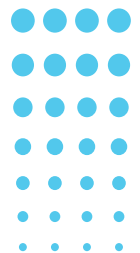




2025-2026 ANNUAL Report

At the heart of campus life, creating opportunities for every Otter to connect, grow, and belong.



831-582-3000
www.csumb.edu/osu

100 Campus Center
Seaside, CA 93955

At the heart of campus

Every day at the Otter Student Union looks a little different. Students might stop by between classes to study, meet friends for lunch, discover a new campus resource, attend an event, celebrate a milestone, or simply find a comfortable place to spend some time. It is within these everyday moments—and the larger experiences that bring our community together—that the OSU comes to life.

At its core, the Otter Student Union exists to enrich the student experience at Cal State Monterey Bay. Through welcoming spaces, engaging programs, leadership opportunities, collaborative partnerships, and services designed with students in mind, we create opportunities for connection, discovery, growth, and community beyond the classroom.

It all starts with connection.

The work reflected throughout this report is made possible by the students, staff, campus partners, and community members who bring their ideas, energy, and experiences into our spaces each day. Together, they help shape the OSU into more than a building—they make it a place that reflects the people and experiences of CSUMB.



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The Otter Student Union exists to create a campus where every student can connect, grow, and belong. Throughout the 2025–2026 academic year, our team continued to build community through innovative programs, collaborative partnerships, and student-centered services. This report celebrates the people, progress, and purpose that defined another remarkable year at the OSU.

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Executive Summary

The Otter Student Union (OSU) serves as the heartbeat of campus and is a vibrant, dynamic space where our diverse community connects, collaborates, and celebrates. From our large scale events in the OSU Ballroom to the engaging speakers and programs offered by the Otter Cross Cultural Center, we are proud of the milestones and memories we have created together throughout the 2025-2026 year.

We have compiled this annual report to share our collective journey, reflecting on the moments that made this past year truly unforgettable. These achievements reaffirm our steadfast commitment to fostering supportive communities, elevating student voices, and cultivating a deep sense of belonging that honors CSUMB’s founding vision. We remain firm in our belief that OSU programs and services are key elements of impactful learning, empowering our students to make meaningful, responsible contributions to their communities and the world.

Key Highlights from the 2025-2026 Academic Year

This report provides a comprehensive look at our operations, impact, and stewardship over the past fiscal year, detailing the following key areas:

- OSU Board of Directors: A summary of the leadership, governance, and key decisions made by our student-led Board of Directors.
- Programs, Events, & Partnerships: A detailed review and analysis of all collaborative initiatives hosted by the OSU and OC3.
- Budget/Fiscal Operations: An in-depth analysis of the annual operating budgets for both the OSU and OC3.
- Operational & Support Services: A review of the back-of-house efforts that keep our spaces running smoothly.
- Marketing and Communications outreach initiatives, efforts, and digital engagement strategies.
- A/V Technical Services: Production support, equipment upgrades, and event execution.
- OSU Operations & Facilities: Service measures, facility usage, and building management
- Administrative Services: Office support, compliance, and general business operations.

The Otter Student Union continues to be the “Heartbeat” of student experience by hosting a wide variety of events designed to help students connect with peers, discover new passions, and cultivate a lasting sense of pride and belonging within our thriving Otter community.

Go Otters!

Jeff Rensel, Otter Student Union Director

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.

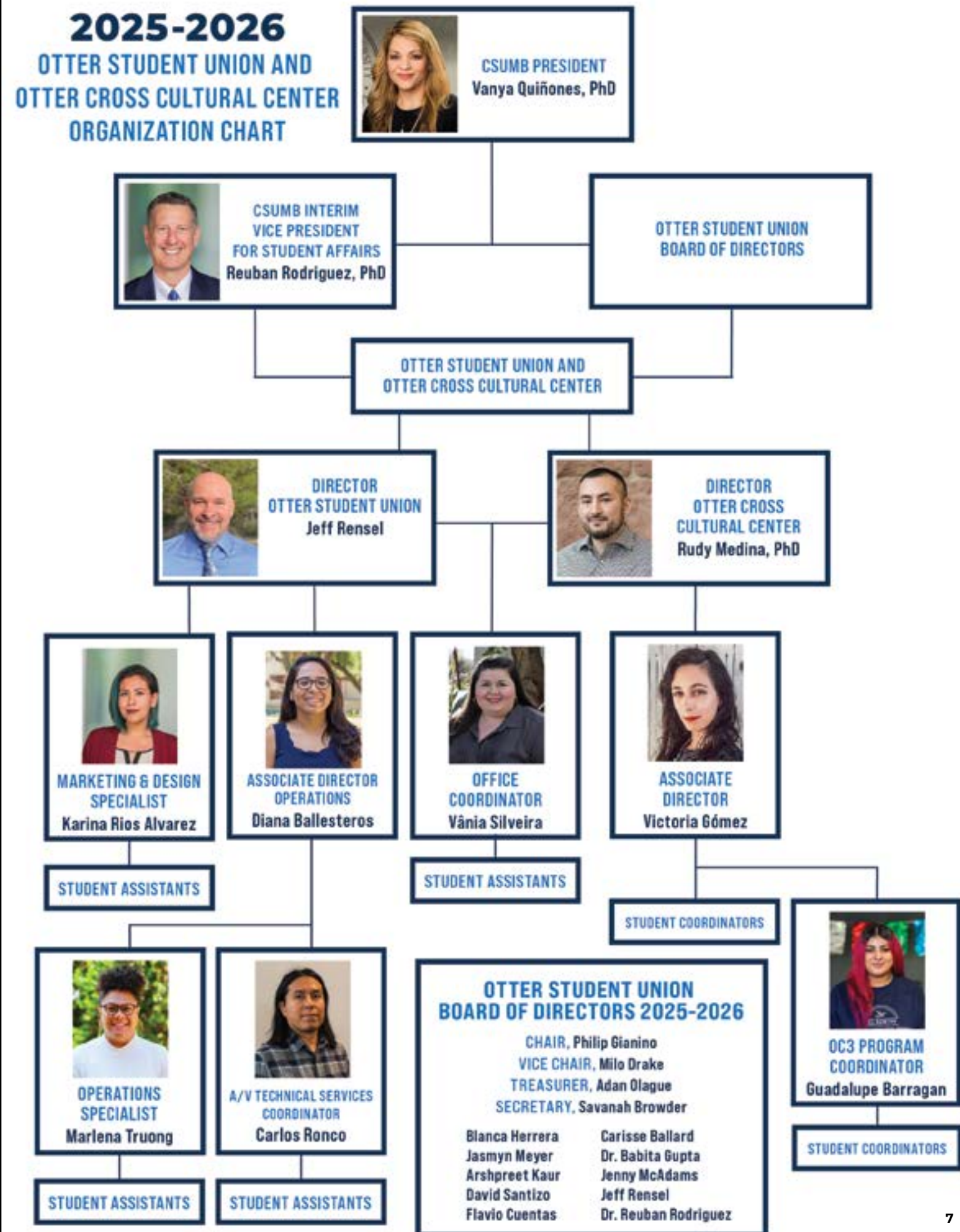
With that said, University Corporation is dedicated to fair employment practices as well. Their equal employment opportunity statement may be found on the CSUMB website if you search for “University Corporation,” “Policies Home,” then “Personnel.” University Corporation also requires members of search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

Student Employment Summary

Marking our fourth full year of operation of the Otter Student Union, the 2025-2026 academic year was defined by refinement and optimization. The OSU and OC3 Student Assistants programs focused on becoming more efficient, nimble, and highly coordinated in their daily operations. Our student assistant teams streamlined processes and continued to deliver high-impact support and service in the following areas:

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

A strong organization is built by investing in people, fostering growth, and creating opportunities to succeed.



OSU Mission, Vision, & 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



Our mission guides our work. Our vision shapes our future. Our values lead the way.

Board of Directors

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 2025-2026 Board of Directors including our executive officers:

- Philip Gianino, Chair
- Milo Drake, Vice Chair
- Adan Olague, Treasurer
- Savannah Browder, Secretary
- Blanca Herrera, Student Director
- Jasmyn Meyer, Student Director
- Arshpreet Kaur (AK), Student Director
- David Santizo, Student Director
- Flavio Cuevas, Student Director
- Babita Gupta, Faculty Representative
- Carisse Ballard, Alumni Representative
- Jenny McAdams, Community Representative
- Jeff Rensel, Director (appointed)
- Reuban Rodriguez, Interim VP Student Affairs (appointed)



This year the OSU Board supported various things during the 2025-2026 academic year including the following:

- The OSU Board held its **Annual Retreat** on Saturday, September 6th in the Otter Student Union where we reviewed board governance, built team connectedness, and prepared for the upcoming academic year.
- The Board re-established the OSU Art Committee to continue efforts to display student and staff art in the OSU, and established a new Health & Wellness Committee as a way to promote student health and well-being. This committee worked to facilitate support and provide awareness for mental and physical wellness. The committee hosted several events on behalf of the board including the **Spray Away Stress** project where students were invited to be creative and spray water-based spray paint on a large canvas and the **Find Your Happy LEGO® based Interactive Experience** where students built creations using a large free-build pool. (photos below)
- The Board engaged with several campus partners throughout the year with presentations and active dialogue. Guest speakers were represented from Facilities Management, Wellness RAFT, Community & Belonging, OtterCare, Campus Recreation, Sustainability, Otter Kitchens,
- The Board supported the **Annual Monte's 5K** through volunteering and participation in the race around campus during RAFT weekend.
- Several facility enhancements and projects were approved and supported by the OSU Board including the installation of a new community event bulletin board, the installation of the new seat cushions on the main wooden stairwell,
- **OSU Study Rooms** were again supported by the Board



Selected during the Spring 2026 semester, and appointed by the President, the 2026–2027 Board of Directors is prepared for an exceptional year of leadership and service to the campus community.

2026-2027 OSU Board of Directors:

- Adan Olague, Chair
- Inara Cruz-Boone, Vice Chair
- Skylar Walters, Treasurer
- Savannah Browder, Secretary
- Jayden Rose, Student Director
- Fabiana Fadda, Student Director
- David Orta, Student Director
- Kanishka Rajesh Harchandani, Student Director
- Babita Gupta, Faculty Representative
- Carrise Ballard, Alumni Representative
- Dan Burfeind, Community Representative
- Jeff Rensel, Director (appointed)
- Reuban Rodriguez, Interim VP Student Affairs (appointed)

Student voices help shape the future of the Otter Student Union.

Executive Summary

This academic year marked a historic milestone for the Otter Cross Cultural Center. In 2010, the OC3 was founded to create a more inclusive campus where students felt a sense of belonging. The 2024/2025 Academic Year our mission expanded. All five affinity centers are now officially housed under our umbrella: the APIDA Center, El Centro, The Helen Rucker Center for Black Excellence, the Rainbow Raft Pride Center, and Undocu-Success now operate collectively within OC3, creating a more unified and collaborative foundation for identity-based support and advocacy on our campus. Bringing these centers together has allowed us to amplify our shared mission of equity and belonging, foster greater cross-cultural solidarity, and streamline resources and programming to better serve our diverse student communities.

