veterans Day celebration to honor all who have served in the U.S. Armed Forces. The ceremony will include a welcome, short remarks, and a presentation of colors followed by a reception in the OSU lobby. For additional details or questions please contact admin@otterstudentunion.org.

REGISTER NOW

WOW FEST

A CELEBRATION OF WOMXN
World of Womxn Festival

Take a trip to the World of Womxn; an unforgettable, live experience. With musical performances from a variety of womxn musicians, WOW Fest will give you the out-of-this-world adventure that you deserve.

March 17
6pm-9pm OSU Ballroom

In-person Registration: bit.ly/WOWFest2023
WOW Fest Livestream: bit.ly/WOWfest23Livestream

For disability accommodations and more info regarding this event, please contact oc3@csumb.edu

Centering Narratives ^{API}
in the Multiverse

Everything Everywhere All At Once
April 12th at 7pm

Movie Dialogue
May 3rd at 2pm

Turning Red
April 26th at 7pm

Join us for the next three weeks as we screen films centered on the API diasporic experience and host a dialogue session about API mental health.

Sponsored by the OC3, ORL, and PGCC
Visit csumb.edu/oc3/api-multiverse

OSU Student Holiday Celebration

Join in the festivities with our special OSU Student Holiday Celebration where we celebrate YOU!

Friday Dec. 9th
12pm to 3pm

At the OSU office workspace!

Our holiday cheer includes hot chocolate, cookie decorating, music, and special gifts for all our wonderful student employees! We will also be celebrating our students that are graduating this semester.

Welcome Back Week
MONDAY MOVIE NIGHT

OSU BALLROOM
JANUARY 23
7:30PM

Come enjoy a movie with your friends. Popcorn and refreshments will be provided. Featured movie: Black Panther

Please RSVP in advance on MyRaft

FACEBOOK SOCIAL MEDIA ANALYSIS

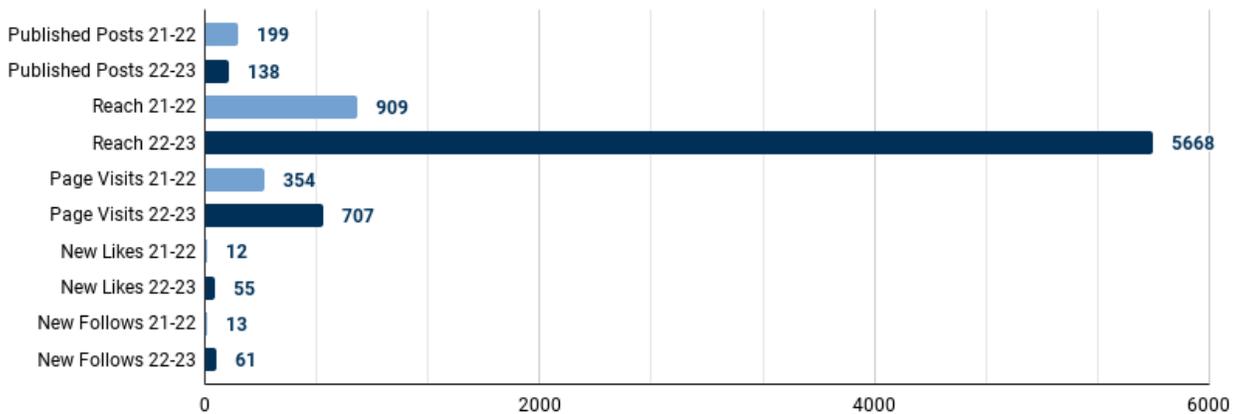
The 2022-2023 year saw an increase in the average daily reach and followers on the OSU and OC3 Facebook accounts compared to the previous year, even though we were not posting as often. This was more true during the fall semester than the spring semester. However, we didn't see much engagement with our posts on Facebook. This is in part due to the fact that the majority of our target audience, students aged 18-24 especially, either do not use or even have a Facebook account and instead are on Instagram. With OSU and OC3 events being hosted on MyRaft as well, there was also less of a need to create events on Facebook unless it was open to the public.

The plan for 2023-2024 is to increase our likes on Facebook by using better targeted and varied content that speaks to the audience members who do use this social media platform. Engaging with our followers will help build stronger bonds and relationships with them and also their followers too.

ANALYTICS WITH COMPARISONS TO 2021-2022

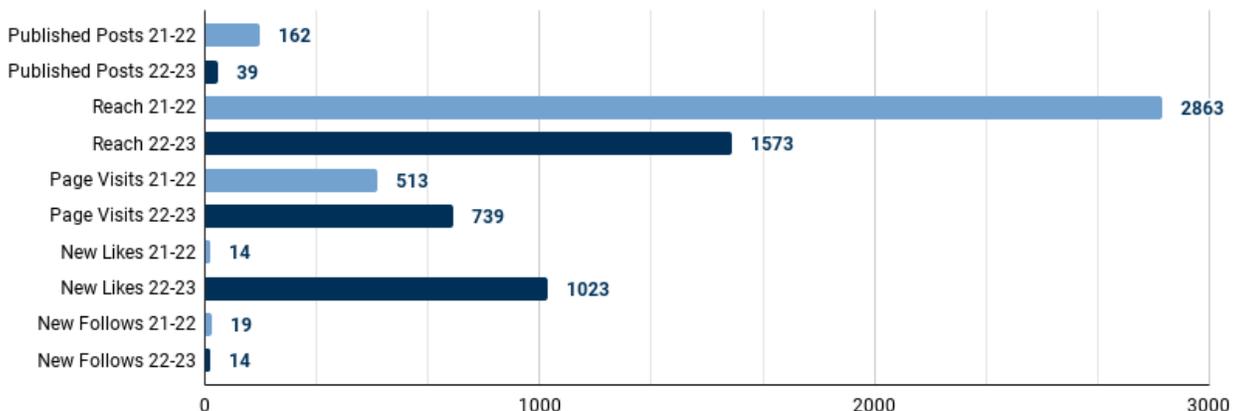
OSU Facebook - Fall Semester

July 1st - December 31st



OSU Facebook - Spring Semester

January 1st - June 30th

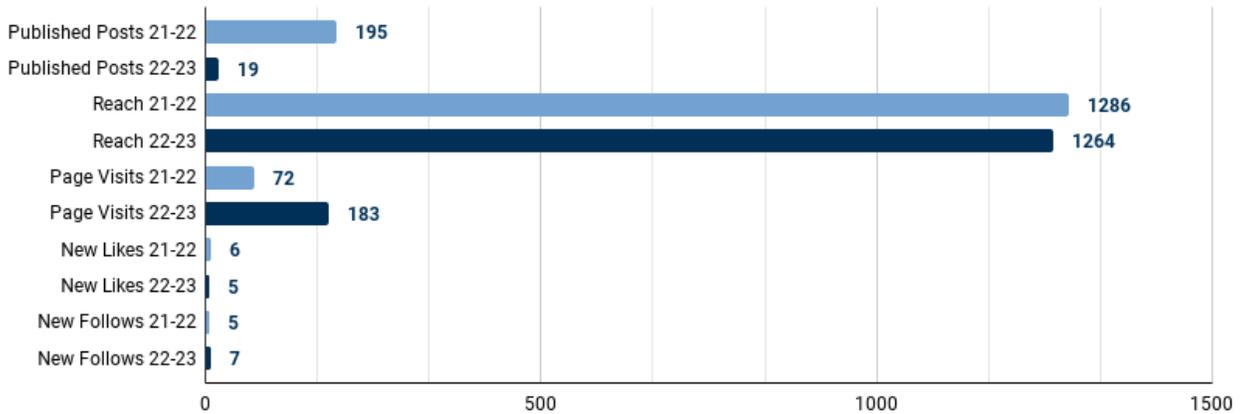




During the fall semester, new sign holders were added in the OSU to help promote upcoming events. (Left) A 22x28 poster case advertising our Monte's Music series on 2nd Floor. (Right) A series of 8.5x11 holders in the OSU Office.

