



OTTER
STUDENT UNION



OTTER STUDENT
UNION
CSU MONTEREY BAY

2021-2022
ANNUAL REPORT

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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. 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.

This year we demonstrated the resiliency of our community as we worked collaboratively to open the OSU in August and welcome students back to campus. Our work has helped transition to an impactful and meaningful in-person campus experience. We have re-established campus traditions, services, and programs, and have helped build community in a time of uncertainty. This year, the OSU hosted 492 events in our indoor and outdoor venues; re-imagined and re-launched programs such as Monte's Music, Otterlands, and our Movie Series; and worked to update and enhance the services offered. We will continue to rely on the CSUMB student community to establish and elevate the Otter Student Union as the living room and heartbeat of the CSU Monterey Bay campus.

The staff of the OSU and OC3 grew this year as we added an Associate Director of Operations, two Otter Cross Cultural Center (OC3) program coordinators, an Operations Specialist, a Director of the Otter Student Union, and a Director of the Otter Cross Cultural Center (OC3) all within a span of 7 months. Now with a full team, we look to lead our student-centered facility with an emphasis on our core values of fostering community, valuing voices, cultivating social justice, and being rooted in care.

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:

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

Go Otters!

Jeff Rensel
Director, Otter Student Union

PERSONNEL SUMMARY

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.



President
Eduardo M. Ochoa,
PhD



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



Associate Director
Operations
Diana Ballesteros



Office
Coordinator
Vânia Silveira



Marketing &
Design Specialist
Karina Rios Alvarez



Operations
Specialist
Emily Urrutia



A/V Technical
Services Coordinator
Reno Bianchi



OC3 Program
Coordinator
Victoria Gomez



OC3 Program
Coordinator
Javier Tamayo

Otter Student Union Board of Directors 2021-2022

| | | |
|----------------------------|-------------------|------------------------|
| Chair, Hamza Saleem | Jeff Rensel | Jesus Floriano-Ramirez |
| Vice Chair, Avalon Surratt | John Fraire, PhD | Jiya Day |
| Treasurer, Andres Medina | Babita Gupta, PhD | Lesly Rocha |
| Secretary, Smokey Heisey | Chris Ilig | Nicole Hollingsworth |

STUDENT EMPLOYMENT SUMMARY

The OSU and OC3 Student Employee programs grew significantly in 2021 as we opened the Otter Student Union. Student assistant programs were established for the following areas:

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

The OSU staff introduced the Making Connections Employee Program in the spring 2022 semester. This was an optional professional development opportunity for the student employees to enhance their self-awareness, teamwork skills, communication skills, and transferable skills.

Three recognition programs were hosted throughout the year to acknowledge the important contributions of the student staff members of the OSU and OC3. These programs included the following:

- Winter/Holiday Celebration - December 10, 2021 - ornament decorating, hot chocolate, and karaoke
- Student Employee Appreciation Week, April 10-16, 2022
- OSU End of Year Celebration - May 11, 2022 - Graduate recognition, dinner, music, and “Grow Yourself” activity



2022 OSU End of Year Celebration - Majority of the OSU and OC3 graduating student employees.

MISSION, VISION, AND VALUES

MISSION

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

VISION

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

VALUES



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.

The 2021-2022 year was an exciting year, as the Board of Directors were able to help open the Otter Student Union to the CSUMB community. Continuing with a safety first approach, the Board of Directors conducted monthly meetings virtually via Zoom to review and develop policy, and approve the annual audit and budget. Three subcommittees of the Board; the auxiliary audit committee, executive officer committee, and the budget committee were established and continued to support the efforts of the Board.

We are thankful for the dedication and commitment of the 2021-2021 Board of Directors including our executive officers Hamza Saleem, chair; Avalon Surratt, vice chair; Smokey Heisey, secretary; and Andres Mena, treasurer; and our entire Board including Jesus Floriano-Ramirez, Jiya Day, Lesly Rocha, Nicole Hollingsworth, Babita Gupta, and Chris Illig.

This year the OSU Board supported various things during the 2021-2022 academic year including the following:

- Otter Student Union Grand Opening- August 24, 2021. Students, employees, and community members gathered outside the Otter Student Union for the official ribbon cutting.
- Established the Board Audit and Budget committees
- Provided input and feedback on OSU services and facility related items and initiatives.
- Facilitated the approval of various updated guidelines and procedures.
- Selected the 2022-2023 Board of Directors
- Approved the annual budget for the 2022-2023 fiscal year



OSU Chair Hamza Saleem giving a speech at the Otter Student Union Grand Opening.

The 2022-2023 Board of Directors was selected during the spring semester, and we are excited to work together this upcoming year:

- Andres Mena, Student, Chair, term ending June 30, 2023
- Sean Meeks, Student, Vice Chair, term ending June 30, 2023
- Anisha Jadhav, Student, Secretary, term ending June 30, 2023
- Dylan Masters, Student, Treasurer, term ending June 30, 2023
- David Ledesma, Student Board Director, term ending June 30, 2023
- Kassandra Fimbres, Student Board Director, term ending June 30, 2023
- Nawied Amin, Student Board Director, term ending June 30, 2023
- Chris Illig, Community Representative, term ending June 30, 2023
- Patterson Emesibe, Alumni Representative, term ending June 30, 2023
- Babita Gupta, Faculty Representative, term ending June 30, 2023

SUMMARY

The Otter Cross Cultural Center began our 11th operational year in a transitional stage with the ongoing global pandemic, a return to in-person services, continued virtual services, with ongoing job searches for all professional staff positions, and relocating to a new building/office. This year demonstrated the resiliency of our student leaders as they took on the leadership to continue OC3 services while the center was in the middle of job searches.

With ongoing transitions (virtual to in-person, change in physical space, and staff), the OC3 rose to the challenge of continuing to provide services that established a sense of belonging on campus and by re-establishing campus traditions with students who were new to the campus. **By the end of the academic year, the Center hosted and supported over 18 unique virtual events and 25 in-person events.** Organization, communication, and delegation became crucial and imperative to the success of the OC3, especially under significant transitions and moments of uncertainty. For instance, at the end of the fall semester, the OC3 experienced a loss in staffing with the Sustainability and Wellness Student Coordinator, Jesus Lezama, resigning his position. In the spring, we lost another student coordinator, Amelia Parker, in the Internship Student Coordinator position.

Despite these circumstances, our staff was still able to develop creative ways for engagement with our resources and finish the spring semester strong.

This year, the OC3:

- Integrated both in-person and virtual modes of programming
- On-boarded three new professional staff.
 - Director and 2 Program Coordinators
- New staff developed relationships with campus departments, both academic and student affairs departments.
- Hosted scholars, artists, and activists like Yosimar Reyes, Dr. Aja Reynolds, and Asian Boss Girl.

Amid all the transition, the OC3 made great strides including achievement in supporting a range of constituents, continuing long standing events, developing new traditions, and re-establishing campus connections.

In this report you will find:

1. Overview of Programs and Partnerships
2. Analysis of Select Events
3. Analysis of Budget
4. Recommendations for AY21-22

Rudy Medina

Director, Otter Cross Cultural Center

OVERVIEW OF PROGRAMS AND PARTNERSHIPS

AUGUST

Ribbon Cutting Otter Student Union Grand Opening

\$\$\$: \$0.00

Time: 12pm-2pm

Location: Otter Student Union Main Quad

Collaborators: Otter Student Union, Associated Students

Attendance: 100+

Description: Otter Student Union Grand Opening

Open House with the Otter Cross Cultural Center

Date: August 30th-31st 2021

\$\$\$: \$0.00

Time: 12pm-2pm

Location: Otter Cross Cultural Center

Collaborators: Otter Student Union, Associated Students

Attendance: N/A

Description: Students learn about advocacy, allyship, and how to get involved with identity-based organizations and social justice opportunities

SEPTEMBER

Otter Showcase

Date: September 1, 2021

\$\$\$: \$0.00

Time: 11am-1pm

Location: OSU Main Quad

Collaborators: Otter Student Union, Associated Students

Attendance: N/A

Description: Students learn about advocacy, allyship, and how to get involved with identity-based organizations and social justice opportunities.

Otter Showcase

Date: September 2nd-3rd

\$\$\$: \$0.00

Time: 12pm-2pm

Location: OSU Main Quad

Collaborators: Otter Student Union, Associated Students

Attendance: N/A

Description: Students learn about advocacy, allyship, and how to get involved with identity-based organizations and social justice opportunities.