Through strong partnerships, OC3 was able to sustain the substantial attendance growth we had last year. Students attending events and programs indicate that students are feeling a sense of belonging by connecting with others with similar identities.

Below is a breakdown of event/program participation over the last three years:

- Fall 2023 approx. 800 participants
- Fall 2024 approx. 1,974 participants
- Fall 2025 approx. 2,338 participants
- Spring 2024 approx. 1,236 participants
- Spring 2025 approx. 3,813 participants (includes Affinity Ceremonies)
- Spring 2026 approx. 3,844 (includes Affinity Ceremonies)

OC3 participation grew by 364 participants (18.4% growth) this past year. The continued progression and sustaining of attendance at events also demonstrates the reach of the center and the role it plays in maintaining a vibrant campus culture.

In this report you will find:

1. Overview of Programs and Partnerships
2. Analysis of Select Events
3. Analysis of Budget
4. Recommendations for AY 26-27

Dr. Rudy Medina, *Otter Cross Cultural Center Director*

Community flourishes when every identity has the opportunity to belong.



Otter Cross Cultural Center

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.

Overview of Programs and Partnerships

During the 2025–2026 academic year, the Otter Cross Cultural Center continued to strengthen its role as the hub for collaborative, identity-based programming and student success initiatives. OC3 expanded partnerships across Academic Affairs, Student Affairs, and the broader community to increase opportunities for student engagement, leadership development, and belonging. This collaborative approach enhanced signature programs including the Affinity Ceremonies, Affinity Center Block Party, Werk Witch, Dia de los Muertos, International Women’s Day Summit, All Black Gala, LGBTQIA2S+ Summit, APIDA Night Festival, and Ignite! Social Justice Leadership Retreat, while also advancing new initiatives focused on academic success and retention.

Partnerships continued to grow across the university and they included the Center for Advising and Student Success, Ethnic and Gender Studies, Humanities and Communication, First-Year Seminar, Undergraduate Research Opportunities Center, Service Learning Institute, College Corps, Personal Growth and Counseling Center, Student Disability and Accessibility Center, Project Rebound, Office of Community and Belonging, Transfer Center, Associated Students, Student Engagement and Leadership Development, the University Library, Basic Needs, Otter Dreamers, and Indigi-Otters, to name a few.

Throughout the year, OC3 led over 60 programs and collaborative initiatives, engaging 3,932 participants through OC3 programming and an additional 2,250 attendees across nine Affinity Ceremonies for a total of 6,182 participant engagements. The following pages highlight several of the year’s signature programs and their impact on student belonging, leadership development, and success.



Meaningful partnerships create meaningful student experiences.

Together, we create opportunities that celebrate identity, strengthen community, and inspire positive change. Every partnership expands our ability to provide transformative educational experiences that cultivate belonging, encourage leadership, and empower students to learn from one another while contributing to a more inclusive campus community.

Affinity Center Solidarity Block Party and Sneaker Ball

To kick off the academic year, the Affinity Centers reimaged the traditional OC3 Block Party as the Affinity Center Solidarity Block Party, expanding it into a two-part signature welcome experience. The daytime Solidarity Block Party brought together students, faculty, staff, community organizations, and local artists to celebrate the beginning of the academic year while introducing students to resources, programs, and community organizations. The event featured cultural performances, community partners, student organizations, interactive activities, and opportunities to connect with peers and campus and community resources. The event welcomed 246 participants, making it one of the largest collaborative welcome events hosted by the Affinity Centers.

The celebration continued that evening with the inaugural Affinity Center Sneaker Ball. Featuring live entertainment, performances, music, and opportunities to connect, the Sneaker Ball attracted 233 participants. Together, these two events demonstrated the Affinity Centers’ commitment to creating events that center the intersectional identities of the communities we serve.



Werk Witch Drag Show and Bootcamp

Building on the success of previous years, Werk Witch returned as an All-Star competition, bringing back former performers to compete for the title of Mx. Werk Witch: All Stars. As one of OC3's most anticipated signature programs, the event continues to celebrate LGBTQ+ history, drag artistry, and self-expression while creating an affirming space that welcomes the broader campus and local community. This year's event attracted 421 attendees and 89 live streams, making it one of the largest signature programs hosted by the Affinity Centers.

Werk Witch is more than a drag show, it is an educational and community-building experience that celebrates the historical and ongoing contributions of drag artists and the LGBTQ+ community. The event showcased a diverse group of drag queens, kings, and non-binary performers while emphasizing creativity, authenticity, and intersectionality. Professional drag artists served as performers, judges, and mentors throughout the competition, while Ayumi Please returned as the event's emcee and DJ.

Leading up to the competition, OC3 and the Rainbow Raft Pride Center expanded the Werk Witch Bootcamp into a three-part educational series designed to make drag culture more accessible to students. Participants attended How to Vogue, where they learned the Black and Latinx origins of ballroom culture and the fundamentals of Voguing; Get Ready with Me, an interactive workshop exploring drag makeup techniques, artistry, and self-expression; and Creepy Couture, a costume and design workshop that encouraged participants to develop their own drag personas. Together, these workshops provided students with opportunities to explore LGBTQ+ history, creative expression, and ballroom culture while building confidence and community before taking the Werk Witch stage.



All Black Gala: Still We Rise – Resistance, Resilience, and Reclamation

The All Black Gala continued as a premier signature event, celebrating Black history and culture. Hosted through a collaboration between the Helen Rucker Center for Black Excellence, the Otter Cross Cultural Center, and Associated Students, the gala is designed to cultivate belonging, strengthen community, and support the retention, and success of Black students. The 2026 theme, "Still We Rise: Resistance, Resilience, and Reclamation," honored the enduring strength, leadership, and contributions of Black communities while creating opportunities for dialogue, celebration, and collective empowerment.

This year's gala welcomed 250 participants, bringing together students, faculty, staff, alumni, and community members for an evening of celebration. The evening featured a keynote address by Phillip Agnew, nationally recognized activist, educator, and co-founder of the Dream Defenders, whose work focuses on racial justice, civic engagement, and community organizing. The gala also honored local students, faculty, staff, alumni, and community leaders through the Black Excellence Awards, recognizing individuals whose leadership and service have positively impacted both the CSUMB community and the broader region. In addition to celebrating Black excellence, the gala served as a fundraising event supporting the Helen Rucker Center and initiatives that advance Black student success.



International Women's Day Summit: Gain to Give

The International Women's Day Summit continued to grow as one of OC3's premier educational experiences for a full day dedicated to leadership, wellness, creativity, and community building. Hosted in collaboration with the Affinity Centers, Associated Students, and the Otter Student Union, the summit centered on the theme "Gain to Give," encouraging participants to reflect on how personal growth, healing, and leadership can be transformed into meaningful action that strengthens communities and advances gender equity.

The summit approached gender through an intersectional lens, recognizing that experiences of women and gender-expansive individuals are shaped by race, ethnicity, class, disability, sexuality, immigration status, and other lived experiences. Programs were designed to create inclusive spaces that celebrated women and gender-expansive identities while welcoming participants from across the campus community.

The day began with Affinity Center identity-based breakout sessions, allowing participants to build community and engage in conversations grounded in their lived experiences before joining the larger summit. Throughout the day, students participated in workshops led by community leaders, alumni, faculty, and campus partners exploring topics including Indigenous reproductive justice, gender representation in popular culture, self-defense, empowerment, gender expansiveness, creative storytelling through zine-making, and artistic expression through the Art is Liberation, Femme is Resistance Art Market. The summit concluded with Soft and Strong Voices, a passion mic celebrating the voices, talents, and stories of women and gender-expansive individuals.

By combining education, wellness, creative expression, and identity-based dialogue, the International Women's Day Summit exemplifies OC3's commitment to creating transformative learning experiences that foster belonging, leadership development, and collective action while empowering students to become advocates for equity and social change.



Affinity Ceremonies for Graduating Students

The Affinity Ceremonies for Graduating Students celebrate the achievements, resilience, and cultural identities of graduating students from historically underrepresented communities. During the 2025-2026 academic year, OC3 coordinated nine Affinity Ceremonies: Asian Pacific Islander and Desi American (APIDA), Black/African Heritage, Latiné, Family Friendly, Native American, Students with Disabilities, Rainbow (LGBTQ+), Undocu-Otter, and Veterans.

These celebrations provided graduates and their families with culturally affirming spaces to commemorate their academic achievement through keynote speakers, cultural performances, student recognitions, and community traditions that complemented CSUMB's Commencement ceremonies. Students were welcomed to participate in any ceremony that reflected their identities, recognizing the intersectionality of students' experiences and creating opportunities for graduates to celebrate multiple aspects of who they are.

This year marked the largest Affinity Ceremony season with approximately 2,250 students, family members, faculty, staff, alumni, and community members participating across the nine ceremonies. The Latiné Affinity Ceremony welcomed approximately 1,500 attendees, demonstrating the continued growth and importance of culturally affirming graduation celebrations at CSUMB. The remaining ceremonies collectively celebrated more than 750 participants, reflecting the university's ongoing commitment to recognizing the diverse identities and accomplishments of its graduates.

More than celebratory events, these ceremonies provide graduates and their families an opportunity to honor their educational journeys while recognizing the communities, cultures, and support systems that contributed to their achievements. Through collaboration across the Affinity Centers, campus departments, and community partners, the ceremonies continue to strengthen CSUMB's commitment to equity, inclusion, and student success.



2025-2026 OC3 Highlights

Throughout the 2025–2026 academic year, the Otter Cross Cultural Center continued expanding opportunities for students to engage with one another through programs that celebrated identity, encouraged dialogue, supported personal well-being, and inspired leadership. From educational workshops and community conversations to cultural celebrations and wellness initiatives, every experience was intentionally designed to create meaningful opportunities for learning and connection.

While each program addressed a unique topic or community, they shared a common purpose: empowering students to explore new perspectives, strengthen relationships, and develop the knowledge, confidence, and leadership skills needed to positively impact both the campus community and the world beyond CSUMB.

Transformative experiences begin with courageous conversations.

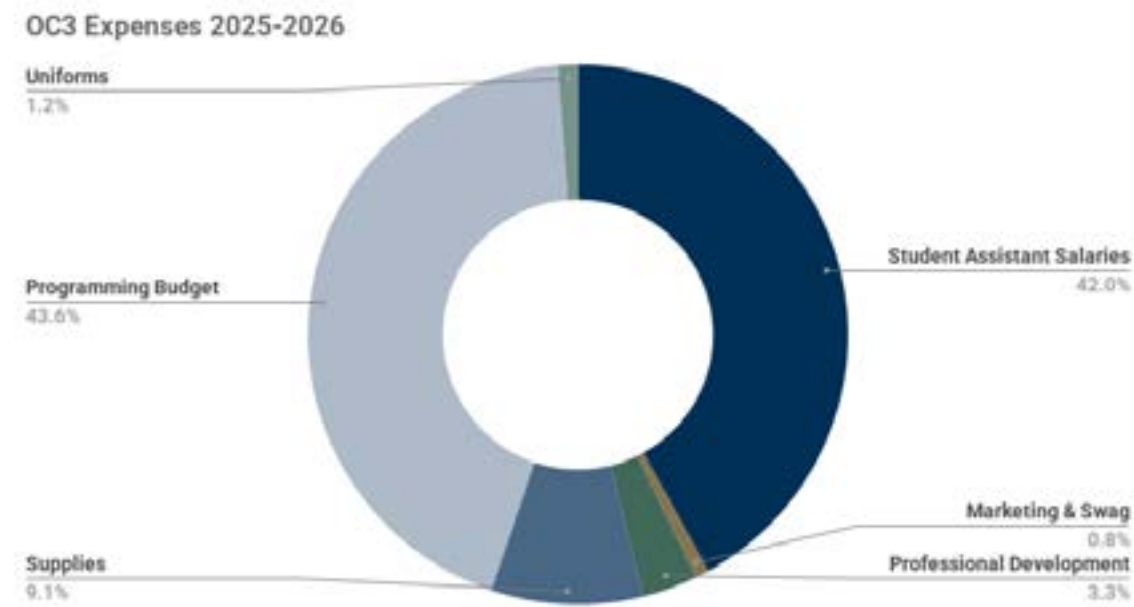
OC3's programming reflects a holistic approach to student development by integrating education, wellness, creative expression, cultural celebration, and leadership into experiences that help students connect with themselves, one another, and the communities they serve.