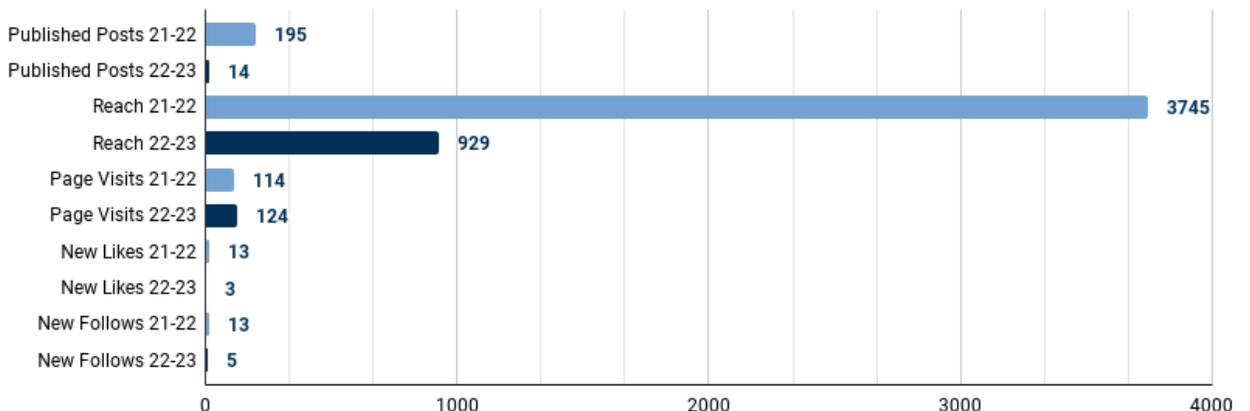
OC3 Facebook - Fall Semester

July 1st - December 31st



OC3 Facebook - Spring Semester

January 1st - June 30th



FACEBOOK TOP PERFORMING POSTS - OSU

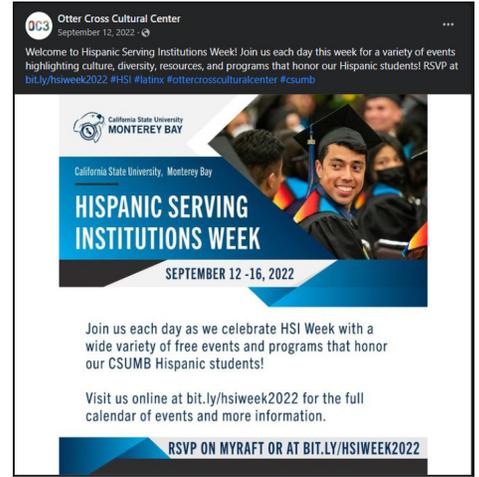
JULY - DECEMBER



*OC3 Halloween Costumes Reshare
Reach: 82; Likes: 0; Reshares: 0*

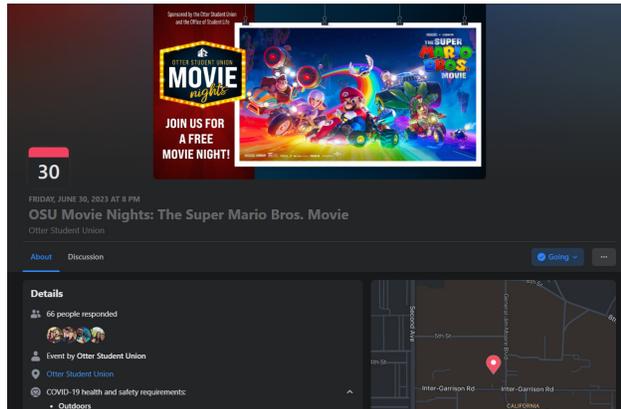


*Get Ready With Me: Drag Queen Edition
with Tori Tia Reshare
Reach: 59; Likes: 1; Reshares: 0*

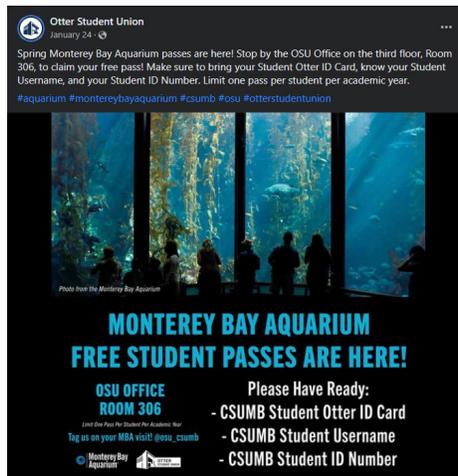


*HSI Week Reshare
Reach: 56; Likes: 2; Reshares: 1*

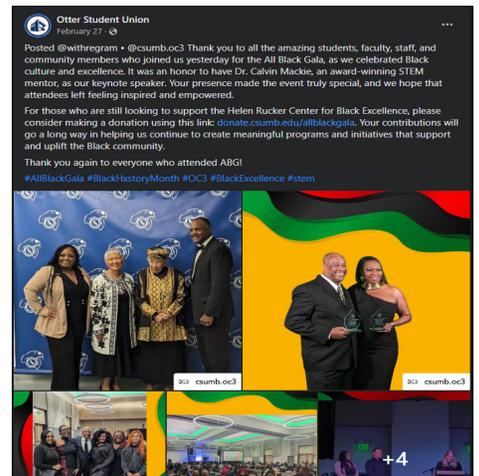
JANUARY - JULY



*Super Mario Bros. Movie Event
Reach: 2,357; Likes: 0; Reshares: 0*



*Spring Monterey Bay Aquarium Passes are Here
Reach: 164; Likes: 3; Reshares: 0*



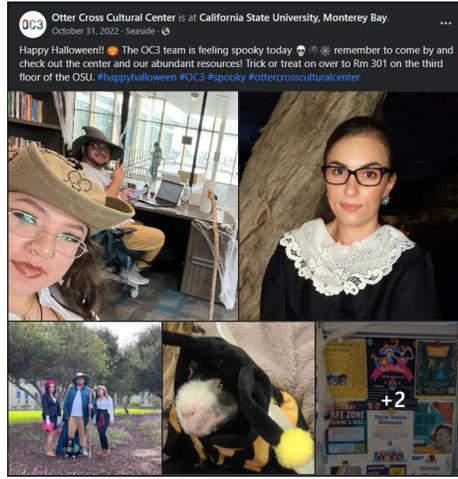
*All Black Gala Recap and Thank You Repost
Reach: 153; Likes: 4; Reshares: 0*