SJD #1: Reflecting on the Return: Positionality and the Impact of the Pandemic

Date: September 15th

\$\$\$: \$0.00

Time: 12pm-1:30pm

Location: Virtual

Collaborators:

Attendance: 11

Description: Leave your title at the door! Join the discussion and engage in hot topics impacting our communities. The session focused on understanding the impact of the pandemic on our identities, as well as how we can support our communities. Meeting was led by Student Coordinator Wendy Feng.

What would you do differently next time: Find a more strategic way to market event.

Monday Money Moves

Date: September 20th

\$\$\$: \$6,200 over two semesters

Time: 5:30pm-7pm

Location: Virtual

Collaborators:

Attendance: 11

Description: OC3 started off with this year long series with the most important question - what does it mean to YOU to be financially empowered as a Black, Indigenous, and/or Person of Color? The interactive session visioned financial liberation through a social justice lens.

What would you do differently next time: Find a more strategic way to market event.



OCTOBER

Safe Zone Training

Date: Friday October 1st/ Friday October 8th/ Friday October 22nd/Friday October 29th

\$\$\$: \$0.00

Time: 11am-1pm

Location: Virtual

Collaborators:

Attendance: 10

Description: The Safe Zone training focused on answering questions like: Why do we use pronouns? Learning about the LGBTQ+ history and allyship. The annual four week training is designed to provide practical tools to engage in dialogue, advocacy, pop culture, and explore identities, and

My Culture is Not Your Costume Labeling

Date: October 5th-7th

\$\$\$: \$0.00

Time: 11am-2pm

Location: Table in front of the library

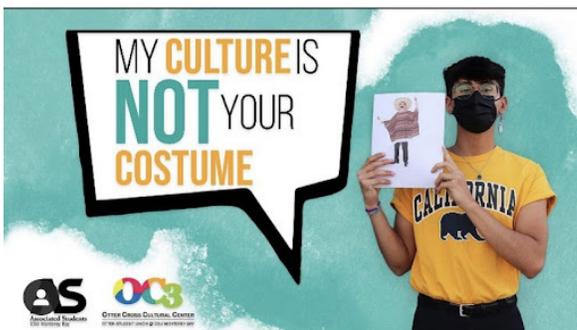
Collaborators: Associated Students

Attendance: Est. 60 participants

Description: A social Media campaign that aimed to raise awareness about costumes that reinforce stereotypes and preconceptions about various cultures. The event encouraged individuals to carefully consider before selecting Halloween costumes. This was accomplished by labeling in front of the library with educational flyers and having conversations about cultural appropriation, and by taking a picture of participants with their consent. On October 26th-31st the pictures were posted on instagram and digital signage in OSU.

 csumb.oc3

...



 Liked by captainwharuz and 38 others

csumb.oc3 "My Culture is NOT Your Costume" is a social media campaign that aims to raise awareness about the costumes that reinforce preconceptions about... more

What would you do differently next time: More time to prepare, even a month in advance. Have direct communication with pro-staff and facility set up. Have physical meetings with AS and other collaborators. More interactive resources such as another item to take home and more items on the table to give away. More items on the table that are visible about costumes so it doesn't look like another labeling activity.

Werk Witch Drag Show

Date: October 16, 2021

\$\$\$: \$4,626

Time: 6:00pm

Location: OSU Ballroom

Collaborators: Otter Student Union

Attendance: 350+

Description: Werk Witch is an annual drag show competition that highlights LGBTQ+ history and the importance of drag culture. This year OC3 received many auditions from a variety of students and staff. Last year's winner was able to return to do another performance and participate as a celebrity guest judge. Additionally, two professional drag queens performed show-stopping sets in between competitive performers. Due to the popularity of the event, this program is distinguished as a CSUMB staple event and a monumental program. The show was completely sold out on University Tickets and had over 350 students, staff, faculty, and prospective students who attended.

Social Justice Dialogues

Date: October 13th, 2021

\$\$\$: \$0.00

Time: 12pm-1:30pm

Location: Virtual

Collaborators: Dr. Renee Penalver and Dr. Christine Rosales

Attendance: 11

Description: Leave your title at the door! Join the discussion and engage in hot topics impacting our communities. This semester, the Social Justice Dialogues focused on understanding the impact of the pandemic on our identities, as well as how we can support our communities. SJD #2: Reaffirming Identities and Validating Our Stories had a panel discussion with Dr. Renee Penalver and Dr. Christine Rosales. Meeting was led by Javier Tamayo with Tech Support by Victoria Gomez.

What would you do differently next time: Find a more strategic way to market event.

Dia de la Muertos

Date: October 26th, 2021

\$\$\$: \$100

Location: Library Maker Space

Time: 12pm-4pm

Collaborators: Maestros Program/Makerspace

Attendance: 20

Description: OC3 provided a series of paper mache workshops for Dia de Los Muertos.

Monday Money Moves

Date: October 25th, 2021

\$\$\$: \$6,200 over two semesters

Location: In person and virtual

Time: 5:30pm-7pm

Collaborators: Basic Needs

Attendance: 11

Description: Led by Jesus and Tech support by Jesus. Monday Money Moves #2: Money Management Basics- Budgeting? Cash flow? Bills? Ack! Where do you start? How do you start? Why even bother?! This session covered money management basics and demystifying the world of managing money.

NOVEMBER

Social Justice Dialogues: Reframing Systems as the Problem: Overcoming Difference in Affinity Spaces

Date: November 10th, 2021

\$\$\$: \$0.00/Recurring Event

Time: 12pm-1:30

Location: Virtual

Collaborators: Committee

Attendance: 9

Description: Leave your title at the door! Join the discussion and engage in hot topics impacting our communities. This semester, the Social Justice Dialogues focused on understanding the impact of the pandemic on our identities, as well as how we can support our communities. This month's theme was: Reframing Systems as the Problem: Overcoming Difference in Affinity Spaces. The event went over affinity bias and internal bias. Attendees watched the ted talk by Verna Myers "How to overcome our biases? Walk boldly toward them" A short discussion followed.

Monday Money Moves

Date: November 15th, 2021

\$\$\$: \$6,200 over two semesters

Location: Virtual

Time: 5:30pm-7pm

Collaborators: Basic Needs

Attendance: 4

Description: Event was led by Jesus and Tech support by Jesus. Monday Money Moves #2: Money Management Basics- Budgeting? Cash flow? Bills? Ack! Where do you start? How do you start? Why even bother?! This session explored money management basics and demystify the world of managing money. This month's theme was: How credit is racist.

TSSC/OC3 American Indian Heritage Month Trivia Event

Date: Nov 17th, 2021

\$\$\$: \$35

Time: 3pm-4pm

Location: Virtual

Collaborators: Transfer Center for Student Success

Attendance: 12

Description: The event celebrated American Indian Heritage Month through an educational presentation and trivia. TCSS and OC3 had about a 15 minute presentation that was presented by TCSS. After the presentation, there was a 30 question trivia through Kahoot. The first place winner won a hydro flask. All participants got a participation gift, which was a bag of giveaways from OC3 storage.

What would you do differently next time: Decolonization and condemning colonizers. The event felt rushed and simple and we need to do something more critical for indigenous peoples' month.

Gratitude Geodes

Date: November 15th-19th, 2021

\$\$\$: \$55

Time: 9am-5pm

Location: OC3

Collaborators: OSU Marketing

Attendance: 25

Description: The holidays can be a rough time for some of us. If you need a little extra help staying grounded this Fall Break, decorate a rock to take home with you. If you feel overwhelmed just hold your gratitude geodes, meditate, pray, tell yourself words of affirmation, etc. to help ground yourself. During this time, the marketing team posted affirmations in preparation for the holidays/fall break.



DECEMBER

NASU & OC3 Film Screening

Date: December 2nd, 2021

\$\$\$: \$0.00

Time: 6pm-8pm

Location: OC3 and OSU Ballroom

Collaborators: OC3 and Native American Students United (NASU)

Attendance: 10

Description: OC3 and NASU collaborated for a film screening: Rumble: Indians Who Rocked the World. The film was streamed through PBS. NASU performed the land acknowledgment in the OC3 and then all participants went down to the ballroom to view the movie.

What would you do differently next time: This event was very last minute, so planning it was a lot of hiccups with getting the movie rights, and trying to get the word out. It was too fast a turn around to put the event on myraft. More time and being more intentional.

Coco and Cram

Date: December 6th-December 16th , 2021

\$\$\$: \$55

Time: 11am-3pm

Location: OC3

Collaborators: N/A

Attendance: 50

Description: Finals can be hard. The OC3 provided hot chocolate and a study space. The first 18 students got a small gift of a mug with small swag.