2025–2026 OC3 Highlights	Summary
Programs & Engagement	Over 50 signature programs and collaborative initiatives; 3,932 participants (6,182 including Affinity Ceremonies).
LGBTQIA2S+ Summit	Hosted a campus-wide educational summit celebrating queer identities through workshops, dialogue, and community-building experiences.
Ignite! Social Justice Leadership Retreat	Three-day leadership retreat focused on wellness, community building, and social justice leadership.
OC3 Scholars Program	Supported student-led educational programming that addressed issues of equity, identity, and social justice through student-designed events.
Registration Party	Connected students with advising, registration assistance, and campus resources while reducing barriers to course enrollment.
Junk Jam: A Three-Part Deconstruction Journey	Reflection series that used journaling and creative expression to explore identity, healing, and personal growth.
Food is Medicine	Indigenous-centered workshop exploring food sovereignty, traditional knowledge, and community wellness.
Caring for Your Community	Interactive program focused on community care, mutual aid, and strategies for supporting others while maintaining personal wellness.
Hip-Hop Dance Workshop	Community-building workshop celebrating Black culture and creative expression through movement and dance.
Origins of Restorative Justice & True California History	Educational discussion exploring Indigenous approaches to restorative justice and California history.
Art is Liberation: Femme is Resistance Art Market	Community art market highlighting local women and gender-expansive artists, entrepreneurs, and creators.
Storytelling with Alebrijes	Creative workshop using traditional Mexican art to explore identity, storytelling, and resistance.
Women's Initiative Mixer	Networking event connecting students with campus resources while building community among women and gender-expansive students.
Hiking with the Affinity Centers	Outdoor wellness experience led by the Big Sur Land Trust and designed to build community, connect with nature, and holistic well-being.

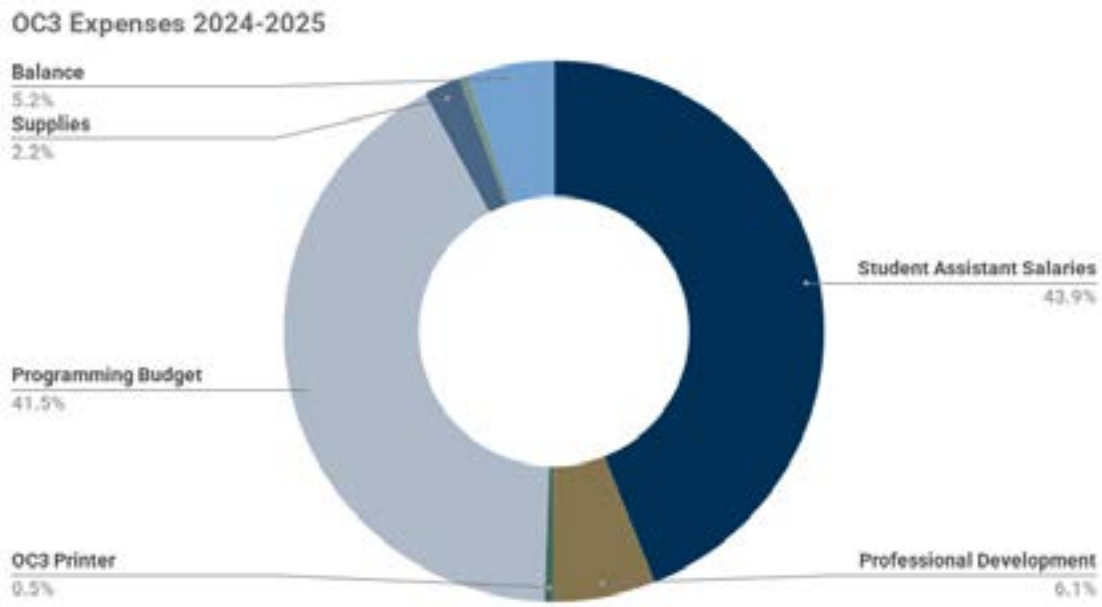
Analysis of Budget

This year, OC3’s operating budget was \$140,000. We were working with a \$25,000 budget cut compared to the previous year. A quick highlight is that 85% of the budget directly supported students through Student employment (\$58,272) and Programming (\$60,465). Below is our breakdown of our budget and spending for the academic year 2025-2026. A comparison of our 2023-2024 and 2024-2025 budgets are provided.

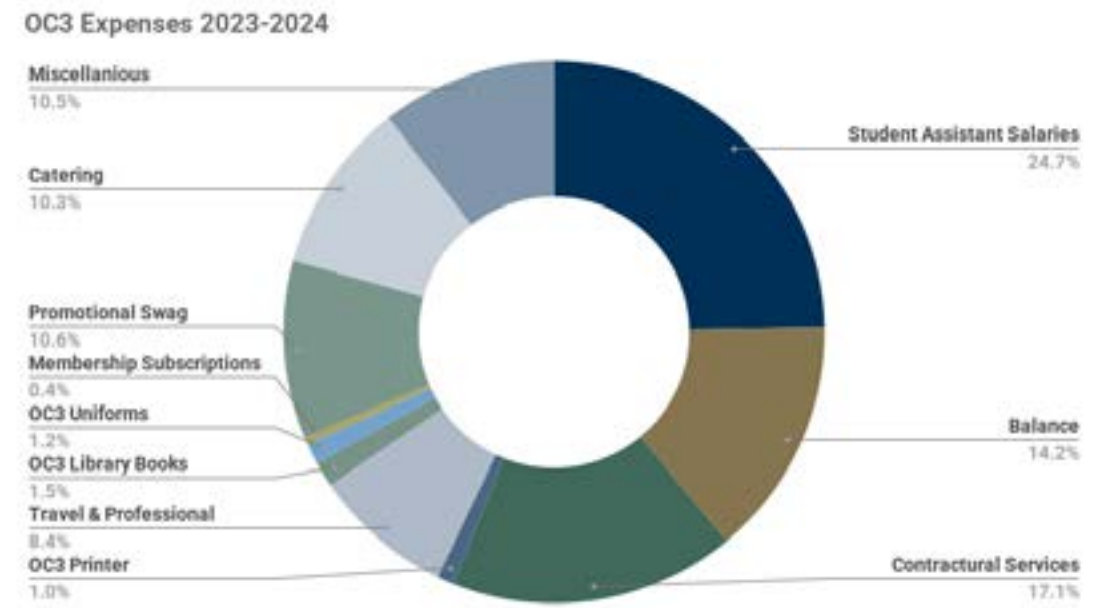
Breakdown of Total Spending 2025-2026



Breakdown of Total Spending 2024-2025



Breakdown of Total Spending 2023-2024



OC3 Recommendations for AY 2026-2027

The 2025–2026 academic year demonstrated the continued evolution of the Otter Cross Cultural Center from a programming-centered office to a collaborative hub for student success, leadership development, and belonging. As OC3 enters another year of growth, the focus will shift toward strengthening the long-term sustainability and impact of our work. With an expanded budget and continued investment in the Affinity Centers, OC3 will prioritize building the infrastructure necessary to support the growth of all six Affinity Centers, high student impact support services, while growing signature events and deepening collaborative efforts across the university.

In the coming year, OC3 will continue expanding partnerships with Academic Affairs, Career Services, Wellness Initiatives, Student Affairs, Enrollment Management, Provost faculty initiative, and community organizations to strengthen pathways for student retention, academic success, and leadership development. Particular emphasis will be placed on implementing the Gerry Low-Sabado Affinity Fellows Program, expanding identity-based leadership opportunities, and creating more intentional connections between cultural programming, advising, and student support services.

Continued investment in assessment practices, collaborative planning, and operational efficiencies will ensure that programming remains responsive to student needs while supporting the long-term sustainability of the centers.

Below are revised goals for the next academic year:

- Learning Collaborative: The Otter Cross Cultural Center is a space where students, staff, faculty, and community members can come to learn about social justice. With the knowledge that the space is for all stages of one's social justice journey and development.
 - Identity Development: Social justice starts with understanding one's own intersecting identities
 - Cultivating Empathy: When we understand our own intersectional identities, we can better empathize with others.
 - Find a sense of belonging at CSUMB and in the communities that students belong to and/or create.
 - Building initiative/programs/workshops around learning: The aOC3 programs are rooted in a continuous learning collaborative for students, staff, faculty, and community members who are on various stages of their social justice journey.
- The work of the Otter Cross Cultural Center is rooted and centered around Healing/Resting/Community Care
 - How do we take care of each other amongst capitalist systems, especially those of

- historically marginalized identities such as BIPOC, Queer, and dis-abled communities?
- Using the words and questions from adrienne maree brown: How do we use rest, play, and joy as strategies to move OC3 work forward?
- Harm Reduction values: a public health and social justice philosophy that aims to minimize the negative physical, social, and legal consequences associated with behaviors that are tied to system of oppression. These values will aid us in creating communitiites of care.
- Paying Homage in our work to Those That Have Come Before Us and Support Us
 - CSUMB Student who advocated for OC3, professional staff predecessors, BIPOC activists throughout hxstory
 - Showing Gratitude to those that support us and Giving Flowers
 - Reciprocity/ Mutuality- Remembering the moral and ethical responsibility to give back to the people, lands, and spirits that sustain life
 - Through storytelling centering Hxstory that centers BIPOC, Queer, and differently-abled perspectives and voices
- Professional Development for CSUMB Students: Manifestation/Helping students visualize- Aid first-generation students and those who have been historically excluded from academic spaces in navigating academic institutions and beyond graduation, such as the job field and post-grad opportunities. This aids students in envisioning themselves in taking up spaces that they are working towards.
 - Transferable skills: Helping students name the transferable skills that they learn through academics to apply towards a job or graduate programs
 - Resume/interviews- aiding in resume creation and building, and practicing interviews.
 - Conference Opportunities - Attending academic and professional conferences helps students visualize their learning and the various opportunities they can pursue in their fields.
- Assessment: methods to better measure impact, inform future planning, and ensure alignment with OC3's mission and values
 - Feedback Survey- Revise the feedback survey where needed to collect information on those who attend programs
 - Monthly Reports- Upkeep of monthly reports that track programming, initiatives, committees that OC3 is a part of, and data.
 - Tracking Center Visits- finding a consistent way to track center visits to inform hours that the center will be open.
 - Pre/Post Service Learning Assessments – A tool designed to evaluate the learning outcomes of service learners and to enhance the development of meaningful projects for their participation.