FACEBOOK TOP PERFORMING POSTS - OC3

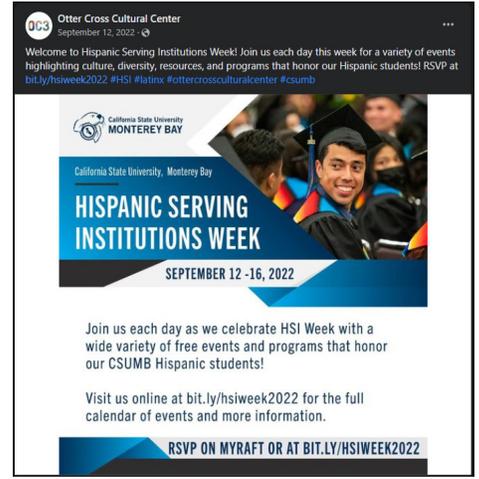
JULY - DECEMBER



*Get Ready With Me: Drag Queen Edition
Reach: 241; Likes: 1; Reshares: 0*



*OC3 Halloween Costumes
Reach: 82; Likes: 0; Reshares: 0*



*HSI Week
Reach: 56; Likes: 2; Reshares: 1*

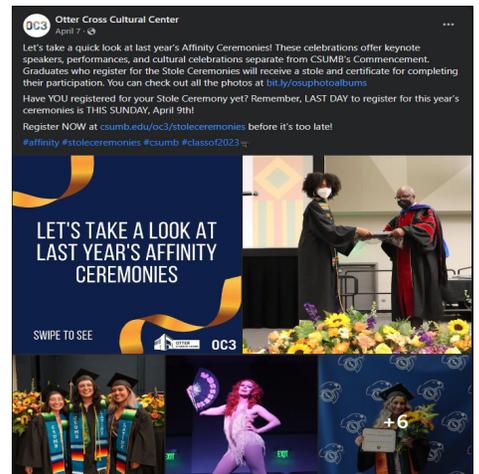
JANUARY - JULY



*Lunar New Year Event
Reach: 1,682; Likes: 0; Reshares: 0*



*Black Queens' Week Repost
Reach: 76; Likes: 0; Reshares: 0*



*'22 Affinity Ceremony Recap & '23 Apps
Reach: 67; Likes: 0; Reshares: 0*

INSTAGRAM SOCIAL MEDIA ANALYSIS

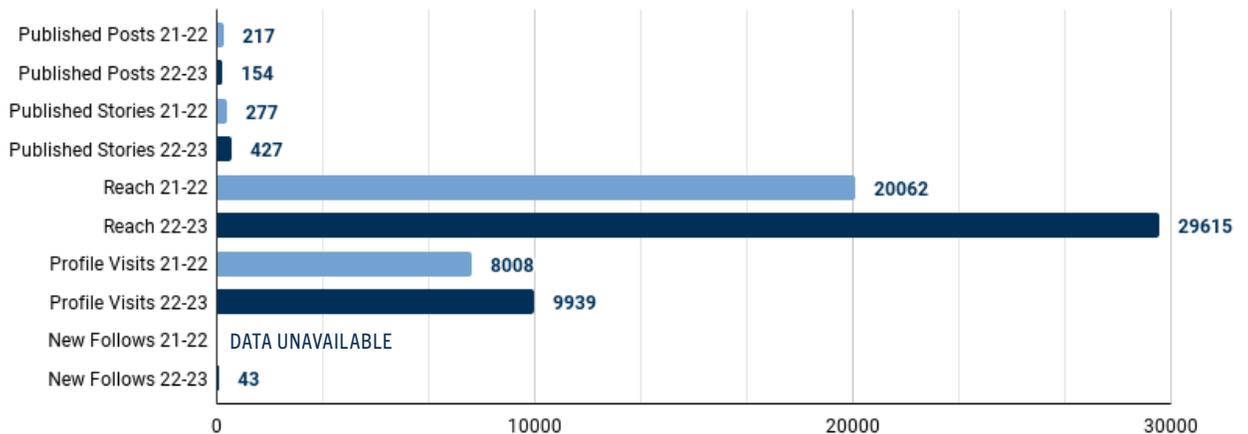
The Instagram accounts for the OSU and OC3 shows that this is where we are reaching the majority of CSUMB students rather than other social media platforms such as Facebook and Twitter. We see this in the steady increase of new followers for both accounts. As seen in the analysis below, majority of our followers are females between the ages of 18 and 34. We've also been seeing more interactions as it's easier for individuals and other campus groups and departments to easily tag the OSU and OC3 in their posts. One thing that we have noticed is that our posts that include videos tend to do better than ones with just photos. Of posts that include photos, ones that highlighted both our professional and student staff were more successful.

It is a point of pride that throughout the year, the OSU was continuously complimented on how well we manage our Instagram account by other CSUMB departments and staff. Several CSUMB accounts also used the various OSU gifs on their own content when posting stories.

ANALYTICS WITH COMPARISONS TO 2021-2022

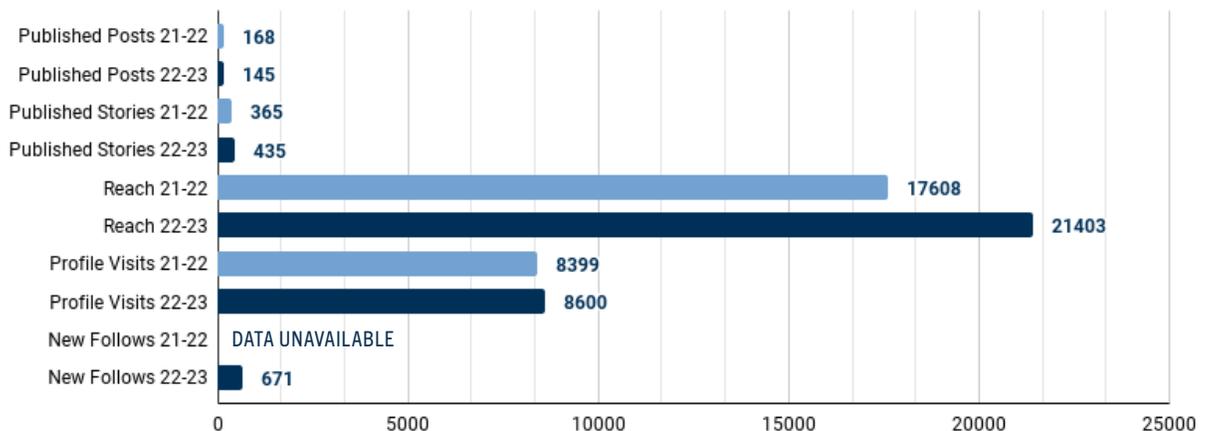
OSU Instagram - Fall Semester

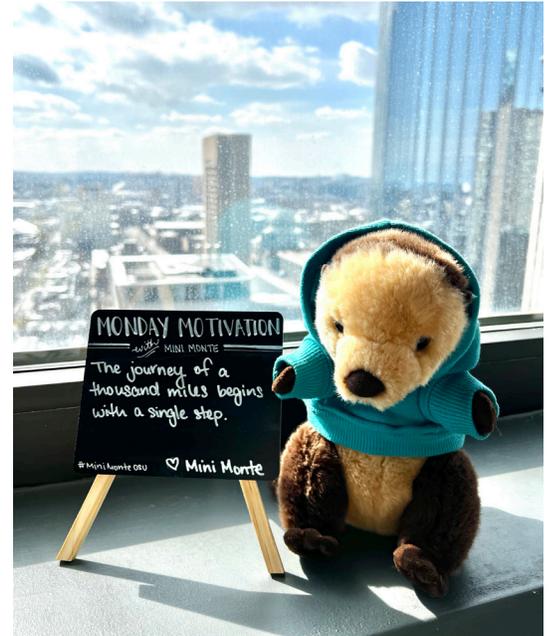
July 1st - December 31st



OSU Instagram - Spring Semester

January 1st - June 30th

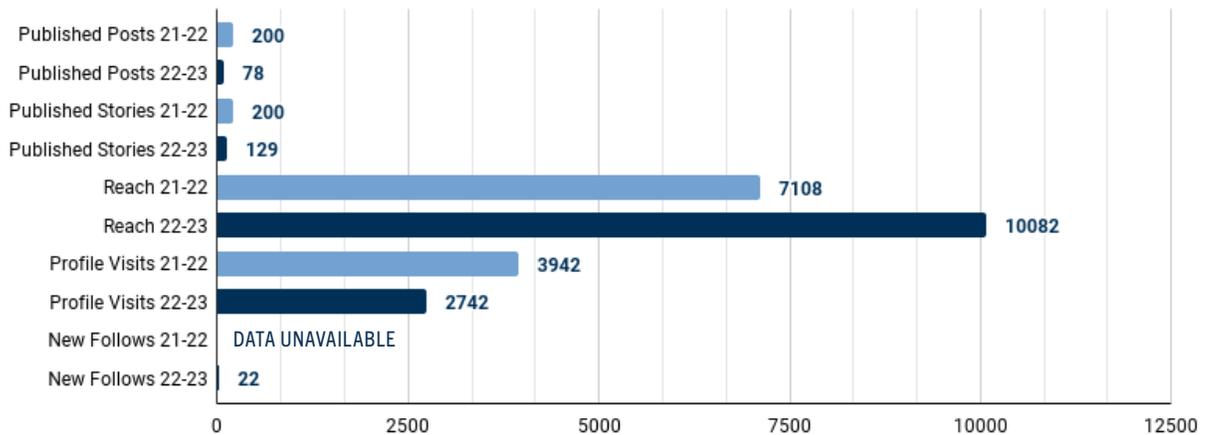




Our weekly “Monday Motivation with Mini Monte” series continued during the 2022-2023 year. This even included Mini Monte bringing a special message all the way from the 2023 Annual ACUI Conference in Boston, MA (Right).