COCO & CRAM

Come to the OC3 to indulge in some hot cocoa while preparing for finals week.



December 6th - 16th from 11 am - 3 pm
Register on MyRaft.

JANUARY

Transfer Center Orientation

Date: January 22nd, 2022

Time: 11:30am-12:30pm

\$\$\$: \$0.00

Location: Virtual

Collaborators: Transfer Center

Attendance: 16

Description: OC3 coordinators presentations for transfer students.

Transfer Center Orientation

Date: January 21st, 2022

Time: 10:00am-10:30am

\$\$\$: \$0.00

Location: Virtual

Collaborators: College Support Services, EOP ,CAMP, TRIO, SSS, Undocu-Success

Attendance: 8

Description: OC3 presentation on strategic approach to rebuilding working relationships/collaborations.

Pro Staff & Student Coordinator Retreat

Date: January 21st, 2022

Time: 9:00am-2:00pm

\$\$\$: \$76.91

Location: OC3

Attendance: 9

Description: OC3 Pro-Staff facilitated a Student Coordinator retreat to go over new operations procedures, Covid safety, etc.

FEBRUARY

Lunar New Year Celebration

Date: February 1st - February 8th, 2022

\$\$\$: \$200.00

Location: OC3

Collaborators: APIA Student Organization

Description: Celebrated the year of the Tiger at OC3. Decorated the OC3 with relevant and cultural decorations. Had a table next to the OSU information desk where you could guess how many jellies were in the jar. The winner got tiger plushies. OC3 had a table with lunar new year snacks and a lantern where people could write what they looked forward to the new year. We also gave away red envelopes with chocolate coins and affirmations.

What would you do differently next time: Sticking to a schedule with informational social media and taking down the decorations on time.

Thursday Money Moves

Date: Thursday, February 10th, 2022

Time: 5pm-6pm

\$\$\$: 650

Location: OC3/ In-Person

Collaborators: Basic Needs

Attendance: 8

Description: Empowered Communication in the Job Offer Process: Job “negotiations” is often a scary and uncomfortable experience, especially if you have no idea how to do it! In this session, the facilitator discussed how to make the job offer a win-win process for both you and a future employer. Rather than focus on “negotiating”, participants practiced how to name their needs in an empowered way. The session offered tips on how to collaboratively shape a new job offer to something that works for you and an employer.

What would you do differently next time: Having a designated thank you gift and making sure we flyer a week before.

Social Justice Dialogue #1-Prioritizing the Local: The Consequences of Social Media and Women’s Rights

Date: Thursday, February 17th, 2022

Time: 12pm-1:30pm

\$\$\$: \$0.00

Location: Virtual

Collaborators: N/A

Attendance: 8

Description: Leave your title at the door! Join the discussion and engage in hot topics impacting our communities. This semester, the Social Justice Dialogues focused on understanding the impact of the pandemic on our identities, as well as how we can support our communities. This month's event focused on the consequences of social media and women's rights.

Intern Event: Labor Unions 101

Date: Friday, February 25th, 2022

Time: 12pm-1:30pm

\$\$\$: \$0.00

Location: OC3

Collaborators: N/A

Attendance: 10

Description: Want to learn about labor unions and what they mean? Stop by and join an informational workshop on unions, recent strikes, and how we each can take individual action for ourselves and others. The session will end with an opportunity to create a mock company and learn about ethical resources, products, and employee management.

Fandango Musical Performance

Date: Friday, February 25th, 2022

Time: 7pm-9pm

\$\$\$: 700.00

Location: OSU Plaza

Collaborators: Center for Black Student Success, Otter Student Union

Attendance: 30

Description: Celebrating Black Mexico with live Traditional Afro-Mexican music. Mini concert was held and played for about an hour and a half.

What would you do differently next time: One thing we feel we should do differently is host outdoor events in late Spring. It was very cold in February.



All Black Gala- Part 1

Date: Saturday, February 26th, 2022

Time: 7:00pm-8:30pm

\$\$\$: \$1,500 (Staffing) \$120- Special Events

Location: Virtual

Collaborators: OSU, CBSS, Monterey Branch NAACP, Office of Inclusive Excellence and Sustainability, among others

Attendance: 112

Description: Re-Connecting to Monterey County Historic Black Community: Honoring Black Excellence Past, Present and Future. Working with the committee was very fulfilling and beneficial to the OC3 in creating partnerships across the Black campus community and the Monterey County Community. Karina did the marketing. Brooklyn Green (President of BSU) was the MC. At this event we honored 9 individuals from students, staff, faculty, and from the community. Dr. Brian Corpening was given a surprise honor. President Ochoa was surprised by having the CBSS name change to the "Helen Rucker Center for Black Excellence". A very meaningful evening that came together beautifully.

Spring Mural Series

\$\$\$: 800

Location: OC3

Collaborators: OC3, Otter Student Union, Center for Black Student Success

Description: The Otter Cross Cultural Center and Center for Black Student Success is excited to present a 2022 Spring mural series by local CSUMB alumnus artist, Armando Franco. This is the first of a four part series that reflects the OC3 heritage months. The month of February celebrates Black Hxstory month where we celebrate the voices of past and present Black community voices. OC3 exchanged ideas with CBSS that influenced the content of the mural.

MARCH

International Womxn's Day Celebration

Date: March 7th

\$\$\$: \$5,500 for Panelist

\$80.00 Tech Support

\$200 Incentives

Total: \$5,780

Location: Virtual/Zoom Webinar

Collaborators: N/A

Attendance: 25

Description: The International Womxn's Day Celebration recognized and celebrated womxn who have made significant contributions towards gender equity, feminist practices, and intersectional approaches to their work and activism. The event had a panel/Q& A with the host of an empowering podcast: Asian Girl Boss. Asian Boss Girl was chosen from the signature event student coordinator. The event was light and fun and brought a lot of laughter for people who could relate to being a student and young professional.

Thursday Money Moves

Date: Thursday, March 10th, 2022

Time: 5pm-6:30pm

\$\$\$: \$650

Location: Virtual/Zoom

Collaborators: Basic Needs

Attendance: 27

Description: What to Know About Retirement in College: Retirement seems so far away, why should you think about it now? Simply put, the earlier you are informed about retirement, the more empowered you can be in making your choices. This session examined traditional capitalist ways of thinking about retirement. The session helped participants analyze and define for themselves what a harmonious life of work and rest looks like now and in old age. We had a professor aid us in attendance by making this available for extra credit. All cameras were turned off, however Rita was able to engage with surveys and such.

What would you do differently next time: Do NOT have a passcode on the zoom event

Herstory Adventure: Scavenger Hunt

Date: March 14th-19th, 2022

Time: Ongoing through duration of event

\$\$\$\$: Mini Projector- \$80.00, Portable Speaker: \$39.95, Hydro Flask: \$49.95

Total: \$169.90

Location: Throughout Campus

Collaborators: Basic Needs

Attendance: 5

Description: A scavenger hunt done through finding 3 flyers a day and scanning a QR code. Each day was separated by inspirational womxn. (Monday/ Black, Tuesday/Latinx, Wednesday/ Indigionous, Thursday/ APIDA). The first three participants to get all of the codes won a prize. The flyers were hung in 1. OC3, 2. Basic Needs, and 3. In a different place that students can get to with a clue.

What would you differently next time?:

It was very well organized; however a combination of mid-term week and students not being on campus every day impacted participation. Also, planning ahead of time and making sure it was marketed in advance.



Social Justice Dialogue #1-Prioritizing the Local:The Consequences of Social Media and Women's Rights

Date: Thursday, March 17th, 2022

Time: 12pm-1:30pm

\$\$\$: \$1,554.96

Incentives: est \$54.96

Guest Panelist: \$1500

Location: Virtual/ Zoom

Collaborators: The Social Justice Dialogue Committee

Attendance: 14

Description: Leave your title at the door! Join the discussion and engage in hot topics impacting our communities. This semester, the Social Justice Dialogues focused on understanding the impact of the pandemic on our identities, as well as how we can support our communities. This SJD had three panel discussants: Rosalyn Greene, Luis Juarez and Wes White. Panelists engaged in conversations around the current climate around gentrification in Monterey County. We also had a raffle of four books (2 Books of the Color of Law and 2 books of Magical Urbanism). It was the most attended of the social justice dialogues.

Intern Event: Intern Event-Navigating Microaggressions, Micro-affirmations, and Miscommunication in the Workplace

Date: Thursday, March 17th, 2022

Time: 6:00pm-7:00pm

\$\$\$: \$328

Location: OC3

Collaborators: N/A

Attendance: 10

Description: The event had a discussion about emotional intelligence in the workplace, including how to navigate microaggressions and how to introduce micro-affirmations into your mindset. The event engaged in activities centered about professionalism and self confidence as we learn to shift from students to employees.