We remain committed to honoring the advocacy and vision of the students who established the center while adapting to meet the evolving needs of today's campus community. OC3 will continue serving as a catalyst for student success, leadership development, and cross-cultural engagement. With continued investment in the growth of the Affinity Centers, we look forward to strengthening our collective impact and ensuring that every student has access to affirming spaces where they can thrive academically, personally, and socially.



- First Gen Student Celebration
- Veterans Day Celebration (Fall)
- Winter Formal Ball (Spring)
- Otter Gaming Collective - Extra Life Fundraiser
- Spring Movie Night (Title: How to Train Your Dragon)
- Otterlands featuring artist Jordan Ward (Spring)
- Strangers Project at the Library
- Family Friendly Movie Night at the OSU (Title: A Bug's Life)
- Student Assistant Appreciation Week
- Student Leader Celebration Picnic
- New Student Orientation at the OSU (Summer)



**Programming
brings people
together.
Community
keeps them
coming back.**

Otter Student Union Programming

The Otter Student Union elevated our programming initiatives and deepened student connections during the 2025-2026 school year. As the heartbeat of campus, the OSU remained a destination for student engagement, delivering dynamic and engaging experiences that brought our Otter RAFT closer together. Through strengthening our collaborative partnerships with departments across campus, we expanded the reach and impact of our events. We balanced fresh, innovative programming with our most beloved campus traditions, providing students with invaluable opportunities to learn, grow, and unite.

The Otter Student Union hosted, co-hosted, or collaborated on the following events and programs:

- Late Night with the OSU
- Dive In Movie Night (Title: Lilo & Stitch)
- Esports: Mario Kart Tournament
- Otter Thursdays (weekly)
- HSI Week
- Blue in the OSU
- Esports: Monte Smash Tournament
- Family Friendly Movie Night at the OSU (Title: Elio)
- RAFT Weekend - Werk Witch, Monte's 5K, and Brunch with the President (Fall)



Otter Esports Lounge

Entering its second full year of operation, the Otter Esports Lounge has cemented its role as a premier hub for connection, collaboration, and community within the Otter Student Union. Originally launched in April 2024 as both a cutting-edge gaming center and learning space, the lounge saw incredible momentum this year. We welcomed approximately 1,325 unique participants who generated over 5,600 total visits. This is a true testament to a deeply loyal core of regular users, backed by our large population in the Gaming and Esports Club on campus. Because the vast majority of our visitors are undergraduate students who return frequently, our focus in the upcoming year will be to continue to cultivate these daily relationships and ensure the lounge remains a welcoming, inclusive home-away-from-home on campus. We hosted several campuswide esports tournaments including the Otter Gaming Collective Extralife charity event to help raise money for children with cancer, in collaboration with Extra Life Foundation, St. Jude's, and other Hobby Clubs.



Connection is our greatest high score.

We've captured some data for the year below:

Esports Lounge:

Total Check-ins: 5,600
Unique Users: 1,325
Total Games Launched: 3,124

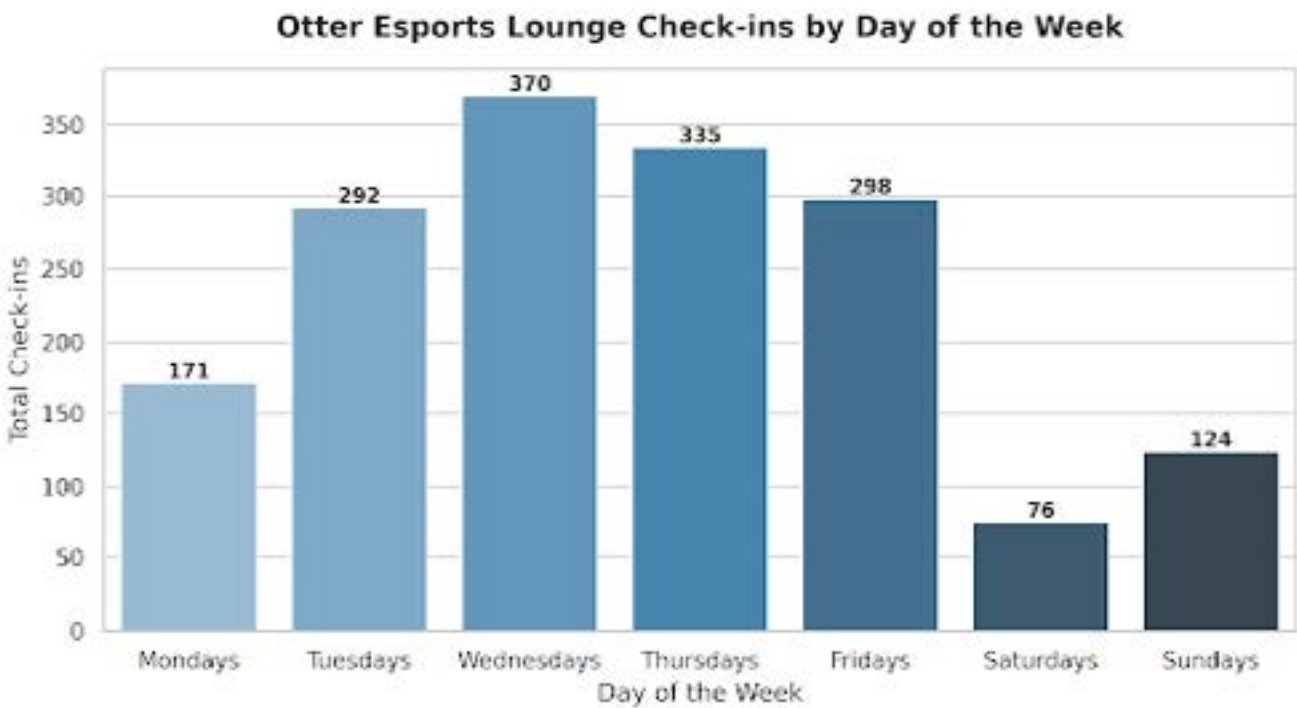
Monthly Check-ins:

September: 293 check-ins
October: 309 check-ins
November: 220 check-ins
December: 143 check-ins
January: 27 check-ins
February: 185 check-ins
March: 207 check-ins
April: 213 check-ins
May: 69 check-ins

Check-ins by Day of Week:

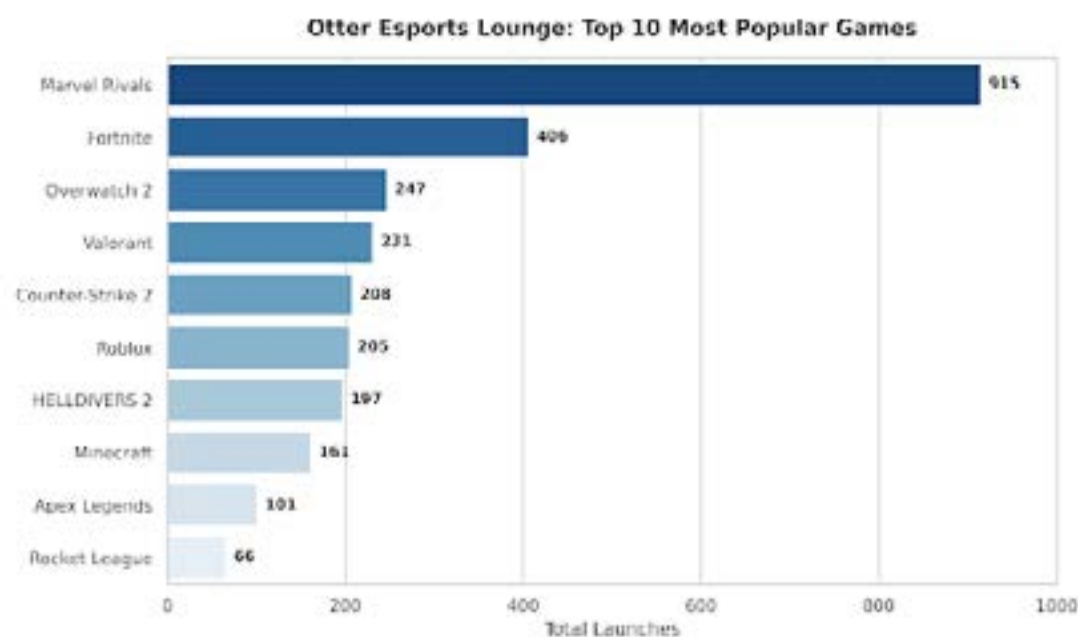
Mondays: 171 check-ins
Tuesdays: 292 check-ins
Wednesdays: 370 check-ins
Thursdays: 335 check-ins
Fridays: 298 check-ins
Saturdays: 76 check-ins
Sundays: 124 check-ins

Wednesdays, Thursdays, Fridays, and Tuesdays are our most popular days of the week for lounge use, collectively driving nearly 80% of all weekly traffic.



Top 10 Most Popular Games (by total launches)

- Marvel Rivals – 915
- Fortnite – 406
- Overwatch 2 – 247
- Valorant – 231
- Counter-Strike 2 – 208
- Roblox – 205
- HELLDIVERS 2 – 197
- Minecraft - Launcher – 161
- Apex Legends – 101
- Rocket League – 66



Marvel Rivals (915) and Fortnite (406) alone accounted for over **42%** of our total lounge traffic. Marvel Rivals, Fortnite, Overwatch, Valorant, and Counter-Strike 2 represent the core competitive lineup for our players, driving a combined **2,007 launches** (nearly 64% of all activity).

Marketing & Communications



The 2025–2026 academic year was a year of strategic growth for the OSU MarComm Team. Led by the Marketing & Design Specialist and supported by six student assistants specializing in graphic design, photo/video production, and social media, the team focused on strengthening the OSU's brand, expanding student engagement, and enhancing the systems that support long-term marketing success.

Throughout the year, MarComm elevated the OSU's digital presence, surpassed 6,000 Instagram followers, strengthened campus and community partnerships, and supported major branding initiatives, including the redesign of the OSU and OC3 visual identities. Behind the scenes, the team developed new marketing resources, refined internal workflows, and expanded professional development opportunities that improved collaboration, consistency, and the student employee experience.

Highlights from the 2025–2026 academic year included:

- Surpassed 6,000 Instagram followers, gaining more than 1,000 new followers while increasing engagement across OSU social media platforms.
- Partnered with University Communications to support the redesign of the OSU and OC3 visual identities.
- Developed the content and framework for the new OSU Brand Style Guide.
- Expanded the Adventures with Mini Monte series through collaborations with campus departments and community partners, including Monterey Bay FC.
- Supported the launch of Wonderfil through environmental graphics, website content, and promotional marketing materials.
- Enhanced the OSU MarComm Notion workspace with improved workflows, content planning tools, onboarding resources, and professional development materials.
- Continued preparing student employees for careers beyond CSUMB through real-world project experience, mentorship, and industry-recognized marketing certifications.
- Marketing & Design Specialist, Karina Rios Alvarez, expanded professional leadership through service on the CSUMB Staff Council and by leading the Marketing Workgroup for the 2026 ACUI Region I Conference Planning Team.