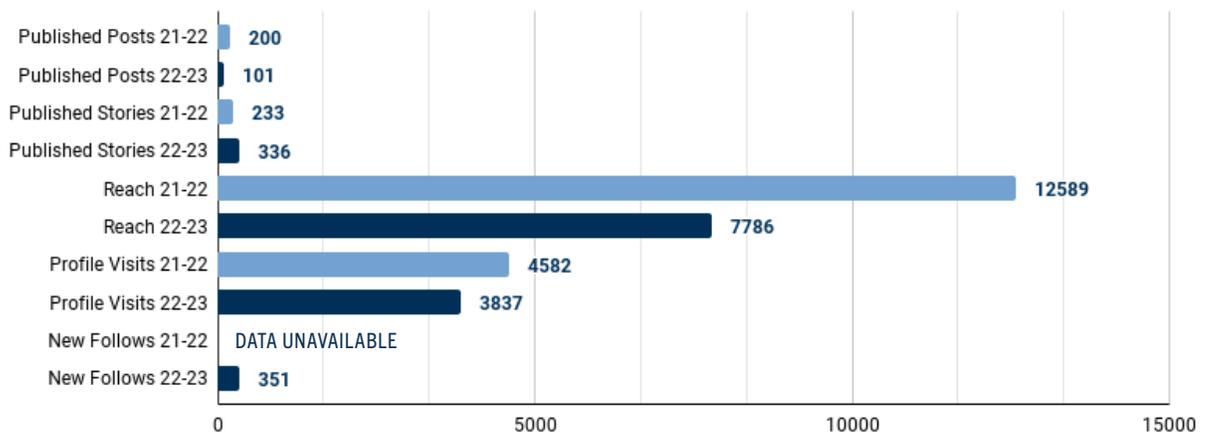
OC3 Instagram - Fall Semester

July 1st - December 31st



OC3 Instagram - Spring Semester

January 1st - June 30th



INSTAGRAM TOP PERFORMING POSTS - OSU

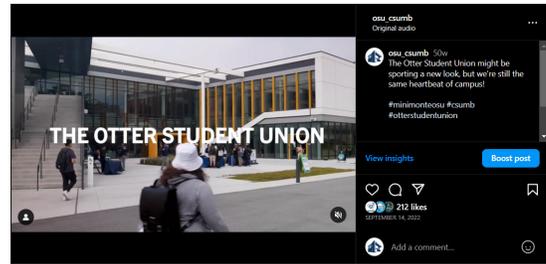
JULY - DECEMBER



*Monte's Music with Luv Ela
Reach: 14,161; Likes: 75; Reshares: 5*



*Fall Monterey Bay Aquarium Passes Are Here
Reach: 4,291; Likes: 540; Reshares: 374*



*New OSU Service Mark Reveal Video
Reach: 3,907; Likes: 212; Reshares: 9*

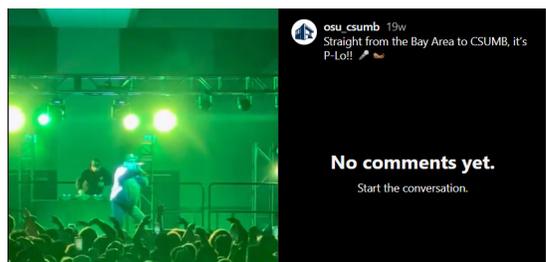
JANUARY - JUNE



*Monterey Bay Aquarium Otter Repost
Reach: 6,823; Likes: 602; Reshares: 30*



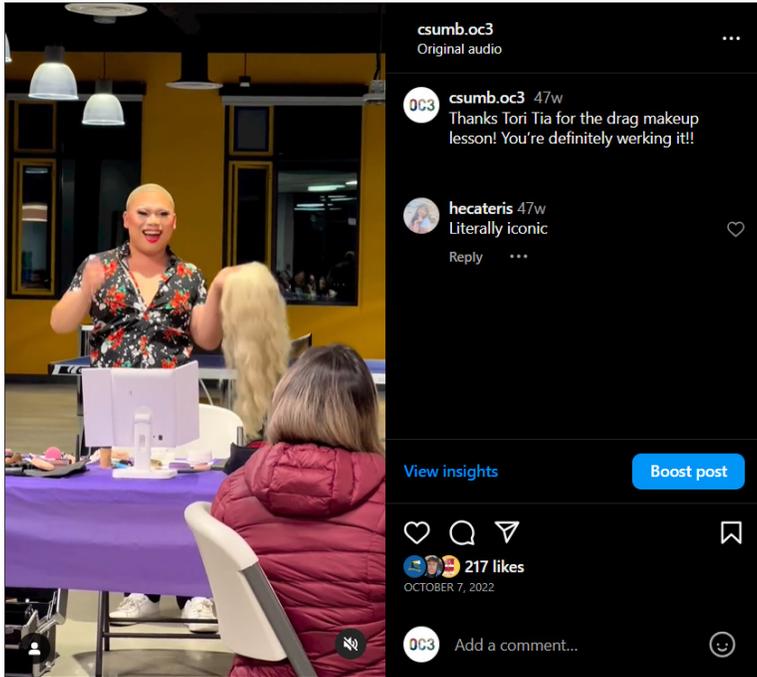
*Spring Monterey Bay Aquarium Passes Are Here
Reach: 3,969; Likes: 334; Reshares: 157*



*Otterlands Live Video Featuring P-Lo
Reach: 3,543; Likes: 178; Reshares: 25*

INSTAGRAM TOP PERFORMING POSTS - OC3

JULY - DECEMBER



Get Ready With Me: Drag Queen Edition
Reach: 4,704; Likes: 217; Reshares: 1



My Culture Is Not Your Costume
Reach: 1,499; Likes: 204; Reshares: 89



Werk Witch Audition/Throwback
Reach: 1,450; Likes: 248; Reshares: 88

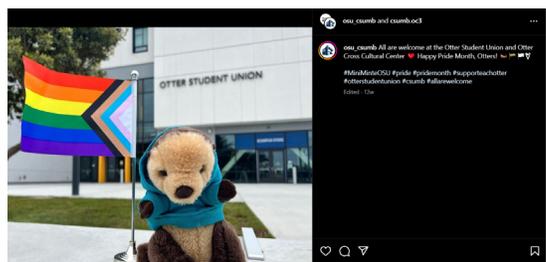
JANUARY - JUNE



Affinity Ceremony Volunteers Needed
Reach: 1,657; Likes: 127; Reshares: 14



ACFA's Alma y Tradición at the 2023 Chicana/Latinx AC
Reach: 1,501; Likes: 152; Reshares: 7



Happy Pride Month/All Are Welcome
Reach: 1,444; Likes: 167; Reshares: 19

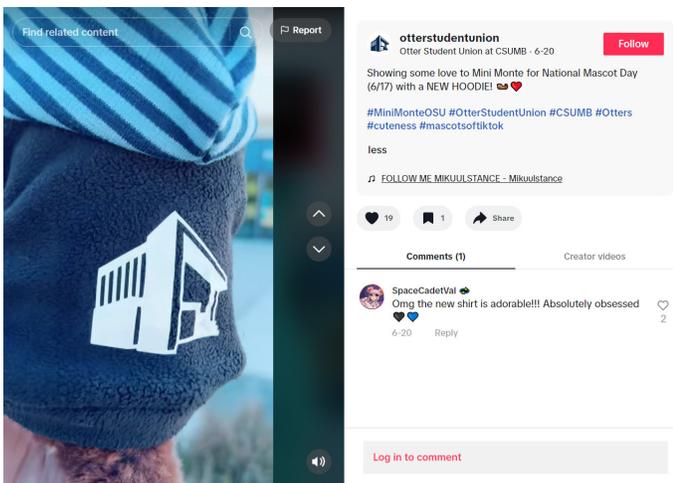
TIKTOK SOCIAL MEDIA ANALYSIS

This past year presented challenges in creating content for TikTok, primarily due to scheduling. As a result, creating and posting to TikTok was set aside to allow more time to be devoted to Instagram, where majority of our traffic is.