Paint & Sip

Date: March 21st, 2022

Time: 3pm-5pm

\$\$\$: \$288.89

Catering: \$138.89

Supples: \$150.00

Location: The Rookery, OSU

Collaborators: N/A

Attendance: 30

Description: In conjunction with International Womxn's Day, OC3 hosted a Paint and Sip sessions where participants learned to pain and let their creativity soar.



National Farmworker Tabling and Chalking

Date: Wednesday, March 23rd, 2022

Time: 12pm-3pm

\$\$\$: \$0

Location: Inter-Garrison Plaza

Collaborators: CAMP

Attendance: 25



Description: Tabled outside of the OSU writing chalk messages in support of farmworkers. What would you do differently next time? Be more active in promoting event at the center.

Monthly Guest Artist Reception

Date: Wednesday March 23rd, 2022

Time: 5pm-6pm

\$\$\$: \$1,150.68

Exhibit- \$1,100

Catering \$150.68

Location: OC3

Attendance: 5

Description: A reception honoring the featured artist for the month of March that was showcased throughout the OSU in commemoration of Womxn's Herstory Month: Samantha Saldana.

Intern Event-The Art of Accountability: A Health and Wellness Workshop

Date: Thursday, March 24h, 2022

Time: 12:30pm-1:30pm

\$\$\$: \$643.80

Location: OC3

Collaborators: N/A

Attendance: 10

Description: The session discussed strategies on becoming more organized and accountable for your time management. Session went over how to balance your mind and time.

Spring Mural Series

\$\$\$: \$800

Location: OC3

Collaborators: N/A

Description: This was the second of a four part series that reflects the OC3 heritage months. The month of March celebrates Womxn's Herstory month where we celebrated the accomplishments and the work that needs to be done for equality for womxn and femmes. OC3 exchanged ideas with a small committee that influenced the content of the mural.



APRIL

Safe Zone

Date: April 7th & 21st, 2022

\$\$\$: \$1,280

\$280 curriculum development Beth Little

\$1,100 facilitator fee for Gabrielle Belchard

Location: Virtual

Collaborators: N/A

Attendance: 45 participants in first session

31 participants in second session

Description: The purpose of CSUMB Safe Zone was 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. Through educational training and on-going learning opportunities, this program encouraged participants to identify themselves as visible supporters of LGBTQ+ communities at Cal State Monterey Bay. This program will strengthen faculty and staff in bringing to life CSUMB's Vision of being a socially just community with a "substantive commitment to multilingual, multicultural, and gender-equitable learning".

Who Will Sing a Black Girl Song with Dr. Aja Reynolds

Date: April 7th, 2022

Time: 1:00pm

\$\$\$: \$2,000

Location: Virtual

Collaborators: Black Students United

Attendance: 16

Description: Dr. Aja Denise Reynolds hosted a virtual session on supporting Black youth. Dr. Reynolds is a healer, activist, artist and educator. She is the legacy of Linda and the late Ralph Reynolds, a testament of her family's survival and resistance in the US. In the many roles she is positioned in, she is led by a Black feminist spirit of care, collectivism and courage to confront systems of oppression. Her gifts possess the power to bring people together and bring light into dark places through laughter. Her collaborative engagement with Black girls focuses on creating 'fugitive' or freedom spaces through the use of art, activism, and healing.

OC3
Office of Community & Cultural Engagement

CSUMB
California State University Monterey Bay

**Who Will Sing
a Black Girl Song...**
with Dr. Aja Denise Reynolds

Healer, activist, artist, and educator, Dr. Aja Denise Reynolds is led by a Black feminist spirit of care, collectivism, and courage to confront systems of oppression. Join us virtually as she shares a praxis of freedom learned from Black girls.

April 7, 2022 1pm – 2pm

**Register on MyRaft
or scan the QR Codes!**

CSUMB Community



Thursday Money Moves

Date: April 7th, 2022

Time: 5pm-6:30pm

\$\$\$: \$650

Location: Virtual/Zoom

Collaborators: Basic Needs

Attendance: 14

Description: Feeling Empowered About Loans and Debt: Owing money is scary and anxiety-provoking! What if you can take control back and make debt work for you? This session reviewed the basics of loans in accessible language so that participants can feel more in control of their finances. The session focused on student loans and touched on other major life loans (car loan, mortgage, etc.).

OC3 Open House

Date: Wednesday 13th, 2022

Time: 1pm-3pm

\$\$\$: \$1,215.79

\$1115.79 Catering

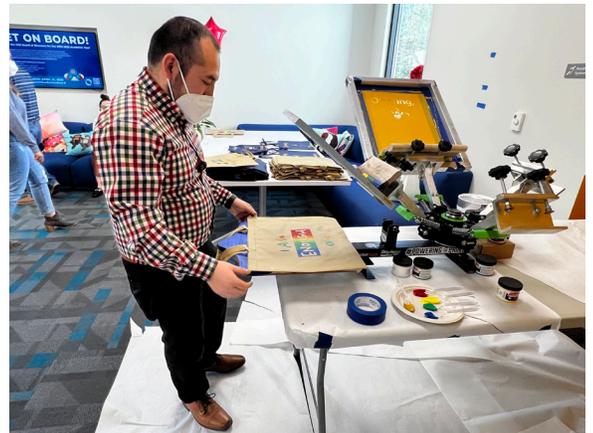
\$100 Crafting Materials

Location: OC3

Collaborators: N/A

Attendance: 68

Description: The Otter Cross-Cultural Center invited students, faculty, staff, and community members to our Open House. Attendees met the center's new staff, enjoyed free giveaways, and fun activities like screen printing.



Wild Tongues Can't Be Tamed

Date: April 13th, 2022

Time: 6pm-8pm

\$\$\$: \$665.42

Jota Effectus- \$300.00

Chartwell: \$365.42

Collaborators: Living Learning Programs

Attendance: 30

Description: An open mic night that celebrated and highlighted music, poetry and spoken words in the performers native tongues.

What would you do differently next time: A better timeline for marketing



SJD #3- Prioritizing the Local: Healthy Food, Healthy Communities

Date: Thursday, April 14th, 2022

Time: 12pm-1:30pm

\$\$\$: \$0

Location: Virtual/ Zoom

Collaborators: The Social Justice Dialogue Committee

Attendance: 9

Description: Leave your title at the door! Join the discussion and engage in hot topics impacting our communities. This semester, the Social Justice Dialogues focused on understanding the impact of the pandemic on our identities, as well as how we can support our communities. This session focused on having healthy food and healthy communities.

What would you do differently next time? More promotion

LSAMP Meet and Greet

Date: April 21st, 2022

Time: 12:00pm-1:30pm

\$\$\$: 434.10

Collaborators: LSAMP/UROC

Attendance: 9

Description: Provided a space for LSAMP to talk about who they are and give students opportunity to network.

Monthly Guest Artist Reception

Date: April 23, 2022

\$\$\$: \$534.93

Location: OSU

Collaborators: Hannah Kim, Otter Student union.

Attendance: 15

Description: OC3 Spring monthly art exhibit highlighting student artists. The featured artist was Hannah Kim a Visual Public Arts and Marine Science Major. Hannah's work reflects her educational and personal experience with Marine Life.

April
FEATURED ARTIST

The Otter Coast Cultural Center, Otter Student Union, and the department for Visual and Public Arts are excited to present the April 2022 featured artist exhibition by Otter OSU student artist Hannah Eunhae Kim. The exhibition will be displayed throughout the second and third floor of the OSU.

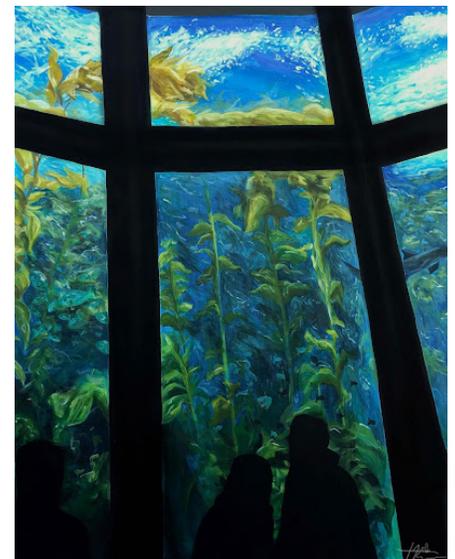
Hannah Eunhae Kim

Artist Bio and Statement

Hannah Eunhae Kim was born and raised in Southern California, but the busy life of Orange County never suited her. Instead of the bustling crowds and infrastructure, she would much rather enjoy the outdoors. This influenced her decision of where she wanted to further her education after high school. Kim has always been interested in the science behind our planet which is what led her into obtaining two bachelor's degrees. Studying visual and public art and marine science at California State University Monterey Bay (CSUMB), has given her the opportunity to explore more of what nature has to offer. She is now learning how ecosystems work and how to easily communicate it through art. When she is not studying, conducting research in the lab, or painting, you can find her in the ocean or traveling around the country.