Marketing isn't just about promotion—it's about creating connection.

Otter Student Union Rebrand

During the 2025–2026 academic year, the Otter Student Union unveiled an updated visual identity developed in partnership with University Communications. The refreshed branding aligns the OSU with the university’s updated brand standards while preserving the department’s recognizable identity, creating a modern, cohesive foundation that will strengthen marketing, communications, and brand consistency for years to come.

Primary Service Mark

Original



Redesign



Secondary Service Mark

Original



Redesign



Graphic Design Sample Projects



Creative Services by the Numbers

Throughout the 2025–2026 academic year, the OSU MarComm Team continued to expand its creative services while supporting departments across campus through design, digital communications, multimedia production, and educational outreach. This year also marked an important milestone as MarComm introduced fee-based services for digital displays and continued providing external design services, generating new revenue while maintaining high-quality creative support for the campus community.

2025–2026 Creative Services:

- Digital Display Submissions: 70
- Marketing Submissions: 27
- Presentations/Workshops: 10
- Videos: 34

Revenue Generated Through Creative Services:

- Digital Displays
- Invoiced: \$1,161
- In-Kind: \$4,455
- Design Services: \$2,964.60

Photo/Video Production

The 2025–2026 academic year marked another year of growth for the OSU MarComm Team’s photo and video production efforts. The team documented more than 100 campus events while producing 34 original videos that informed, entertained, and connected students with the Otter Student Union.. Through strategic visual storytelling, MarComm continued to capture authentic moments that celebrated the student experience and strengthened the OSU’s digital presence.

From event recaps and promotional campaigns to educational resources and recurring series such as Adventures with Mini Monte and La Vida Secreta de Mini Monte, video production played an increasingly important role in the department’s marketing strategy. These creative projects not only expanded engagement across social media but also created a growing library of multimedia resources that will continue supporting future marketing and communications efforts.

Photo/Video Sample Projects

Campus Resources

- What is Your OSU?
- Wonderfil How-to
- Amazon Lockers How-to
- Night Walk Services
- Art Exhibit Tour
- Strangers Project Tour

Signature Events

- Late Night Promo
- Monte’s 5K Promo
- RAFT Weekend Recap
- Rocky Horror Promo

Original Series

- Adventures with Mini Monte (x5)
- La Vida Secreta de Mini Monte (x8)
- Day in the Life (x4)

Community Partnerships

- Monterey Bay FC Collaboration
- Comic Book Day Collaboration

Social Media Analysis

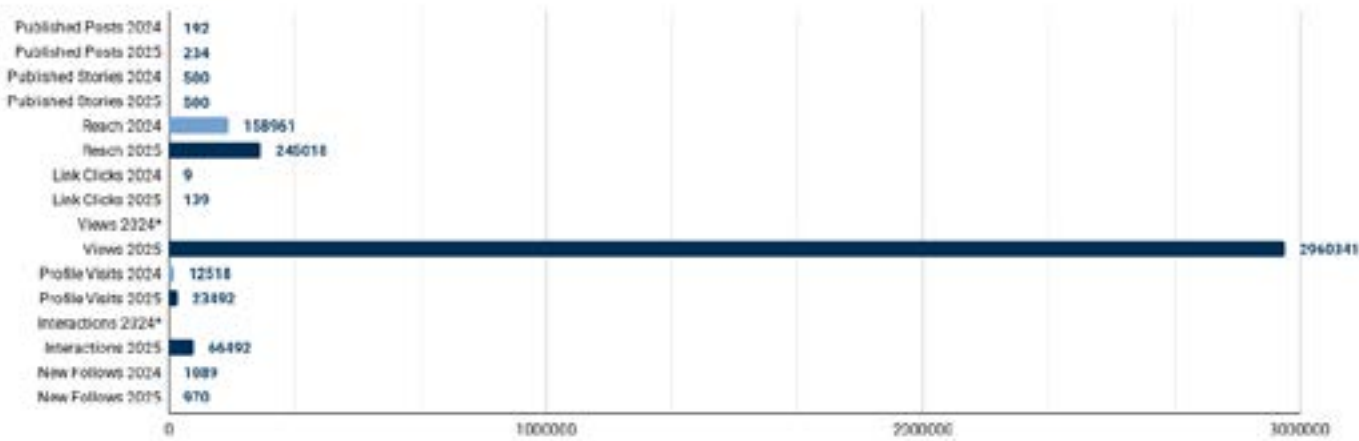
Social media continues to be one of the OSU's most effective tools for engaging students, sharing campus experiences, and promoting programs and services. The following analytics highlight audience growth, engagement trends, and the top-performing content across each platform during the 2025-2026 academic year.

Instagram

Instagram continued to serve as the OSU's primary platform for engaging students and promoting campus life. The account surpassed 6,000 followers during the 2025-2026 academic year while gaining more than 1,000 new followers and maintaining its position as one of the university's most-followed accounts. Creative storytelling, collaborative campaigns, Reels, and the Adventures with Mini Monte series continued to drive strong engagement and expand the OSU's digital presence.