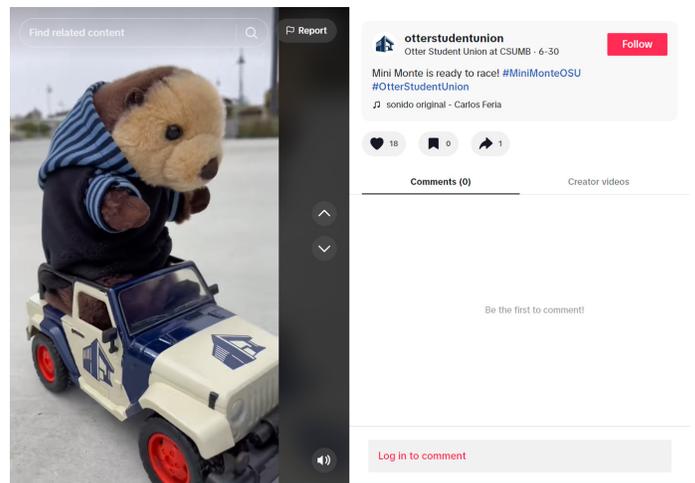
As of June 30, 2023 the OSU has 1,867 followers and 22,000 likes, and the OC3 has 40 followers and 19 likes. This is partly due to the fact that content being posted this past year was done so solely on the OSU account and usually by the Marketing & Design Specialist alone since the OSU Social Media Student Assistant unfortunately had to resign their role in early January.

Moving forward, it is important to regularly create and schedule content to boost views and followers for both accounts. This includes scheduling regular planning and filming sessions for both the OSU and OC3, even bringing in other student assistants to help.

TOP PERFORMING POSTS



*Celebrating National Mascot Day by presenting Mini Monte with a newly rebranded OSU hoodie
Viewers: 354; Plays: 401; Likes: 19; Reshares: 1*



*Mini Monte taking out his new branded RC car for a lap around the OSU while promoting the Super Mario Bros. Movie screening
Viewers: 298; Plays: 324; Likes: 18; Reshares: 2*

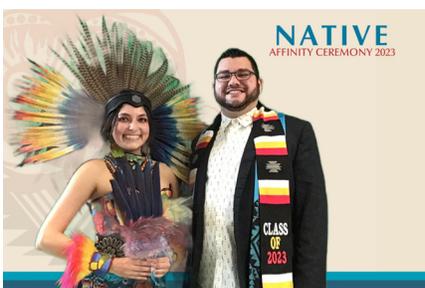
TWITTER/X SOCIAL MEDIA ANALYSIS

Due to the MarComm staffing restrictions and scheduling conflicts during the 2022-2023 year, less priority was given to Twitter when it came to creating and posting content in favor of Instagram. Majority of our main audience demographic do not either use or have a Twitter account as well.

As of June 30, 2023 the OSU has 464 followers and the OC3 has 254 followers. With the recent changes made at Twitter, now being called “X,” the future looks uncertain for this platform. The OSU and OC3 will continue to have their respective Twitter accounts for now, however it will continue serving as a low-priority platform for us.

NEW OFFERING - PHOTO BOOTH

At the beginning of the spring semester, the OSU began the process of acquiring and setting up a green screen photo booth at select OSU and OC3 events, including two paid services for the Athletics Annual Banquet and the Pride Club's Queer Enchanted Prom as a way to test our systems. In total, the MarComm team setup and operated the photo booth at 15 events, and we are projecting more events in the coming school year with pricing and setup being finalized.



PHOTO/VIDEO PRODUCTION

As we continued into our second year being in-person, it was imperative that our team continued in capturing the various OSU and OC3 events and general happenings around and in our building in both photo and video. Our team successfully reorganized our existing stock photography folders at the beginning of the fall semester, and continued to maintain organized files for the numerous events we covered throughout the year.

A key component this year was also in how the OSU introduced its new service mark, which was solved by creating a video to assure others that we were still the same heartbeat of campus. This also included creating an outro with the new OSU service mark to use at the end of all of our videos. Over the course of the academic year, we were instrumental in photographing at over 65 events and creating various video projects. Many of the projects completed this year included collaborating with other team members and/or other departments to ensure project success.

PHOTO/VIDEO PRODUCTION PROJECTS

A sampling of some of the video projects completed during 2022-2023:

- **OSU's Got a New Look!** - Introduction video to our new branding but letting the CSUMB community know we are still the same heartbeat, just a new look
- **OSU Video Intro/Outro** - Mini clips to include before/after our various videos for a more professional look and feel
- **Mini Monte's Halloween Adventure** - Small feature film showcasing Mini Monte in his witchy glory during the Halloween season
- **Otterlands** - Various promo videos featuring Monte Rey, Flaco el Jandro, and P-Lo to highlight the individual performers and get folks interested in Otterlands
- **Otter Thursday Recap** - Highlights from our numerous Otter Thursday Pep Rallies
- **2022-2023 OSU Recap** - Our End of Year highlight video of the various events and happenings this past year
- **Updated OSU Welcome** - Our previous video was from 2021 and needed to be updated
- **Updated OSU Sustainability** - Our previous video was from 2021 and needed to be updated as we made great strides in our sustainability efforts
- **Updated OSU Values** - Our previous video was from 2021 and needed to be updated
- **Late Night 2023 Promo Video** - Using footage from the 2022 Late Night with OSU to use during the 2023 summer to excite students into registering and attending in fall 2023



Not only did the MarComm team take photos of event participants, but we also prioritized taking photos of our pro and student staff. Here they are at one of our Otter Thursday events.

VIDEO PRODUCTION SAMPLES



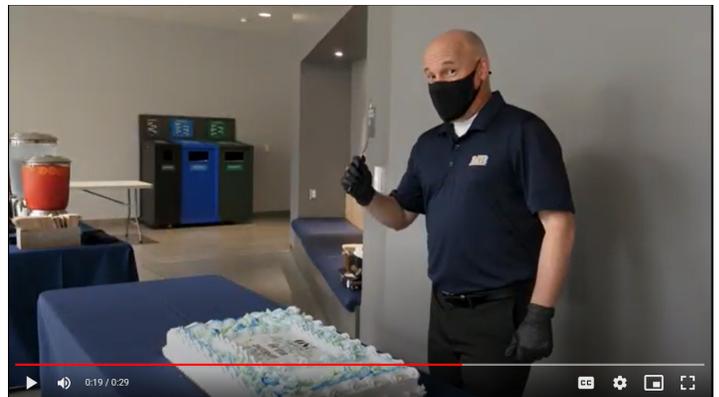
Our new Intro video features an animated Mini Monte that gets larger and drops his hood.



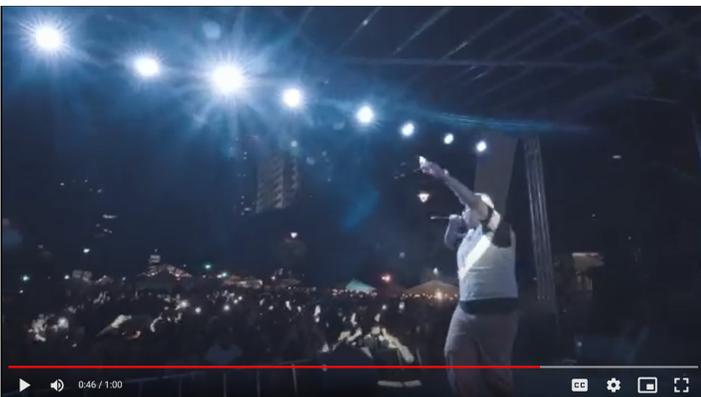
Our new outro video features our OSU service mark, which pops up and moves over, revealing its other half and text that reads, "The Hearbeat of Campus."



Mini Monte's Halloween Adventure where he tries to stir up some magic, but runs into some issues.



Part of our "OSU's New Look" video where we also recapped several events from the previous year, including our anniversary of having the building open.



One of several promo videos made for Otterlands in collaboration with AS using provided footage for Flaco el Jandro and P-Lo.