The past few years Kim has become more aware of the impact humans have on the planet. It is very apparent in the community and the research she has partaken in as an undergraduate researcher and inspiring scientific illustration. With much of her research focused on freshwater/marine ecosystems and climate change, she wants to represent the beautiful habitat and creatures that may be lost in the next few years. Her work consists of a wide variety of animal portraits and whimsical work that reflects her joy of the natural world. This can be seen throughout her portfolio utilizing different shades and values to bring her subjects to life. Acrylic is her main medium, but she also loves the vibrancy of gouache, watercolor, and color pencil. This can be seen in her current work on display in the Otter Student Union at CSUMB. They reflect her observations from the bay and the aquarium in Monterey, living by one of the most well-known marine sanctuaries in the world truly shaped her, and her work, for the better.

OC3
Otter Student Union



Sponsored by the Otter Cross Cultural Center, Otter Student Union, Office of Inclusive Excellence, Office of the President, and the NAACP Monterey County Branch

2022 ALL BLACK GALA

HELEN RUCKER CENTER
for
BLACK EXCELLENCE
IN-PERSON RECEPTION

Join this semi-formal celebration for light hor d'oeuvres, music, socializing, and a silent auction to benefit the newly named center. RSVP and/or contribute to the center at:

DONATE.CSUMB.EDU/RUCKER

SUNDAY, APRIL 24, 2022 from 4-6pm

OTTER STUDENT UNION BALLROOM
 3118 INTER-GARRISON ROAD, SEASIDE, CA 93955

For questions or accommodations, please contact bortiz@csumb.edu




Helen Rucker Center for Black Excellence Reception (All Black Gala Mixer-Part 2)

Date: April 24th, 2022

Time: 4:00pm-6:00pm

\$\$\$: \$3,500

Location: OSU Ballroom

Collaborators: All Black Gala Committee

Attendance: 150-200

Description: The reception was a mixer that brought together Black students, staff, faculty and community members and allies. The event celebrated the honorees from February's virtual event.

Intern Event: Understanding the Impact of Media Bias On Social Movements

Date: April 29th

Time: 12:30pm-2pm

\$\$\$: \$515.94

Location: OC3

Collaborators: N/A

Attendance: 10

Description: The event examined how our perceptions of civil action are influenced by news coverage and media. The event had an activity and discussion that helped understand bias in our media and how it can influence social movements.



OTTER CROSS CULTURAL CENTER

**UNDERSTANDING THE
 IMPACT OF MEDIA BIAS
 ON SOCIAL MOVEMENTS**

Learn how our perceptions of civil action are influenced by news coverage!

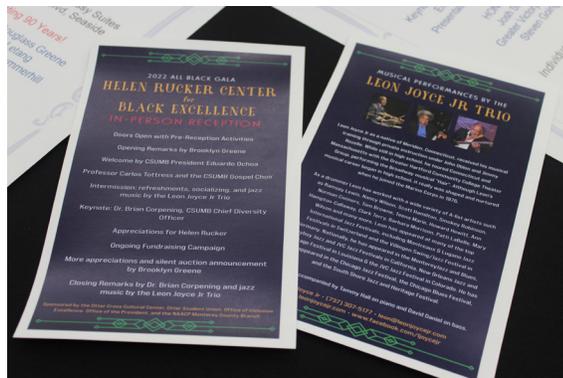
WEDNESDAY, APRIL 20, 2022
12:30PM TO 1:30PM
OSU ROOM 301

For more information or accommodations, contact oc3@csumb.edu

SELECT SIGNATURE PROGRAMS AND EVENTS

HELEN RUCKER CENTER FOR BLACK EXCELLENCE'S ALL BLACK GALA MIXER

The Helen Rucker Center for Black Excellence's All Black Gala Mixer was a highlight of the year as it was a campus and community collaboration and celebration. The event honored Helen Rucker, a local activist who has dedicated her life to social justice movements. The event brought together people from the Seaside and larger Monterey County community and from the CSUMB community. This was one of the larger events of the year and we were at capacity. The event featured touching speeches not only celebrating Helen Rucker, but also other honorees from the campus. The event highlighted the presence of the Black community on campus.



AFFINITY GRADUATION CELEBRATIONS

Affinity Graduation Celebrations honor the accomplishments and experiences of CSUMB graduates from historically underrepresented communities. This year we added one additional affinity graduation. There are now nine CSUMB Affinity Graduation Celebrations for graduating students: Asian Pacific Islander and Desi American (APIDA) Grad; Black Grad; Chicanx/Latinx Grad; Family Friendly Grad; Native American Grad; SADE (Students Awareness for Disability Empowerment) Grad; Rainbow (LGBTQ+) Grad; Undoc-U (Undocumented) Grad; and Veteran Student Grad.

These celebrations offered keynote speakers, performances, and cultural celebrations separate from CSUMB's Commencement. Participation was free and graduates were able to register for the Affinity Grad(s) they identify with. Last year (2020-2021), all Affinity Graduations were held virtually. This year (2021-2022) all Affinity Graduations were held in-person. There was some initial confusion of what Affinity Graduations were due to the virtual modality. However, once students began to learn and hear about the celebrations, interest grew. We foresee them gaining larger attendance next year.

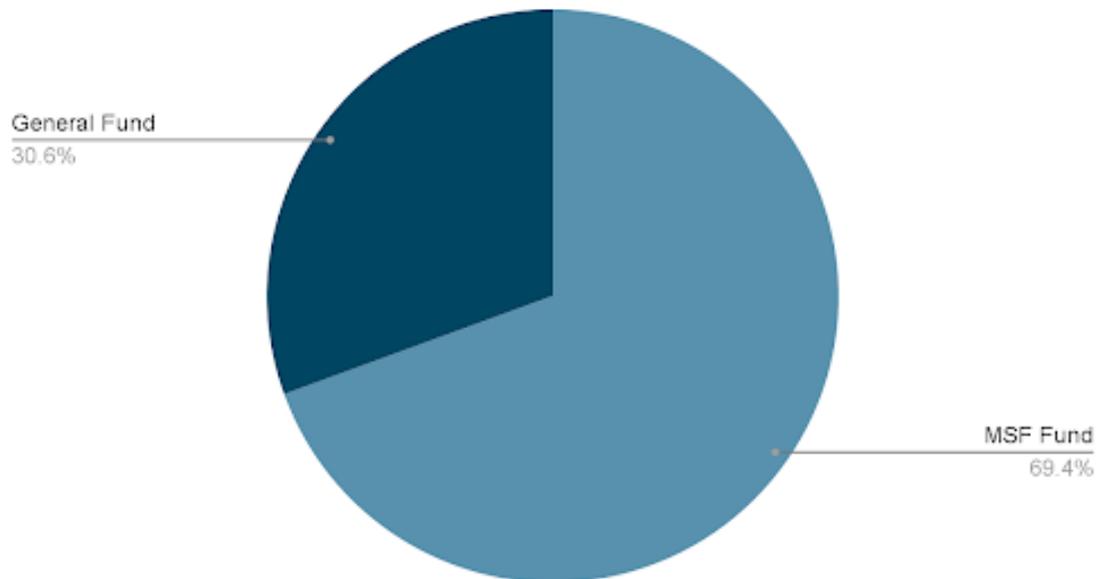


| Affinity Graduation Celebration | 2021-2022 Participants |
|--|------------------------|
| <i>Asian & Pacific Islander Desi American Grad</i> | 28 |
| <i>Black Grad</i> | 39 |
| <i>Chicanx/Latinx Grad</i> | 342 |
| <i>Family Friendly</i> | 22 |
| <i>Native American Grad</i> | 0 |
| <i>Rainbow Grad</i> | 32 |
| <i>Students W/Disabilities Grad</i> | 17 |
| <i>Undocu-Grad</i> | 12 |
| <i>Veteran Grad</i> | 10 |
| Total: | 502 |