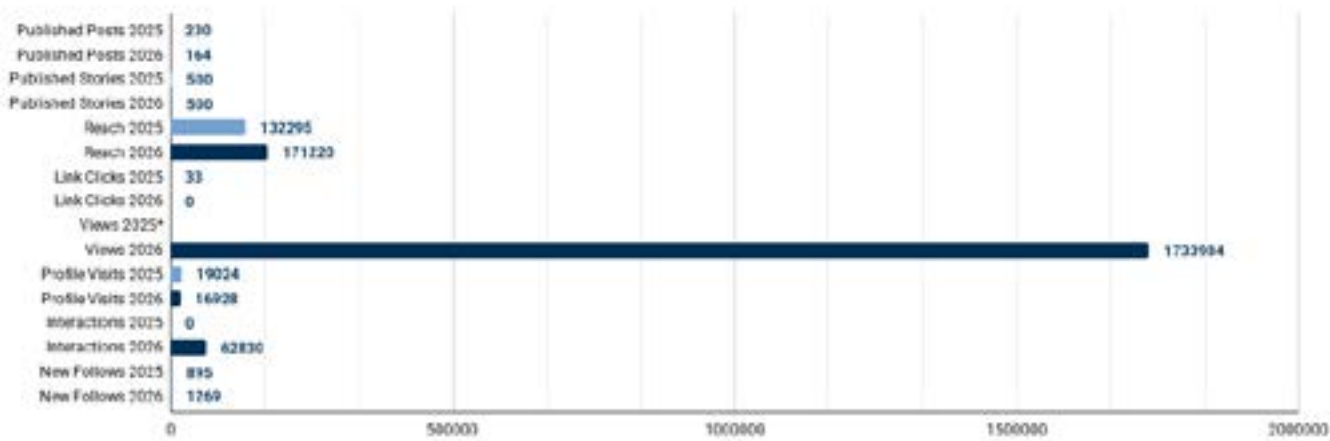
OSU Instagram - Fall Semester

July 1st - December 31st

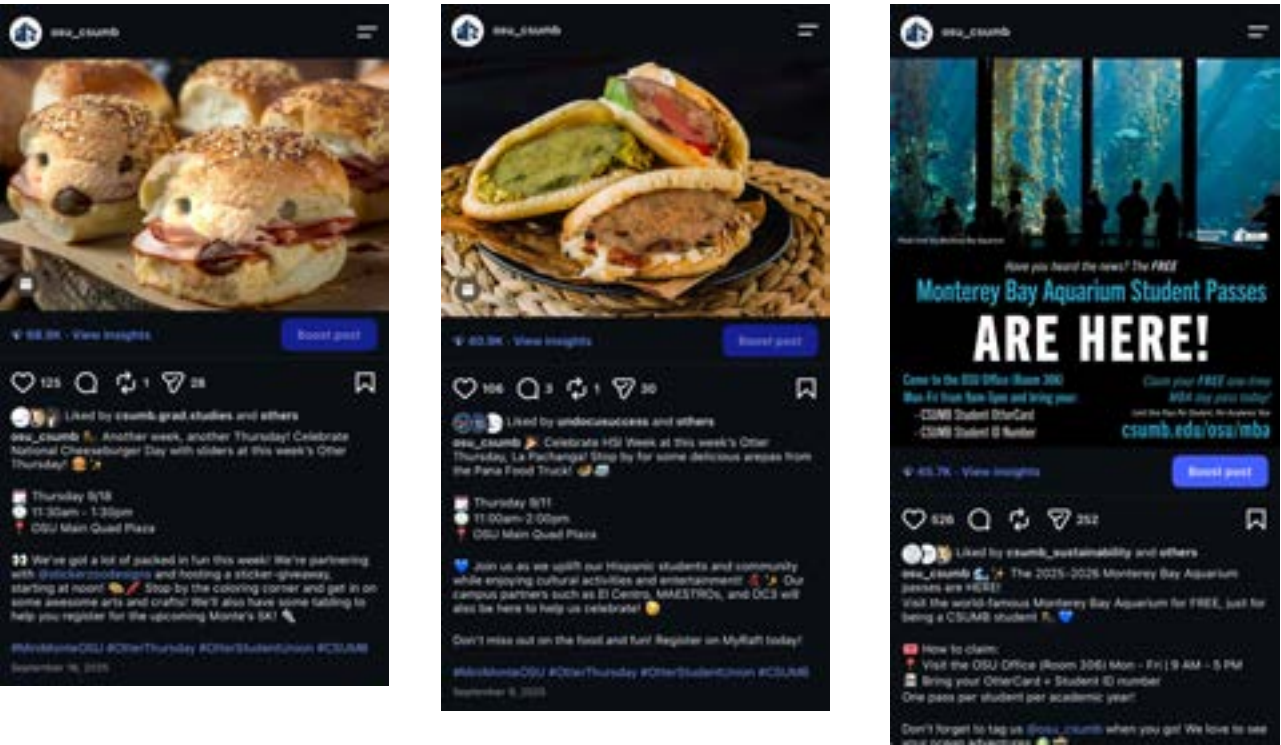


OSU Instagram - Spring Semester

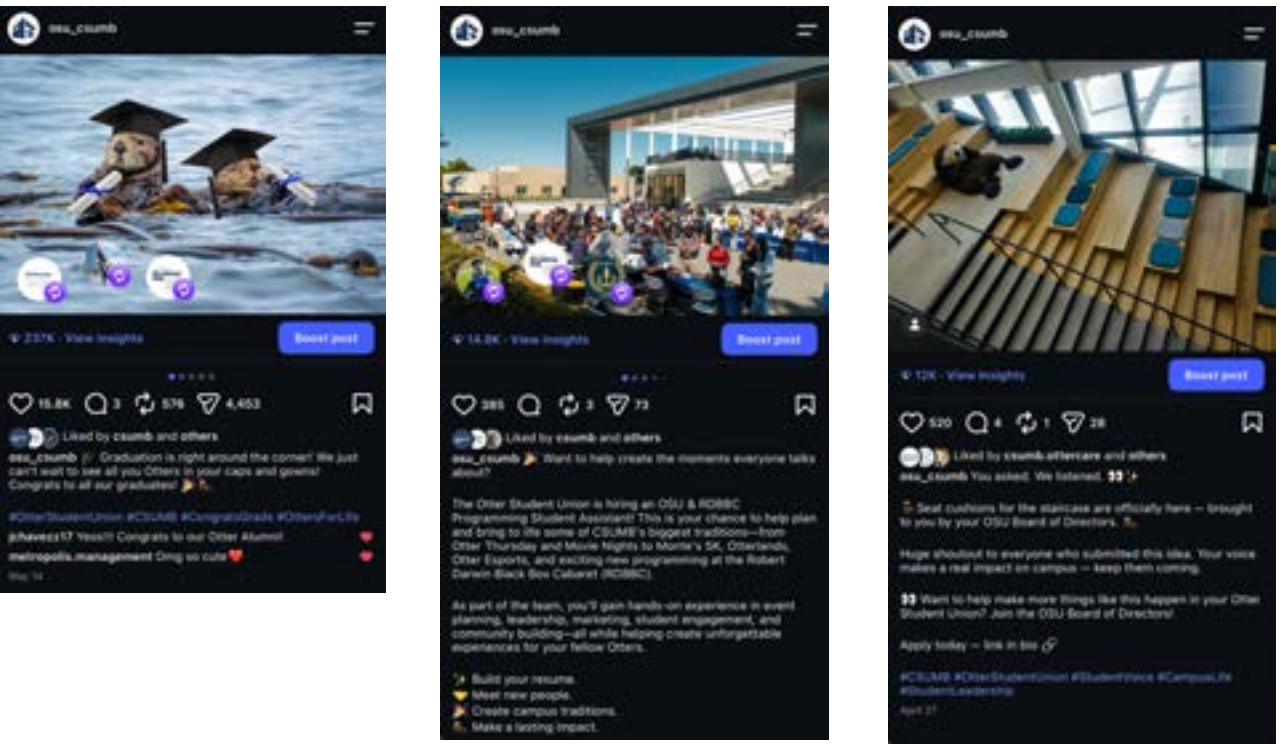
January 1st - June 30th



Instagram Fall 2025 Top Performing Posts



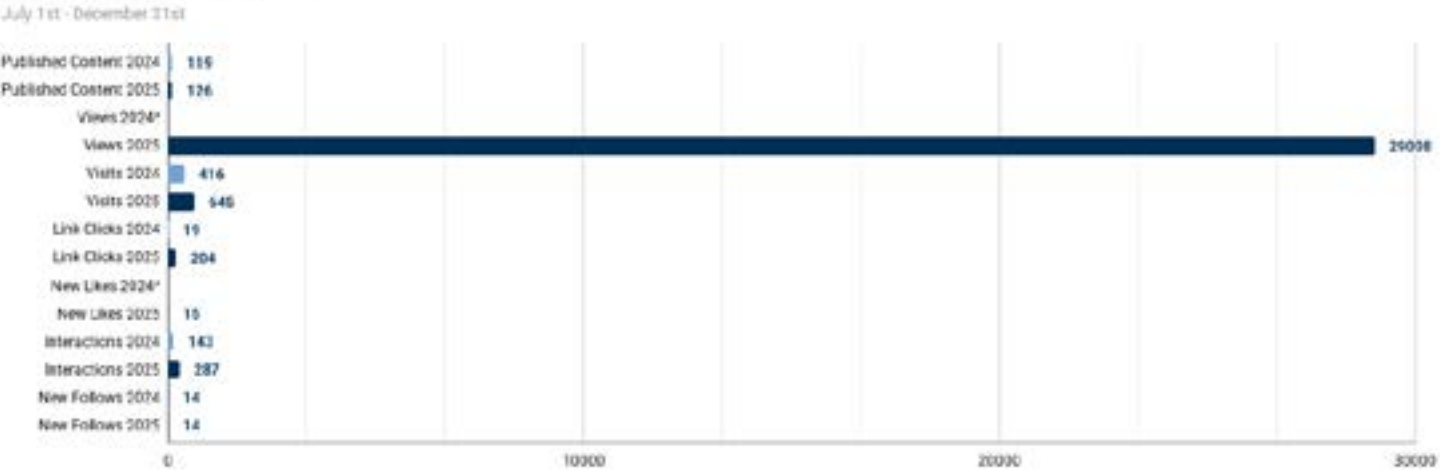
Instagram Spring 2026 Top Performing Posts



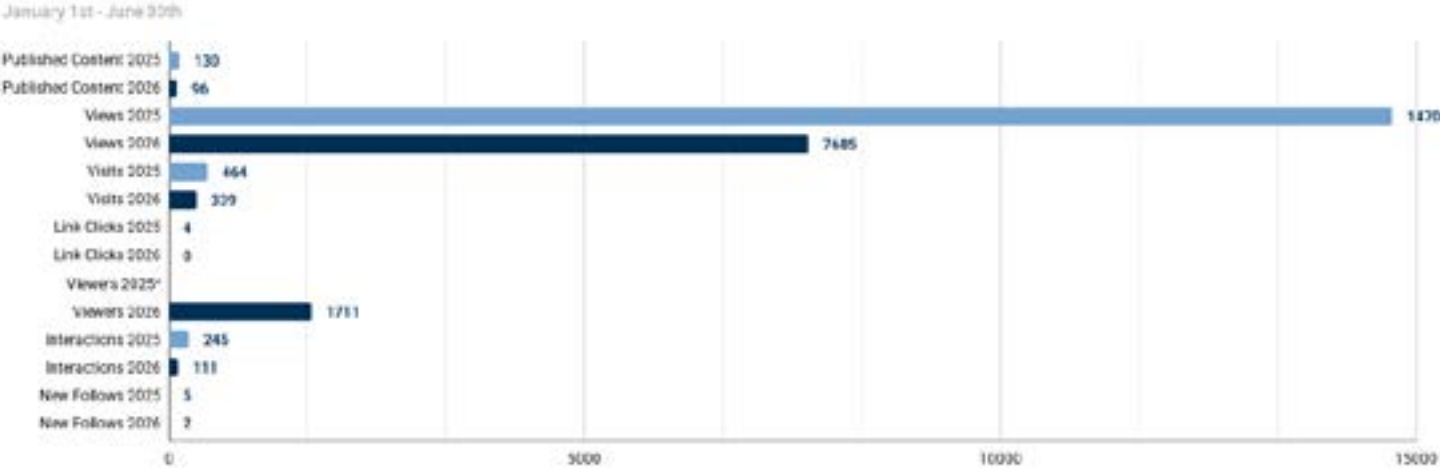
Facebook

Facebook continued to support the OSU's outreach beyond the student population by connecting with parents, alumni, faculty, staff, and community members. Throughout the 2025–2026 academic year, the platform remained an important communication tool for promoting public events, sharing campus updates, and extending the reach of the OSU to audiences who engage differently than our primary student population.

OSU Facebook - Fall Semester



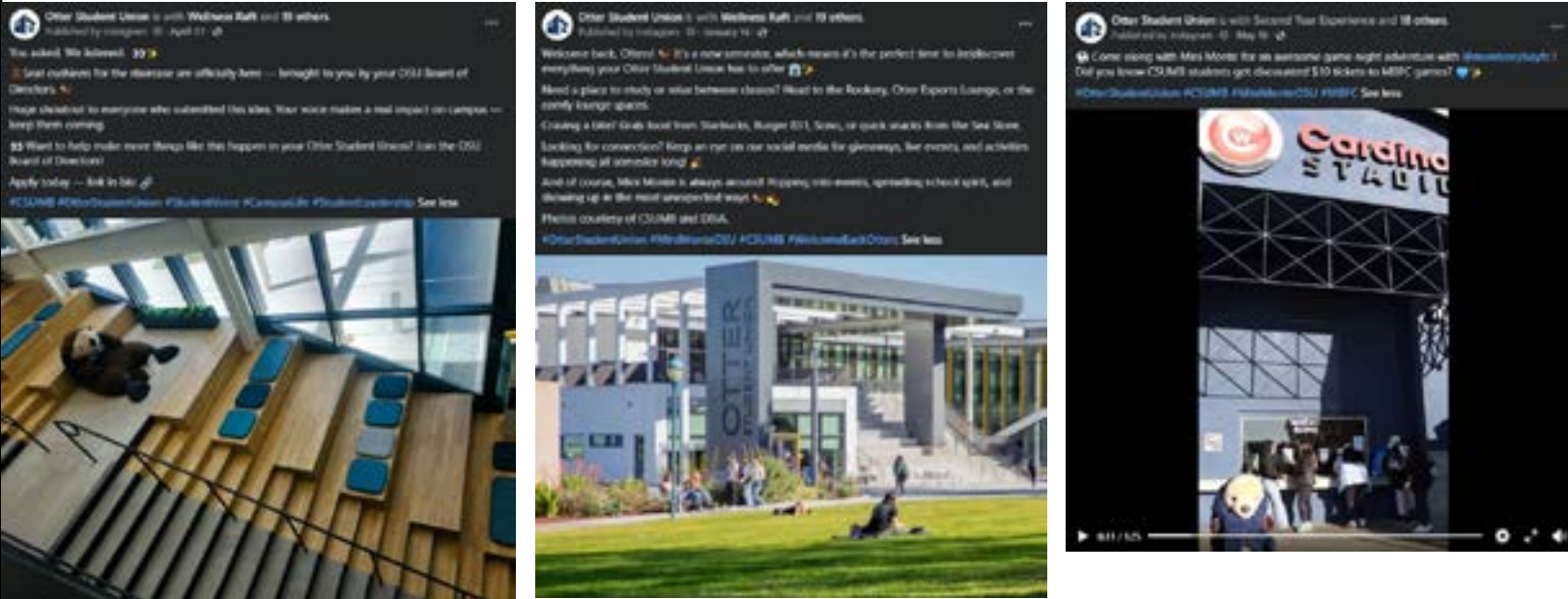
OSU Facebook - Spring Semester



Facebook Fall 2025 Top Performing Posts



Facebook Spring 2026 Top Performing Posts



TikTok

TikTok continued to provide a creative outlet for sharing authentic moments from campus life through short-form video. As part of the OSU's broader communications strategy, the platform complemented Instagram by showcasing student experiences in a more casual, engaging format while expanding the department's overall digital presence.

A/V Technical Services

The OSU Audio Visual 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 was led by our A/V Technical Services Coordinator, and 8 A/V Tech student assistants. The A/V team supported 67 events in the fall and 64 events in the spring.