2023 Late Night with OSU promo video using footage from this past year's event.

ACUI RENOVATION & CONSTRUCTION ISSUE OF THE BULLETIN (2022)

In August 2022, the Otter Student Union was featured in the Association of College Unions International, Renovation & Construction issue of the Bulletin, the association's publication. The article included information on the construction, sustainable features, and overall design of the facility.



The 2022 edition of *The Bulletin's* annual Renovation & Construction issue reflects, for the second straight year, student union and student activities projects that succeeded despite the challenges faced by the ongoing COVID-19 pandemic. Enjoy a peek at these projects that ranged in cost from under \$1 million to more than of \$90 million.

CALIFORNIA STATE UNIVERSITY-MONTEREY BAY OTTER STUDENT UNION MONTEREY BAY, CALIFORNIA CONTINUED ON NEXT PAGE




CALIFORNIA STATE UNIVERSITY-MONTEREY BAY OTTER STUDENT UNION
MONTEREY BAY, CALIFORNIA

NEW CONSTRUCTION

SUBMITTED BY: JEFF PRINCEL, DIRECTOR, OTTER STUDENT UNION
CAMPUS TYPE: FOUR-YEAR, PUBLIC
FULL-TIME ENROLLMENT: 6,500
PROJECT BROKE RECORD: APRIL 2016
PROJECT COMPLETED: AUGUST 2022
TOTAL AREA: 70,000 SQ. FT.
FLOOR: 1
PROJECT COST: \$55 MILLION
ARCHITECTS: HGA - SAN JOSE, CALIFORNIA; BRALSFORD & DUNLAVEY, SAN FRANCISCO

As you make your way through the new Otter Student Union it is not long before you realize the new building and its amenities are deeply tied to both the campus at California State University-Monterey Bay and the Salinas Valley community that surrounds it. One of the most productive agricultural regions of California, it makes sense that the conference rooms on the second and third floors are aptly named after the most well-known local crops, like grapes, strawberries, and artichokes.

Newcomers might wonder why the student games room is called the Rookery, but then you'd be admitting you're not up on the

school mascot, the sea otter, since a rookery is what the Monterey Bay kelp forests are called in which otters hangout. This Rookery at the union, while helpful, is full of attractions like table tennis, pool tables, video games, and even Dance Dance Revolution, the interactive movement game that pioneered rhythm and dance genre video games.

The center represents a substantial commitment from the student body, which agreed in 2014 to build a new student union through a \$350-a-semester student law. At the time, they recognized that having student organizations and meeting rooms in one building and a university center with traditional union amenities in another was just not ideal. There are limited off-campus housing options around the campus so a high on-campus residency rate served as another impetus for creating a single space with a wide range of amenities and services.

Now under one roof, there is lounge space, dining, recreation, student organizations, meditation space, a campus store and a convenience store, gender-neutral restrooms, a nursing space, and a coffee shop. There is an inviting outdoor terrace, a new spacious lobby with an information desk, and a banquet hall of a 6,000-square-foot ballroom that seats 600 or has space for 900 standing guests. That space is available for both campus and community events and is a revenue stream opportunity.

Now in the process of receiving a LEED Gold certification, the building is unique with a U-shaped footprint that promotes cross-ventilation, and the slab's terraces allowed for two ground floor entrances, but at two different levels.



NEW FACILITIES

- BALLROOM: 6,000 SQ. FT.
- DINING SERVICES (FOUR RETAIL LOCATIONS): 17,798 SQ. FT.
- GALES ROOM (ROOFTOP): 3,051 SQ. FT.
- CAMPUS STORE: 4,113 SQ. FT.
- STUDY ROOMS: 5,000 SQ. FT.
- BAYVIEW TERRACE (OUTDOORS): 3,070 SQ. FT.
- MEET/STATION ROOM: 452 SQ. FT.
- NURSING ROOM: 99 SQ. FT.





THE BULLETIN • 2022 RENOVATION & CONSTRUCTION SHOWCASE • ACUI

THE BULLETIN • 2022 RENOVATION & CONSTRUCTION SHOWCASE • ACUI

SUMMARY

The OSU A/V Technical Services team continued to provide audio-visual equipment and staffing to help support events in the Otter Student Union and on CSUMB's campus. Our trained professional and student staff members worked to set up and operate large-scale productions for events such as concerts and meetings, providing services in audio, video, lighting, live streaming, and video recording. The OSU A/V Technical Services is led by our A/V Technical Services Coordinator, and 3-4 A/V Tech student assistants.

Over the past year, the OSU A/V Tech team has been a driving force behind numerous successful events and initiatives, showcasing their expertise and dedication. Their contributions spanned a diverse range of activities, highlighting their versatility and commitment to enhancing the university's audiovisual experiences. The team helped orchestrate the captivating Otterlands Spring Concert featuring P-lo, by seamlessly integrating audio and visual elements to create an unforgettable musical experience. The OSU A/V Team provided an outstanding livestream audio for the Investiture at the World Theater and assisting in the 2023 Commencement at the Salians Center, expanded their repertoire of venues. Their pivotal role also extended to the UC Ballroom, where their meticulous A/V support ensured the seamless execution of events, setting the stage for impactful presentations and gatherings.



Providing a separate audio Mixdown for the livestream for the Investiture at the World Theater.

Furthermore, the OSU A/V Tech team played an integral part in fostering a sense of community through their involvement in nine Affinity Celebrations. By providing consistent and reliable A/V assistance, they facilitated meaningful connections and shared experiences among students and attendees. The team's proficiency was also evident at the Athletics Banquet held in the prestigious OSU Ballroom, where their audio and lighting expertise contributed to the event's grandeur and success. Beyond traditional event support, the team embraced innovation by collaborating with Otter Media on the production of a dynamic gameshow film shoot, showcasing their adaptability in diverse media projects.

Moreover, the team initiated the groundbreaking tradition of Otter Thursdays, curating local music experiences and broadcasting live interviews in collaboration with Otter Media. This innovative endeavor not only showcased their technical prowess but also highlighted their dedication to promoting local talent and fostering engagement. The team's accomplishments extended to more sophisticated setups as well, as they provided audio and lighting reinforcement for the inaugural TEDx event on campus, underscoring their ability to elevate the university's intellectual discourse. With the acquisition of new crank-up towers for flying PA and lighting truss, the team showcased their commitment to staying at the forefront of A/V technology. Additionally, their proficiency in video livestream productions added another layer to their capabilities, ensuring that a wider audience could participate in and enjoy the events they supported. Overall, the OSU A/V Tech team's efforts over the past year exemplify their unwavering dedication to enriching campus life through cutting-edge audiovisual experiences.



OSU and Otter Media Collaborating together at Otter Thursdays, this was May the 4th be with you, Otter Thursday.



Providing AV support for events at the UC Ballroom.



Two new Lifts for PA and lighting truss.

SUMMARY

The Otter Student Union Operations continues to help provide a high level of service to students and staff. The OSU continues to serve as the primary gathering center and event space for student organizations. The Operations team provides direct support and management of the day-to-day operations, activities, maintenance and custodial needs of the facility and grounds. The team helps steward the student experience by providing exceptional customer service, facility improvements and enhancements, and seamless operations.

The Otter Student Union worked collaboratively with the CSUMB Facilities Management Department, Campus Planning, University Corporation, University Affairs/Ceremonies/Events, and Campus Risk to manage the facility maintenance and repair as well as plan various events and activities in the facility.

This year, the OSU Operations team purchased the AllSeated Diagram software to assist with the spacing and layouts of the different meetings and events held throughout the year. This purchase has assisted the OSU staff and event requesters to visualize their events and ensure efficiency in room setups. In addition, to ensure transparency for our pricing for meeting spaces and services, the OSU Operations team worked closely with the OSU Marketing team to create OSU Room Rate and A/V Rate sheets for easier access to event requesters.



(Top) Several Ops student assistants enjoying themselves during the OSU's Holiday Party. (Bottom Left) An Ops student assistant showing off their Otter pride during Otter Thursday. (Bottom Right) An Ops student assistant posing to help promote available job positions on the team.

WASTE AUDIT

In collaboration with the Office of Sustainability, the Otter Student Union participated in a waste audit. This was an opportunity to get a better understanding of the waste being generated in our facility, and help determine what strategies can be implemented for our aversion and diversion efforts. All of this helps us in our work toward one of our core sustainability goals of diverting 90% of waste from the landfill.