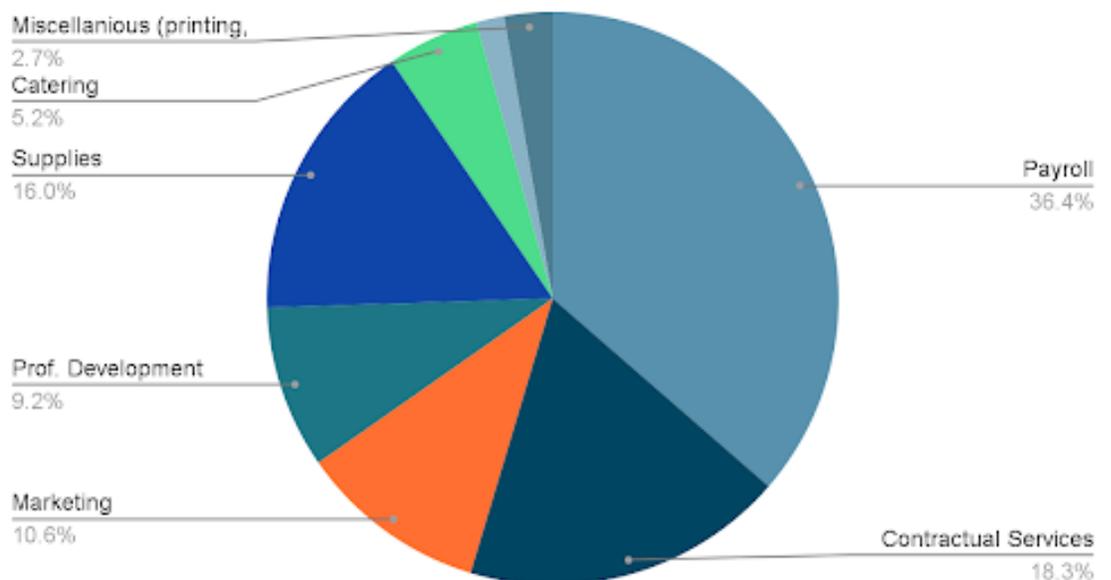
ANALYSIS OF BUDJET

Below is our breakdown of our budget and spending for the academic year 2021-2022. A comparison of our 2018-2019 and 2019-2020 budgets are provided.

Total Budget



Breakdown of Budget





OC3 Team during the Fall 2021 semester.

RECOMMENDATIONS FOR 2022-2023

The 2021-2022 Academic Year presented a transition year. The year began with no professional staff. It was a learning year for the team and an important time to reflect on the year, programming, mentorship relationships, and on staff capacities in the strategic planning of the next academic year.

OC3 will continue to host programming in a variety of forms including virtual, hybrid, and in-person modalities.

These are some notes to consider for the upcoming school year:

- What programs will we focus our efforts on
- Where are opportunities for growth
- Set clear expectations for the academic year
- Focus on building OC3 relationships
- How do we build measures of support in the team in order to avoid burnout?

This summer has been critical in ensuring OC3 is prepared to address each of these considerations. Returning student coordinators and pro-staff will have to play a larger leadership role in mentoring and training the incoming student staff. It is also significant to remember that the Center has always thrived and existed due to the advocacy of its students and will continue to adapt to tackle any new challenges.

While the next chapter in OC3 will bring change in perspectives and leadership, the legacy set forth centering storytelling, intersectionality, equity, and healing will always remain.

SUMMARY

Student-centered programming continues to be a priority for the OSU and we were able to re-establish as well as introduce various programs during the 2021-2022 school year without an established Union Programming Board.

These programs included the following:

- OSU Grand Opening (Fall)
- Friday Fright Movie Nights (Fall)
- Spring Open House (Spring)
- Monte's Music (Spring)
- Spirit Monday initiative (Spring)
- Otterlands (Spring)
- Friday Night Movie Series (summer)

The OSU partnered with Associated Students to provide some Game Room enhancements during the 2021-2022 school year, including the following:

- 60+ board games
- Nintendo Switch
- Shuffleboard
- Arcade Game
- New "Pump It Up" dance machine (July installation)

SELECT SIGNATURE PROGRAMS AND EVENTS OVERVIEW

OSU GRAND OPENING

Students, employees, and community members gathered outside the Otter Student Union on August 24th, 2021 for the official ribbon cutting and grand opening. The event included remarks from several representatives including CSUMB President Eduardo Ochoa, Dean of Students Leslie Williams, Associated Students President Victoria Bartindale-Guffey, and Otter Cross Cultural Center student coordinator, Wendy Feng. The OSU staff gave away 300 small, plush doll sea otters, conducted tours of the building, and offered food and entertainment while welcoming the CSUMB community to the new facility.

FRIDAY FRIGHT MOVIE NIGHTS

The Otter Student Union held a month long virtual movie watching series during the month of October where the OSU screened horror movies that had been voted on by students on MyRaft. A raffle was conducted before each viewing with the winner walking away with a goody bin full of movie watching must-haves such as candy, soda, and an OC3 blanket to hide under. The featured films included It, The Conjuring, Annabelle Creation, and Warm Bodies.

SPRING OPEN HOUSE

The Otter Student Union welcomed students, staff, and community back to the Heartbeat of campus for the Spring 2022 Open House. All OSU programs and departments participated in hosting this community event which included giveaways, food sampling, resource sharing, and trivia. CSUMB Athletics participated by bringing the members of the Otter Women's Volleyball team, Men's Soccer team, and Women's Water Polo team to welcome and engage with attendees.

MONTE'S MUSIC

The Otter Student Union re-imagined and re-launched the new Monte's Music program, a free mid-week performance series for the campus community that spotlights CSUMB student and staff musicians and artists with small intimate-style performances. In April a musical performance was hosted in the Otter Student Union, near Starbucks that featured two student performers.

SPIRIT MONDAYS INITIATIVE

In an effort to build spirit, pride and tradition, the OSU launched the Spirit Monday initiative inviting the CSUMB community to showcase their CSUMB spirit by wearing CSUMB colors and gear every Monday. The initiative included social media posts, and encouragement within the OSU offices and program areas to participate.

OTTERLANDS

Associated Students and the Otter Student Union partnered together to bring back CSUMB's largest concert of the year, Otterlands. The event included a pre-event festival on the OSU Inter-Garrison plaza with food, music, and lawn activities. The event featured the Battle of the DJs winner, Fernando, as well as the main acts of the night, XYLO and Smallpools.

FRIDAY NIGHT MOVIE SERIES

In an effort to engage with students, faculty and staff present on campus during the summer months, the OSU launched the Friday Night Movie Series on the OSU Inter-Garrison plaza. Popcorn, soda, and folding chairs were provided for attendees to enjoy a film screening on the Inter-Garrison lawn after dark. The featured films included Sing 2, Fantastic Beasts: The Secrets of Dumbledore, and The Bad Guys.



SUMMARY

For 2021-2022, the Marketing & Communications Team included one professional staff member, two graphic design interns, two social media interns, and two video production interns. 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 was able to return in-person (though strict guidelines were still enforced due to COVID-19). Together, we handled 92 marketing requests from both the OSU and OC3, including marketing for the OSU Grand Opening!

Since the campus was able to return in-person this year, extra focus was put on capturing photos at our events. This allowed us to restock our stock photography which had nearly been depleted. We worked with other CSUMB departments on projects which resulted in a revenue generation opportunity and supported several special projects for the Interim Vice President of Student Affairs.

Focus this year was given to our social media platforms with a special focus on TikTok, growing our followers to almost 2,000 and a couple of our videos going viral. The MarComm team created additional custom made gifs throughout the year. The large variety of gifs were often utilized by other campus departments and student organizations on social media. The OSU expanded presence on Spotify, creating music playlists made for students, by students.

With the new building open, the OSU had command of a total of nine digital displays located throughout the three floors. Of these, seven were used for marketing purposes which was offered for use by other campus departments located within the OSU. In total, there were 106 requests for use of the digital displays throughout 2021-2022. The newly opened OSU facility required additional signage to be developed including floor plan maps and signage for the all gender restrooms.

A major undertaking for the MarComm Team this year were the in-person Affinity Graduation Celebrations. During the last two years the celebrations had been conducted completely virtually. With a new professional team and location, there was a lot to manage shifting with the in-person celebrations. One challenge the MarComm Team faced was receiving the needed materials at the last minute. Though we were able to deliver all needed materials just in time, this was a challenge. Additionally the team was tasked to support each event by providing photography services.

Being back in-person this year really allowed the MarComm team to flourish as individuals and as a team. We were able to build connections not only amongst ourselves, but with the rest of the CSUMB community. We rose to the challenges presented to us and we look forward to what the next year brings.