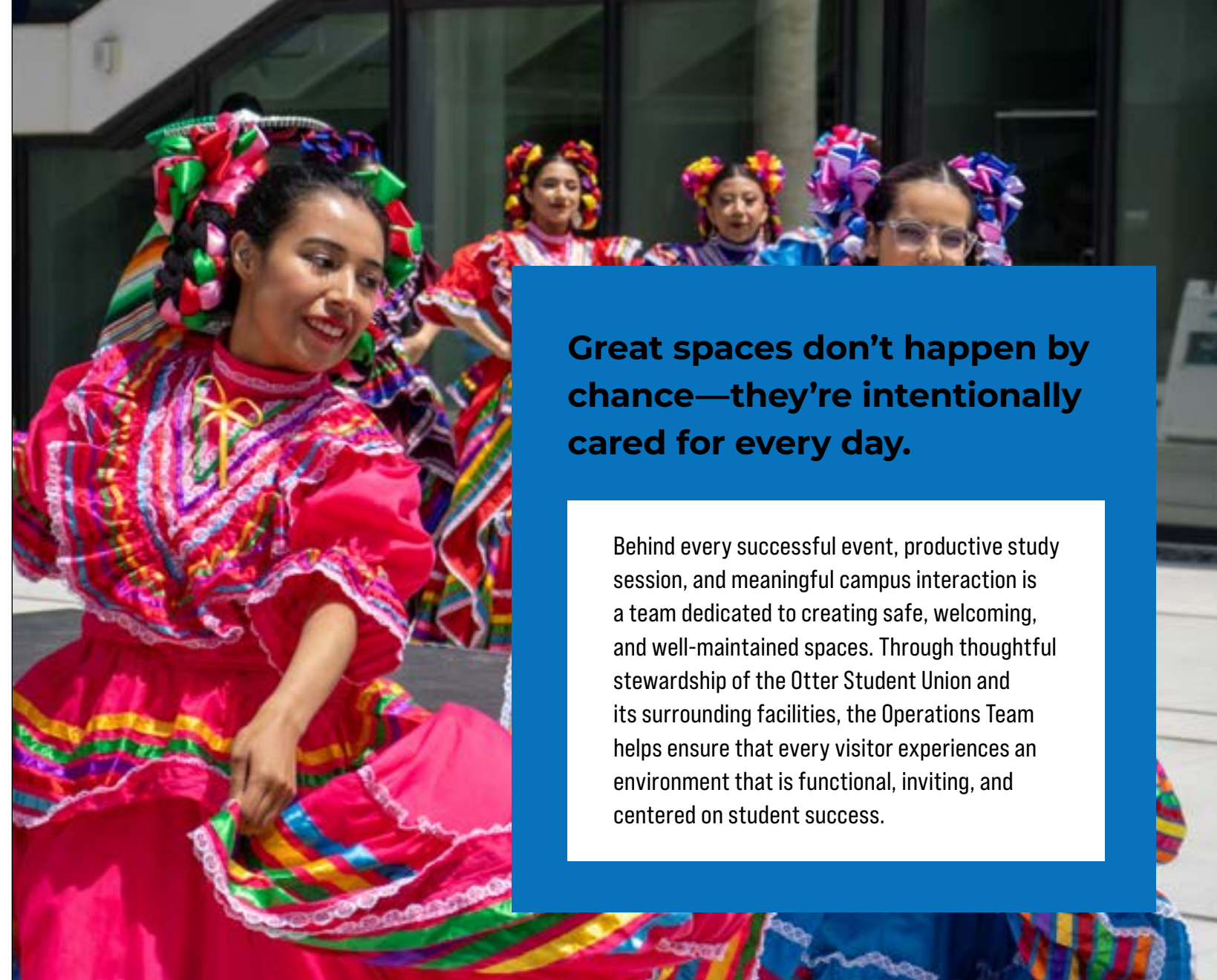


Otter Student Union Audio Visual Technical Services provided the following:

- All Otter Thursday music and a special Otter Thursday for Veteran's Day.
- New events such as Otters Got Talent
- Revamped and elevated events such as Drag Bingo
- 8 Affinity Celebrations with consultation for the Latine ceremony at Rabobank Stadium
- Full production signature campus events including RAFT Weekend, Otterlands, and APIDA Night Festival
- All Student Leader days including the picnics and conference

Great events are built on more than great programming—they rely on the people working behind the scenes. Through technical expertise and exceptional service, the A/V Technical Services Team helps create memorable experiences for the campus community.

**Behind every
unforgettable event
is a team making the
experience possible.**



Great spaces don't happen by chance—they're intentionally cared for every day.

Behind every successful event, productive study session, and meaningful campus interaction is a team dedicated to creating safe, welcoming, and well-maintained spaces. Through thoughtful stewardship of the Otter Student Union and its surrounding facilities, the Operations Team helps ensure that every visitor experiences an environment that is functional, inviting, and centered on student success.

Facilities & Operations

The Otter Student Union Operations continues to help provide a high level of service to the CSUMB community and patrons. The OSU serves 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.

Listed below are several updates and an overview of the year:

ACUI Region I Conference

The OSU Operations Specialist, Marlena Truong, OSU Associate Director, Diana Ballesteros, and two OSU student assistants attended the ACUI Region I Conference at San Jose State University in San Jose, CA, in November 2025. ACUI, the Association of College Unions International, is our professional college union organization. This yearly regional conference is a great professional development opportunity for our staff to meet other college union professionals and attend workshops that will develop their professional knowledge and skills

OSU Yearly Satisfaction Survey

In collaboration with OSU employees, the OSU Board, and the OSU Marketing & Communications Team, we promoted our yearly OSU Satisfaction Survey and increased our responses by 153% from the previous year, with 494 submissions. This survey allows OSU patrons to provide feedback on the OSU building and services.

Additional data from the 2026 OSU Satisfaction Survey:

- 82% were satisfied with OSU hours of operations, 1% higher from last year.

Top 5 things that bring patrons to OSU:

- Eat
- Study
- Relax
- Socialize
- Attend an event

84%-88% agree or strongly agree with the following statements:

- I was treated in a respectful and professional manner
- I was treated in a timely and efficient manner
- My needs were met

88%-93% agree or strongly agree with the following statements:

- I found the building to be inviting
- I found the building to be comfortable
- I found the building to be functional

86% were satisfied or very satisfied with the overall cleanliness of the OSU

Game Room

- 65% of respondents have used the Game Room
- 75% were satisfied or very satisfied with the Game Room hours of operation (slightly lower than last year)
- 83% agree or strongly agree with the following statement: The game room provides a variety of gaming options
- 84% agree or strongly agree with the following statement: The game room equipment is clean and in good condition

Top 3 programs patrons would like to see in the OSU:

- Arts & Crafts (61%)
- Movies (55%)
- Music Programs (37%)

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 2025-2026 academic year:

OSU People Counts/Visits*

August	7,740
September	17,575
October	18,574
November	11,649
December	11,171
January	8,311
February	15,823
March	15,990
April	16,419
May	8,306
June	2,694

**does not include event attendee counts*

Game Room Counts/Visits

Fall 2025	16,736	14% increase from last fall
Spring 2026	11,912	4% increase from last spring

OSU Total People Counts/Visits

134,252



The OSU welcomed numerous events in our indoor and outdoor spaces during the 2025-2026 school year; below is a summary of the events:

Total # of Events

Number of Department Meetings/Events

- Fall 2025 events: 223
- Spring 2026 events: 222

Number of Student Organization Meetings/Events

- Fall 2025 events: 301
- Spring 2026 events: 263

Number of Off-Campus Reservations: 9

Number of Department Outdoor Reservations

- Fall 2025 events: 44
- Spring 2026 events: 51

Number of Student Organization Outdoor Reservations

- Fall 2025 outdoor events: 11
- Spring 2026 outdoor events: 15

Revenue

Meeting Room Rentals: \$88,127.71

Outdoor Vendors: \$12,243.00

Total revenue from service delivery: \$88,127.71



Administrative Services

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 coordinated 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 passes to students. In addition, staff distributed 100 annual Sea Otter Classic passes to both students and staff. This team also provided front line support for our Admin Front Desk, answering questions, completing small office projects, sorting mail, and greeting visitors/guests

Supporting every experience through service, organization, and care.

Administrative Services provides the coordination and administrative support that helps the Otter Student Union operate efficiently. Through the Administrative Office, the team delivers responsive customer service while supporting the business functions behind the scenes.

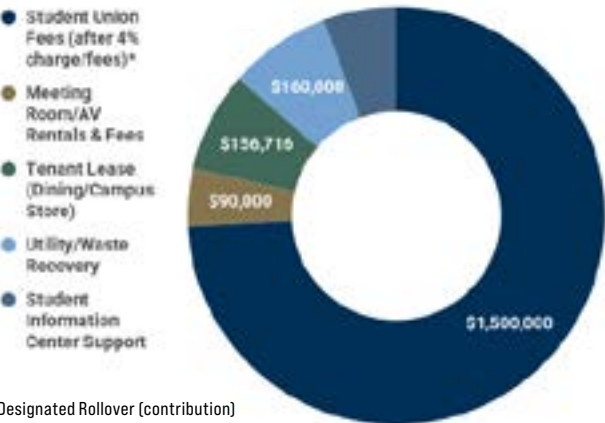


Finances

The Otter Student Union continues to prioritize transparency, consistency, and accountability in our budgeting, spending, and overall financial management of our auxiliary organization. Moving into the 2025-2026 fiscal year we are proud to report that the OSU received a “clean” audit for fiscal year 2024-2025 reported by the accounting firm Glenn Burdette and we continue to meet expectations from our student, campus administration, and the CSU Chancellor’s office.