LEED SILVER CERTIFICATION & AWARDS

In April 2023, the OSU received notification of its LEED Silver Certification for new construction. The foundation of the CSU rests on the social, economic, and environmental pillars that represent the broader scope of sustainability. The Otter Student Union construction project supported this goal with contributions in water use reduction, community connectivity, on-site renewable energy, construction waste management, increased ventilation and maximized

open space. This project exemplifies the CSU mission to provide a high-quality and affordable education and be responsible stewards of natural resources by promoting the environmental sustainability of our built environment.

In addition to this accomplishment, the OSU construction project, and it's partners, architect firm HGA, and contractor Gilbane Building Company, received several awards in 2022 for design and construction including the following:

- 2022 DBIA National Merit Award – Educational Facilities
- 2022 DBIA Western Pacific Region Merit Award – Educational Facilities
- 2022 Silicon Valley Business Journal Structures Award – Milestone Project
- 2021 ENR California's Regional Best Projects Award of Merit – Higher Education/Research



2022 DBIA National Merit Award – Educational Facilities

SUGGESTION BOX

During the fall semester, the OSU Board of Directors proposed to install a permanent suggestion box so as to capture guest feedback. This was put into place during early February and decided that the suggestion box would remain at the Information Desk with custom slips being provided for guests to fill out their suggestions. Mini Monte helped spread the word and a steady stream of submissions are made regularly, which are read at the OSU Board of Directors meetings.



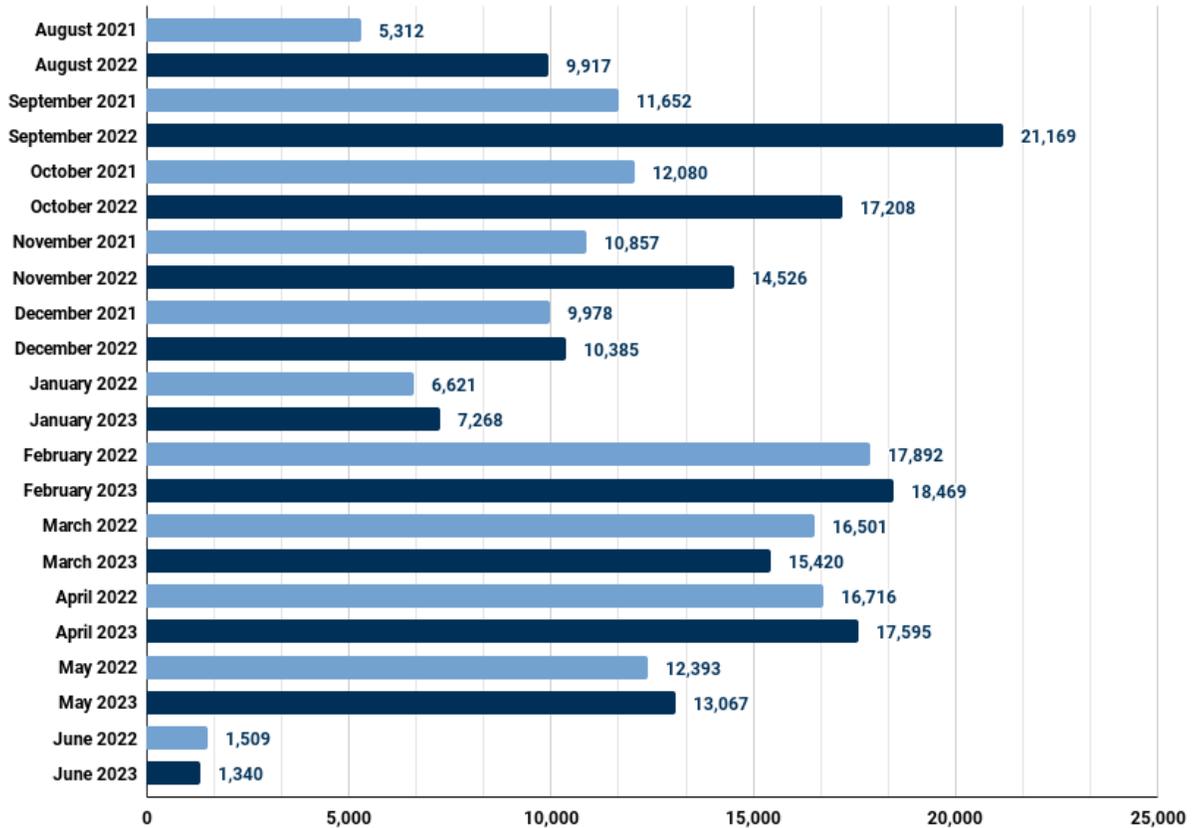
Mini Monte providing his idea to benefit guests using the new suggestion box.

FACILITY USAGE

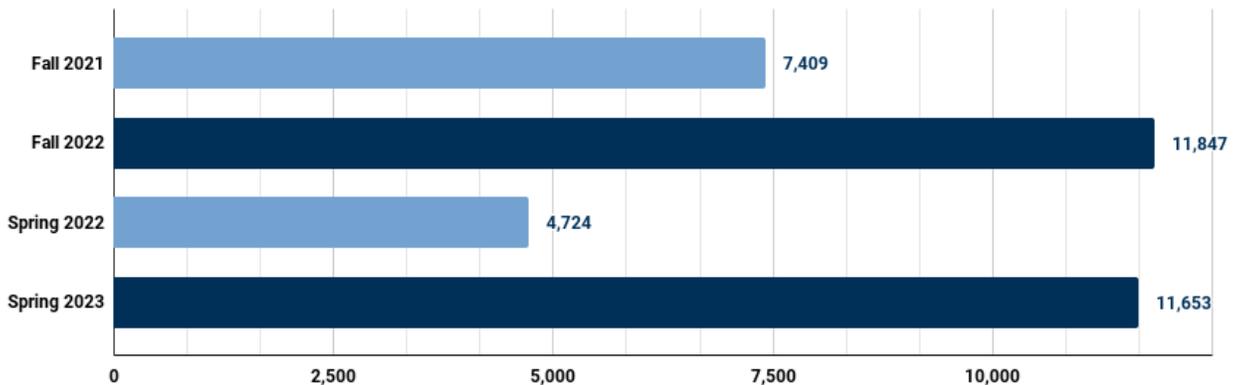
The OSU Operations team conducts daily regular counts of the foot traffic inside the Otter Student Union. This information is helpful as we determine how the building is utilized and can be valuable information to determine how to improve and enhance services. Here are the counts collected during the 2022-2023 academic year:

OSU People Counts and Visits

*Does not include attendee counts



Game Room Counts and Visits



The Game Room saw a 60% increase from Fall 2021, and a 146.7% increase from Spring 2022.

The OSU welcomed numerous in-person and hybrid events in our indoor and outdoor spaces during the 2022-2023 school year, below is a summary of the events:

TOTAL # OF EVENTS

Number of Department Meetings/Events

- Fall 2022 events: 121
 - 95.1% increase from last year
- Spring 2023 events: 84
 - 33% increase from last year

Number of Student Organization Meetings/Events

- Fall 2022 events: 187
 - 120% increase from last year
- Spring 2023 events: 285
 - 119.2% increase from last year

Number of Off-Campus Reservations: 6

Number of Department Outdoor Reservations

- Fall 2022 events: 71
 - 97% increase from last year
- Spring 2023 events: 58

Number of Student Organization Outdoor Reservations

- Fall 2022 outdoor events: 15
- Spring 2023 outdoor events: 23

Number of Off-Campus Outdoor Reservations: 8

REVENUE

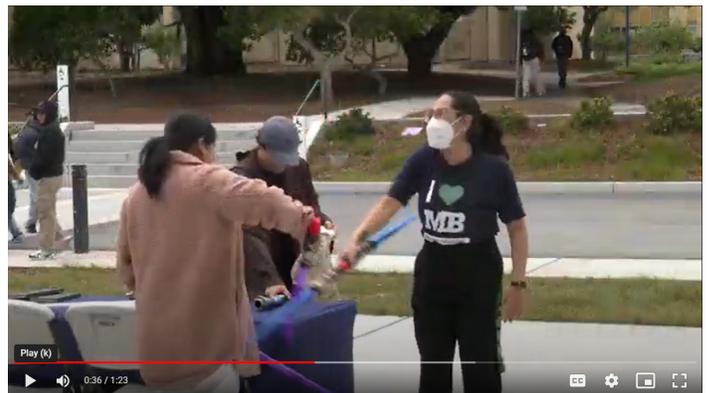
Meeting Room Rentals: \$74,726.63 18.5% increase from last year

Outdoor Vendors: \$750

A/V Technical Services: \$1,485

Marketing/Communications: \$1,126.98

Total revenue from service delivery: \$78,088.61



The OSU was the place to be each week for our Otter Thursday Pep Rallies, especially for our May the 4th event that featured some special guests. (Left) Students posing with the CSUMB Saber Coalition, our guests, and some lightsabers. (Right) OSU Pro Staff members Diana and Emily testing out their lightsaber skills in friendly combat.