SAMPLE PROJECTS

COMPLETED BY PROFESSIONAL STAFF

In honor of
VETERAN'S DAY
Thursday, November 11th 2021

CSUMB and the OSU Building will be CLOSED

Starbucks will be open 10am-3pm and
Forager's Cove will be open 10am-9:30pm

Thank you to the brave individuals who served.

Theatre to the Sphere:
A Conversation with Luis Valdez
With Michael M. Chomers, Chair, Department of Performance, Play & Design
at the University of California Santa Cruz

April 19, 2022 at 7 p.m.
The World Theater at California State University, Monterey Bay
Free and Open to the Public

RSVP at bit.ly/Valdez2022

LUIS VALDEZ

INTERNATIONAL WOMXN'S DAY
with AsianBossGirl

The International Women's Day Celebration is an event that recognizes and celebrates womxn who have made significant contributions towards gender equity, feminist practices, and intersectional approaches to their work and activism. We will have a panel/Q&A with the host of empowering podcast: AsianBossGirl

MARCH 7TH
5:30-6:30pm

Register on MyRaft or at csumb.edu/womxnsday

MONDAY MONEY MOVES
with rita zhang

Sept 20 Financial Empowerment Foundations for BIPOC
What does it mean to YOU to be financially empowered as a Black, Indigenous, and/or Person of Color?

Oct 25 Money Management Basics
Budgeting? Cash flow? Bills? Acks! Where do you start? How do you start? Why even bother? Come find out!

Nov 15 How Credit is Racist and What We Can Do About It
Credit is an inescapable reality for most people living in America - learn about this racist tool and avoid traps.

Register on MyRaft! or at csumb.edu/oc3/money
Otter Cross Cultural Center Rm 301, Otter Student Union

SAVE THE DATES FOR THE 2022 AFFINITY GRADUATION CELEBRATIONS!

| | | |
|---|--|---|
| Rainbow Grad May 1, 2022 • 11am-1pm | SADE Grad May 13, 2022 • 6pm-8pm | Family Friendly Grad May 15, 2022 • 5pm-7pm |
| Veteran Grad May 6, 2022 • 6pm-8pm | APIDA Grad May 14, 2022 • 11am-1pm | Black Grad May 20, 2022 • 6pm-8pm |
| Undocu-Otters Grad May 7, 2022 • 11am-1pm | Native American Grad May 15, 2022 • 11am-1pm | Latinx/Chicanx Grad TBD |

For more information, visit csumb.edu/affinity

OC3 Open House

We have a full staff! Join us in our new space, meet our team, and learn about our programs, services, and resources.

Wednesday, April 13th from 1pm to 3pm

The Center for Black Student Success and the Otter Cross Cultural Center present

Wavy Wellness & Mind
featuring
TRAP YOGA BAE

A health and wellness fair featuring BIPOC vendors from the Bay Area who focus on creating a healthy and mindful life. At 5pm we'll have a 45 minute vinyasa yoga session with Trap Yoga Bae!

Register on MyRaft

April 15th 2-6pm

YOUR VOICE + POWER + STORY = SOCIAL JUSTICE THEATRE
JOIN US

Performance As Education (PAE)
A Theatre and Performance Program for High School Students
(No Theatre or Performance Experience Needed)

PAE is a college outreach and preparation program for high school students in Butte County that uses theatre and performance. You (students) write stories about your lives and experiences. Your stories are developed into a play with you performing on stage the stories you write. You attend rehearsals with a professional director and theatre crew. Rehearsals are held at CSUMB where you will live and eat for two weeks in one of the campus residence halls. At the end, you participate in a professional play performing the roles you wrote yourselves. "As Remembered/Remember"

BENEFITS

- Live two weeks at CSUMB in one of their residence halls
- Work with professional theatre professionals
- Perform in a live, professional theatre production
- Gain the college residential life experience
- Build your public speaking and confidence through performance

All students, languages, genders, abilities welcomed
Open to all students who will be in high school in Fall 2022

APPLICATIONS DUE APRIL 1, 2022
Applications available at <https://tinyurl.com/2pbeukxx>
For More Information Contact: performance@csumb.edu

SPONSORED BY DIVISION OF STUDENT AFFAIRS, CSUMB

COMPLETED BY STUDENT STAFF



— OSU STUDENT —
Holiday Celebration

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

Friday, December 10th
12pm to 3pm
OSU Office Workspace

Our holiday cheer includes hot chocolate, ornament decorating, karaoke, and special gifts for all our wonderful student employees!

MONTE'S MUSIC IS BACK AND BETTER THAN EVER!

Join us this semester as we introduce our new Coffee House Series and our Concert Series that highlight local talent being performed live in the OSU.

csumb.edu/montesmusic

STUDENT UNION AS OC3

BLACK AFFINITY GRAD

Friday, May 20th, 2022.
6pm-8pm. OSU Ballroom

California State University MONTEREY BAY OC3 STUDENT UNION

FRIDAY FRIGHT
MOVIE NIGHTS

10/01 - IT (2017)

JOIN US VIRTUALLY FOR THE MONTH OF OCTOBER AS WE WORK OUR WAY THROUGH SOME OF THE SCARIEST MOVIES THAT YOU VOTED FOR.

REGISTER ON MYRAFT OR AT CSUMB.EDU/OSU/FRIGHT

STUDENT UNION OC3

PHOTO/VIDEO PRODUCTION

Our team successfully supported transitions of programming to virtual spaces through video production and livestreaming including Late Night with OSU, TikTok production of vegan dessert recipes, Werk Witch Drag Show, and Otters Got Talent that consisted of complete video production of competitor performances and livestreaming via YouTube. Many of the projects completed this year included collaborating with other team members to ensure project success.

PHOTO/VIDEO PRODUCTION PROJECTS

A sampling of some of the projects completed during 2021-2022:

- **OSU Tour with Mini Monte** - Video tour of the new OSU given by Mini Monte
- **OC3 Photoshoot** - Took professional photos of the OC3 pro and student staff
- **Mini Monte's Fall Break** - Produced a series of Mini Monte's adventures during the fall break
- **Werk Witch Drag Show** - Three photographers at the event provided lots of event coverage which was highlighted in the recap video produced afterwards
- **Mini Monte's Spring Break** - Produced a series of Mini Monte's adventures during the spring break
- **Affinity Graduation Celebrations** - Each affinity graduation had between one to three photographers who later on created Google Albums to share publicly

VIDEO PRODUCTION SAMPLES



SUMMARY

The OSU A/V Technical Services team provides 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.

This Year brought a lot of new adventures within the OSU A/V Technical Services. With the New OSU Student Union building coming online, events started rolling in.

This photo shows how the outside of the building has become an outside theater for films to be shown. As events like the Otter Days Movie Screening started booking the space. The A/V Tech team sets up a projector on the lawn and projects the video onto the side of the wall in Inter-Garrison Plaza with a couple powered speakers for audio.



The A/V Tech team provided audio, lighting, video, staging, and livestream production for the CSUMB Day of Welcome event, The first in person event held in the OSU Ballroom.



The OSU A/V Tech team still continued to support events around campus. Shown here is the Welcome Back BBQ hosted in the Main Quad. Next to that is the Associated Students MB Madness event held outside at the Otter Sports Center's parking lot.



The OSU A/V production crew supported over 65 events on campus this last year. The OSU A/V production crew supported four events within the one day. Five days where there were three events within one day, and five days with two events within the same day. Here are some of the multi event days. We hosted the Admitted Otters Day with two welcome ceremonies back to back with approximately 450 people attending each ceremony. Top picture shows the OSU Student Union Ballroom during one of the ceremonies and bottom picture with another location on the Bayview Terrace



The following pictures are of a two day multi-event. The event consisted of two Saturdays with three ceremonies on each day. The OSU A/V Production team provided support and gear for Audio, Video, and live broadcast for all six ceremonies. The Live Broadcast involved a three camera shoot with a video production switcher to allow for lower thirds and ADA sign language Interpreter playback on screens within the main venue space. The video broadcast was then set to the CSUMB broadcasting receiving a was broadcasted over the internet and on the schools local broadcasting TV network.





The OSU A/V Production team did their first live sports TV and Livestream Broadcast. With three cameras, play by play announcer, room mics to pick up the athletes and the crowd, a score bug, and a one camera instant replay. The event was held in the Otter Sports Complex with the play-by-play and cameras, while the video production was housed across campus in the OSU A/V office. This set-up can allow the OSU A/V Production crew to produce a multi location event anywhere on campus.



The OSU continued supporting multiple events within the OSU ballroom and within the OSU student union. Below is the Athletics end of year awards banquet.