OSU Budgeted Revenue 2025-2026

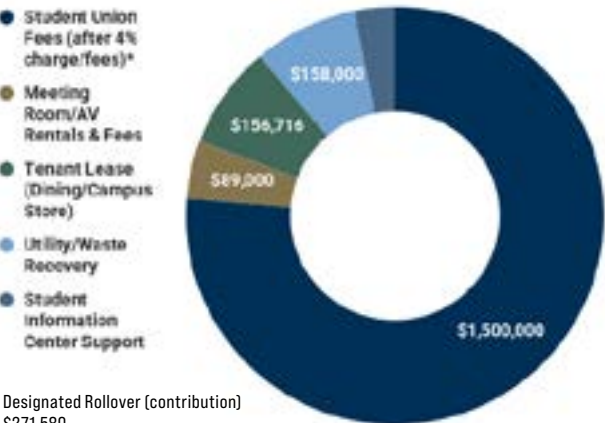
Total Revenue: \$2,178,662



Designated Rollover (contribution)
\$156,946

OSU Projected Actuals Revenue 2025-2026

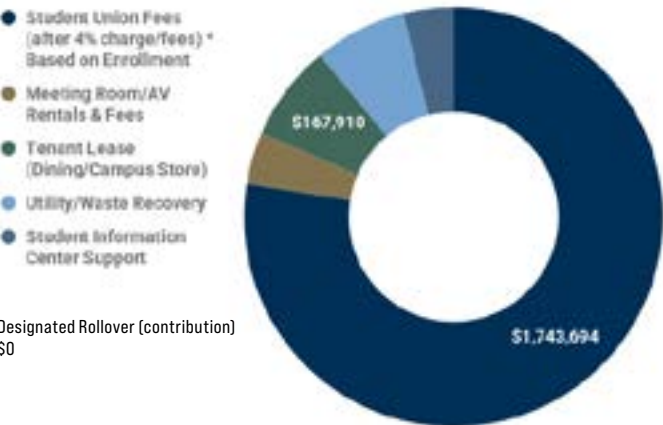
Total Revenue: \$2,237,296



Designated Rollover (contribution)
\$271,580

OSU Proposed Budget 2026-2027

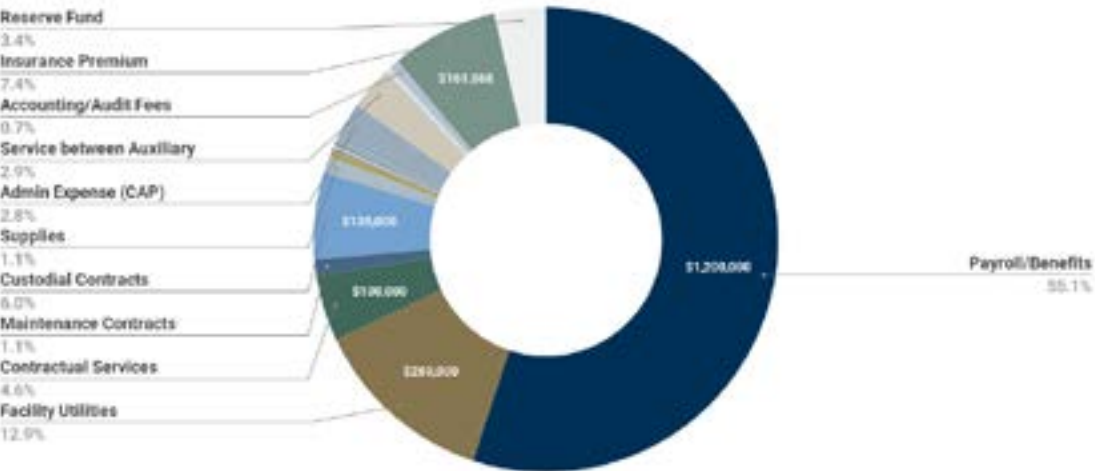
Total Revenue: \$2,251,163



Designated Rollover (contribution)
\$0

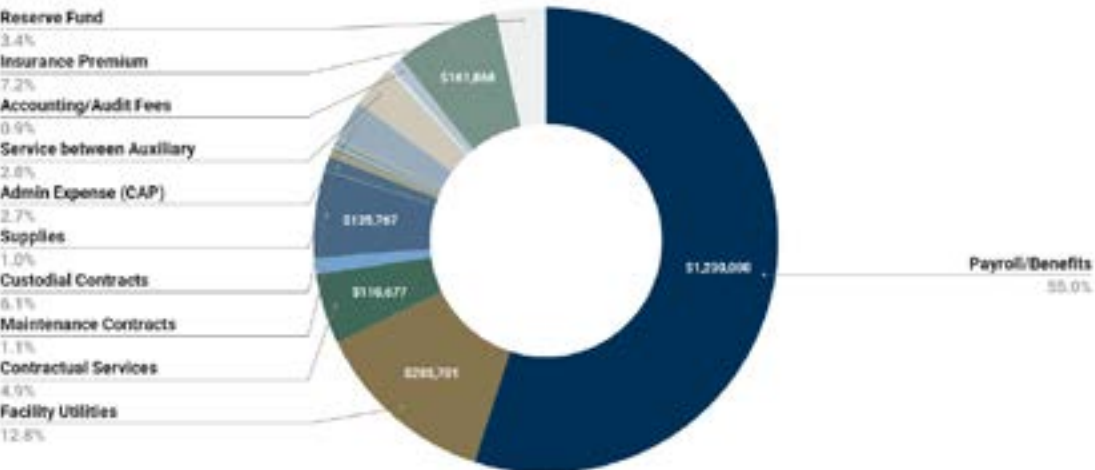
OSU Budgeted Expenses 2025-2026

Total Expenses: \$2,178,662



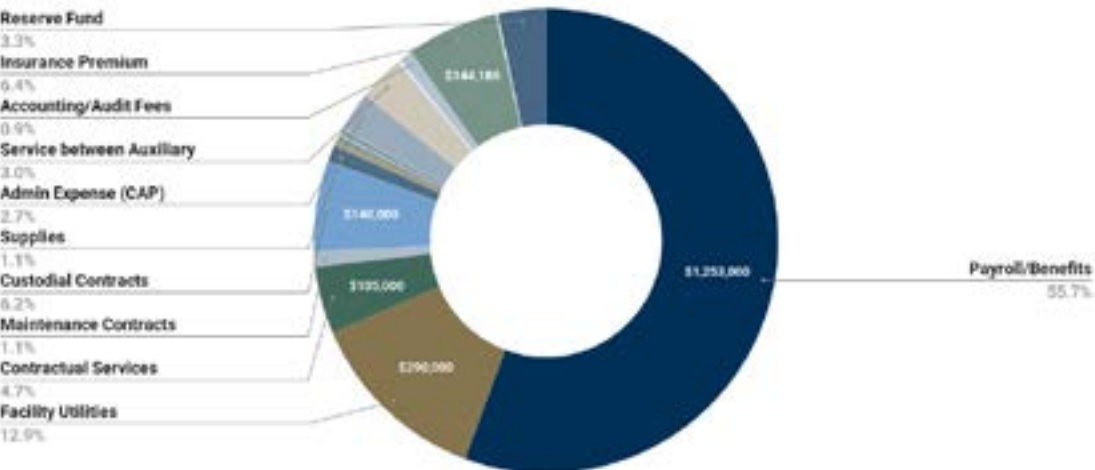
OSU Projected Actual Expenses 2025-2026

Total Expenses: \$2,237,296



OSU Proposed Budget Expenses 2026-2027

Total Expenses: \$2,251,163





Consistent with the OSU at CSU Monterey Bay Bylaws, Article 4, §4.1(c) and Article 5, §5.4, the OSU Board Budget committee developed a budget for the fiscal year 2026-2027.

The Otter Student Union (OSU) Budget for 2026-2027 consists of an Operating Budget composed of three columns: the 2025-2026 Budget, projected 2025-2026 Actuals, and proposed 2026-2027 Budget. The OSU operates as an auxiliary in good standing within the CSU system and operates solely for the benefit of California State University, Monterey Bay.

The OSU Board of Directors is charged with reviewing and approving the annual budget in accordance with university procedures at the Annual Board meeting. The following budget 2026-2027 was approved by the OSU Budget Committee and the OSU Board.

Points of emphasis for the 2026-2027 budget include:

- The budget assumes a net revenue from student union fees with scheduled OSU construction bond payment and associated fees assessed/administered.
- The budget assumes that all full-time employee positions are filled.
- Operating Reserve: The target minimum Operating Reserve Fund is equal to one month of operating expenses. (Otter Student Union Policy Manual, Section no. 02, document no. 292618, Reserves Policy). Balance as of FY25/26 is \$150,000
- Any projected budget deficit will be addressed by utilizing available designated rollover funds (from collected student union fees).

Otter Student Union
2026-2027

Debt Service

Mandatory Student Union Fees are utilized, in part, to fund the debt service requirements of the campus Student Union Facility. The debt is managed under the California State University Systemwide Revenue Bond (SRB) program. Revenues from these fees are used for the principal and interest payments associated with the bonds issued for facility construction.

	Fall 2026	Spring 2027
[Systemwide Revenue Bonds]	\$1,966,375	\$946,500

OSU Reserve

In alignment with CSU Auxiliary financial standards, the university has established an OSU Reserve account and utilizes a funding model based on the OSU’s Current Replacement Value (CRV).

	Academic Year 2026-2027
Deferred Maintenance Reserve [CRV 2026 = \$85,732,206]	\$857,322

Cost Allocation Plan (CAP)

The campus Cost Allocation Plan (CAP) is an approved method ensuring that individual units reimburse the university for their precise share of shared campus services based on the actual benefits received by the unit. This includes areas like Information Technology, Human Resources, and Facilities maintenance.

	Academic Year 2026-2027
	\$214,007

Administrative Fee (5% of Operating expenses)
(Admin & Finance CAP)

	Academic Year 2026-2027
	~\$85,000

Corporation Loan Repayment

The Otter Student Union will be initiating a repayment of its \$11.89 million construction loans to the University Corporation under an enrollment-driven MOU that adjusts for financial conditions and protects daily operations through minimum thresholds and repayment caps.

	Academic Year 2026-2027
	\$439,000

Otter Student Union
Annual Budget
2026-2027

	Budget 25-26	Projected Actuals 25-26	Proposed Budget 26-27
Revenue			
Student Union Fees (Return of surplus)	\$1,500,000	\$1,500,000	\$1,743,694
Meeting Room/AV Rentals & Fees	\$90,000	\$89,000	\$90,000
Tenant Lease (Dining/Campus Store)	\$156,716	\$156,716	\$167,910
Utility/Waste Cost Recovery	\$160,000	\$158,000	\$160,000
Student Information Center Support	\$115,000	\$62,000	\$87,559
Designated Rollover (contribution)	\$156,946	\$271,580	\$0
Total Revenue	\$2,178,662	\$2,237,296	\$2,251,163
Expenses			
Services			
Payroll/Benefits	\$1,200,000	\$1,230,000	\$1,253,000
Operations			
Facility Utilities	\$280,000	\$285,701	\$290,000
Contractual Services	\$100,000	\$110,677	\$105,000
Maintenance Contracts	\$25,000	\$24,494	\$25,000
Custodial Contracts	\$130,000	\$135,767	\$140,000
Administrative			
Printing	\$1,500	\$1,200	\$1,500
Supplies	\$25,000	\$21,333	\$25,000
Non-Capital Equipment	\$10,000	\$10,600	\$10,000
Uniforms/Branding	\$5,000	\$5,193	\$7,000
Advertising/Promotion	\$3,000	\$2,700	\$3,000
Hospitality	\$5,000	\$6,097	\$7,000
Memberships/Subscriptions	\$4,000	\$9,194	\$4,000
Admin Expense (CAP)	\$60,342	\$60,342	\$60,342
Service between Auxiliary	\$63,652	\$63,652	\$66,835
Professional Development	\$3,000	\$3,455	\$4,000
Travel	\$7,000	\$6,941	\$7,000
Accounting/Audit Fees	\$16,000	\$19,700	\$20,000
Insurance Premium	\$161,868	\$161,868	\$144,186
Employee Recruitment	\$1,000	\$1,082	\$1,000
Interfund Pension Loan Repay	\$2,300	\$2,300	\$2,300
Operating Reserve Fund	\$75,000	\$75,000	\$75,000
Total Expenses	\$2,178,662	\$2,237,296	\$2,251,163



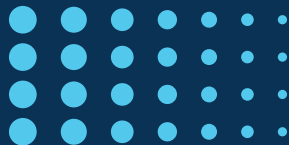
Final Thoughts

As we close the 2025-2026 academic year and reflect on the accomplishments of this past year, we do so with deep appreciation for the shared experiences and lessons that have shaped our journey. We acknowledge our continued growth and look forward to continuing to support our students’ diverse needs, fostering a campus environment where everyone feels valued and empowered to success. It is the people who make this campus extraordinary. Our success is driven by a passionate community that cares for our students, supports one another, and creates an environment where everyone can grow and connect.

The Otter Student Union is dedicated to enhancing the Otter experience and cultivating a deep connection to Cal State Monterey Bay and we hope this report helps to celebrate the momentum of our team and highlight the shared milestones, dedication, and collaborative impact that continues to move us forward.

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





The Heartbeat of Cal State Monterey Bay!

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