SUMMARY

Administrative Services and the OSU Administrative Office continued to provide support for human resources and fiscal resource support. The OSU Office Coordinator continued to develop and sustain collaborative relationships within Student Affairs and University Corporation and continued in the role of processing staff hiring, travel authorizations, invoice processing, and assisted with all procurement requests for the OSU and OC3.

The OSU Administration office continued to provide front line customer service to the CSUMB community. Our student administrative office student assistants, in partnership with the Monterey Bay Aquarium, gave out 1977 Monterey Bay Aquarium Ocean Steward passes to students. We intend to continue this partnership with the Monterey Bay Aquarium in the 2023-2023 academic year.



Admin team student assistants and pro staff having fun during the OSU Holiday Party.

SUMMARY

The Otter Student Union received a “clean” audit for fiscal year 2021- reported by the accounting firm Glenn Burdette. The Otter Student Union planned its budget and resources for the 2022-2023 year with additional attention given to preventative maintenance, operational efficiency, and increased revenue opportunities from service delivery areas. The OSU is committed to being nimble and adaptable to a changing fiscal environment, even with uncertain enrollment numbers.

The OSU’s revenue comes from a variety of sources, including student fees, room rental income and specific services. The OSU will need to carefully consider budget-related decisions and work to address the continued challenges related to the long-term budget and financial stability. Efforts will need to be made to increase revenue, focus on efficiency, and be creative in addressing the overall financial status. Over the next year the OSU will work to address the budget to ensure long-term financial health.

The OSU has continued to leverage partnerships with other CSUMB departments to provide low-cost or /no cost programs, such as movie nights, Monte’s Music, and “Otter Thursday” programming. OSU staff will continue to support programming efforts as needed, with special consideration for the budget.

The OSU Board of Directors, based on recommendations of the Budget committee, voted to establish a reserve fund with an initial deposit of \$75,000. This will help the OSU with various needs for a reserve including working capital; supporting current operations; capital replacement; and planned future operations (including future new business requirements which have been recognized by the campus and the OSU as appropriate and within the educational mission of the campus).

The OSU Donation Fund has \$12,715 based on donations made in 2021-2022. No new donations were received in 2022-2023.

Consistent with the OSU at CSU Monterey Bay Bylaws, Article 4, §4.1(c) and Article 5, §5.4, the OSU Board Budget committee proposed and received board approval of the budget for the 2023-2024 fiscal year. The budget consists of three columns: the 2022-2023 Budget, projected 2022-2023 Actuals, and proposed 2023-2024 Budget. The Otter Student Union is funded primarily by Student Union Fees. These student fees, together with any income from operations and limited onetime materials and services fees for specific service areas, fund the operation of the Otter Student Union including bond obligations.

The OSU continues to operate as an auxiliary in good standing within the CSU system and operates solely for the benefit of California State University, Monterey Bay.

OSU CONSOLIDATED OPERATING BUDGET 2022-2023

	Budget 22-23	Projected Actuals 22-23	Proposed Budget 23-24
Revenue			
Student Union Fees (after 4% charge/fees)	\$1,505,000	\$1,031,653	\$1,100,000*
Meeting Room/AV Rentals & Fees	\$57,000	\$78,000	\$65,000
Tenant Lease (Dining/Campus Store)	\$120,000	\$120,000	\$120,000
Utility/Waste Recovery	\$45,000	\$184,000	\$180,000
	\$1,727,000	\$1,413,653	\$1,465,000
			*awaiting enrollment #s
Expenses			
Services			
Payroll/Benefits	\$1,400,000	\$935,000	\$1,100,000
Operations			
Facility Utilities	\$194,000	\$206,000	\$210,000
Contractual Services	\$110,000	\$95,000	\$110,000
Maintenance Contracts	\$10,000	\$10,435	\$10,000
Custodial Contracts	\$130,000	\$125,000	\$130,000
Administrative			
Printing	\$1,500	\$600	\$1,000
Supplies	\$20,000	\$20,000	\$20,000
Non-Capital Equipment	\$10,000	\$13,944	\$15,000
Uniforms/Branding	\$10,000	\$4,879	\$8,000
Advertising/Promotion	\$6,000	\$2,977	\$6,000
Hospitality	\$9,000	\$8,419	\$10,000
Memberships/Subscriptions	\$5,000	\$3,679	\$4,000
Admin Expense	\$60,000	\$59,669	\$60,000
Professional Development	\$7,000	\$5,414	\$7,000
Travel	\$22,000	\$13,479	\$15,000
Accounting/Audit Fees	\$12,000	\$13,900	\$14,000
Insurance Premium	\$84,765	\$97,145	\$100,000
Employee Recruitment	\$2,000	\$861	\$1,200
Interfund Pension Loan Repay	\$2,300	\$2,300	\$2,300
Reserve Fund	\$0	\$0	\$0
	\$2,095,565	\$1,618,701	\$1,823,500
	-\$368,565	-\$205,048	-\$358,500

The Otter Student Union is prepared to jump into the next academic year!

We are here to enhance the Otter experience and cultivate a connection with CSUMB. We are committed to engaging with the CSUMB community to identify strategic solutions for financial stability. We plan to continue to engage the community through offering an extraordinary range of meaningful events, programs, and services to CSUMB students. We invite all to visit our facility and enjoy delicious dining options, visit our extensive lounge spaces and our game room. We'll continue to offer flexible, reservable, and modern meeting and events spaces along with the services to enhance the experiences.

Our team is rooted in care which is offered through the excellent customer service of our student assistant teams as well as the diverse, inclusive and the intersectional events put on by the Otter Cross Cultural Center. We continue to strive to cultivate social justice through our events, spaces, work opportunities, and operations. We look forward to making CSUMB and our community a better place for all.



OSU and OC3 Pro Staff at Emily's Goodbye Luncheon on May 31, 2023

SUMMARY

In its second year in the new facility, the Otter Student Union (OSU) expanded and diversified its services and programs to enhance the student experience and appeal to an ever-changing campus community. The OSU remains a hub of activity on campus and strives to maintain an open and welcoming environment for all members of the CSUMB community. The OSU saw a significant increase in facility use and we are excited about the continued growth and usage of our spaces.

In evaluating the upcoming year, here are some considerations and recommendations:

- Evaluate and adjust the budget by analyzing resources, revenues, and expenditures. Build strategies that meet the needs of the campus while also addressing the shortcomings related to reduced enrollment.
- Actively collaborate with CSUMB Conference Services and the greater Monterey Peninsula community to promote the Otter Student Union as a meeting and event venue.
- Revise the Otter Student Union Goals to ensure alignment with the goals and expectations of Student Affairs and Enrollment Management.
- Collaboratively develop a comprehensive art program with the OSU Board Art Committee and the Otter Student Union that reflects the diversity and uniqueness of our students and is aligned with the university's vision and core values.
- Continue to improve service delivery by being responsive, proactive, and welcoming to all.

The Otter Student Union is, and will continue to be, the heartbeat of campus!



Mini Monte in his custom-made Halloween costume, voted on by students on Instagram.



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