Below is the RHA Open mic night in the OSU Student Center Rookery.



Below was the first Otterlands held in the new OSU Student Union Ballroom. The event consisted of two full bands and a DJ. The OSU A/V Production team was able to sport 90 percent of the audio production for the event. Backline gear, a couple audio consoles, additional wireless and wired mics and two additional Subs were needed for the event.



One of the highlights this year was having the OSU A/V Technical Services Coordinator Reno Bianchi chosen to present a 90 minute Tech Teach in at the 2022 Associated College of Union International's international conference in Chicago, Illinois. There Reno taught a 90 minute session on everything related to audio, video, lighting, and concert production to over 50 people who attended the session shown in the first picture below.



SUMMARY

The Otter Student Union operations team offers service, support and assistance to the CSUMB community on a daily basis. Offering a variety of spaces for meetings and events, study spaces, dining spaces, a Game Room (Rookery), and more, the team worked hard this year to provide clean, safe, and inclusive facilities for all. Inclusive of our largest student assistant program; the operation team also built a team ready to serve, providing information and direct service to students, staff, clients, and visitors utilizing the OSU.

The Otter Student Union Operations team worked collaboratively with CSUMB Facilities to formalize an agreement to support the long-term maintenance and repair of the facility. CSUMB, through its Facilities Management Department (“FMD”) agrees to maintain and service OSU buildings in the same fashion as other state buildings on campus. Occupants of OSU buildings submit trouble calls and service requests through the campus work order system on the FMD website.

The Otter Student Union worked collaboratively with University Corporation to finalize the Facility Use Agreement for Purpose of Tabling for external clients. This agreement allows external clients the ability to promote and raise awareness about their organization and goals at the Main Quad Plaza and Inter-Garrison Plaza.

The OSU staff reviewed and updated the OSU Guidelines and Procedures before the start of the spring 2022 semester. Some of the updates included the addition of pricing for the OSU Ballroom without AV, outlined the reservation timelines for each category of clients for each semester, wording for balloons, clarification of incense and movie copyrights, and added pictures of the available meeting spaces. Additionally, to support the event planning process a step-by-step booking process was added on the OSU website for each category of clients.



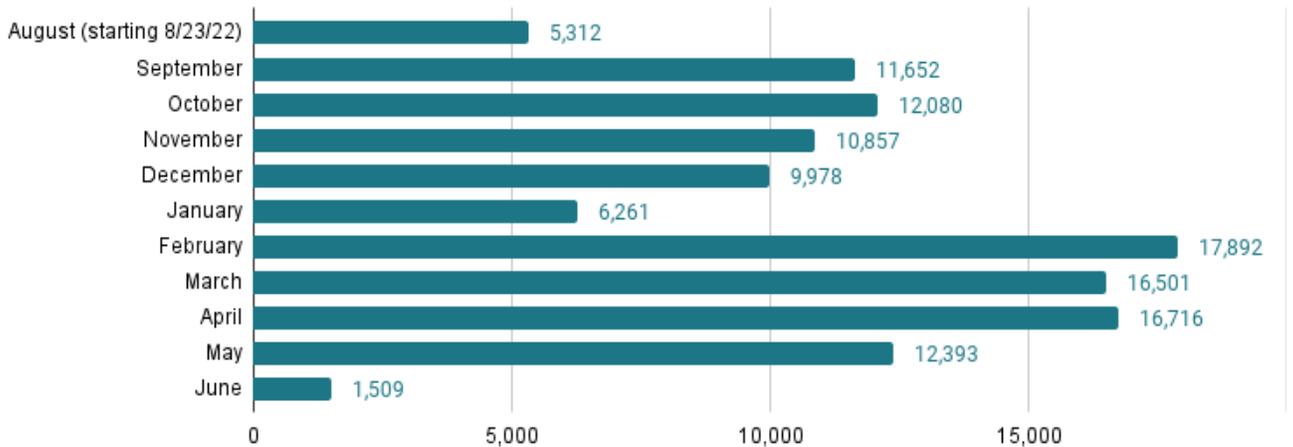


FACILITY USAGE

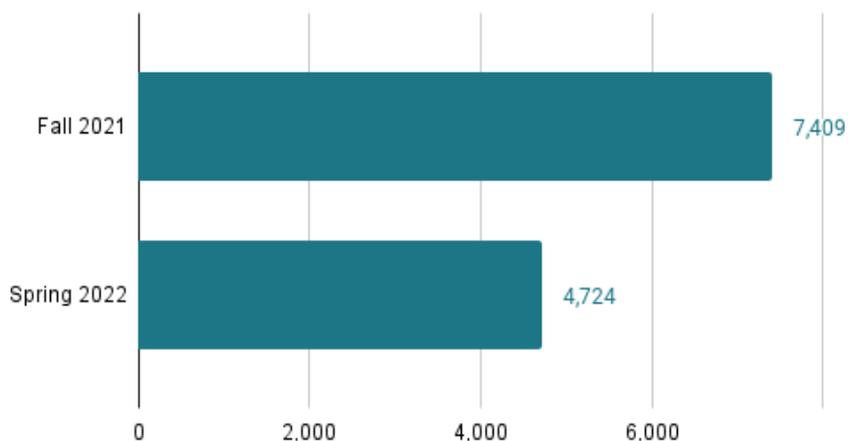
The OSU Operations team conducts daily regular counts of the foot traffic inside the Otter Student Union. This information is helpful as we determine how the building is utilized and can be valuable information to determine how to improve and enhance services.

People Counts/Visits*

*does not include event attendee count



Game Room Counts/Visits



The OSU welcomed back in-person events during the 2021-2022 school year, below is a summary of the events:

TOTAL # OF EVENTS

Number of Department Meetings/Events

- Fall 21 events: 62
- Spring 22 events: 63

Number of Student Organization Meetings/Events

- Fall 21 events: 85
- Spring 22 events: 130

Number of Off-Campus Reservations: 0

Number of Department Outdoor Reservations

- Fall 21 events: 36
- Spring 22 events: 62

Number of Student Organization Outdoor Reservations

- Fall 21 outdoor events: 26
- Spring 22 outdoor events: 8

Number of Off-Campus Outdoor Reservations: 20

REVENUE

Meeting Room Rentals: \$63,065

Outdoor Vendors: \$500

AV/Technical Services: \$16,269

Marketing/Communications: \$222.48



SUMMARY

Administrative Services and the OSU Administrative Office continued to implement best practices by reviewing and improving departmental procedures to limit risk while supporting student programming and institutional initiatives. Led by the OSU Office Coordinator, Vania, processed staff hiring, travel authorizations, invoice processing, and assisted with all procurement requests for the OSU and OC3.

The Otter Student Union (OSU) underwent audit tests with CSU for operational, administrative, and financial controls focusing on procedures in effect from July 1, 2019 to November 10, 2021. The OSU worked collaboratively with the University Corporation, and CSUMB to take the proper steps to respond, make needed improvements, and complete a successful audit.

The OSU Administration office continued to partner with the Monterey Bay Aquarium and gave out 1,945 Monterey Bay Aquarium Tickets to students, and collaborated with CSUMB to serve as the Commencement Ticket distribution center for Spring 2022 Commencement.

THE WAIT IS OVER!

The CSUMB Student Ocean Stewards Passes Are Here!

Enjoy the Monterey Bay Aquarium and explore the amazing exhibits!

Starting December 6, 2021

Pick your's up from the

Otter Student Union Room 306

Monday - Friday from 9am - 5pm

Students must present their CSUMB Student ID when claiming their pass from the OSU.



SUMMARY

The Otter Student Union planned its budget and resources for the 2021-2022 year carefully to meet uncertain enrollment numbers and limited cost recovery from services. The operation of the new facility required the OSU to be nimble and adaptable to a changing fiscal environment.

Various efforts were made to offer a limited amount of OSU-driven programming but leveraging partnerships with other CSUMB units to offer low-cost/no cost programs. This included the re-establishment of Monte's Music (a live-student performance series), Otterlands, and various other small programs throughout the year.

The OSU faces a significant challenge with long-term budget and financial stability. In the construction of the new building there were significant cost overruns and the OSU is now responsible for its bond payments and two loans totaling \$12 million. Currently the university has put a hold on those payments. The OSU budget currently shows a deficit, but will be using rollover funds to cover the projected deficit for up to three years. This will need to be addressed either through increased enrollment, increased revenue streams through facility rentals, university development budget plan, or reduction in staff and services.

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 2022-2023 fiscal year. The budget consists of three columns: the 2021-2022 Budget, projected 2021-22 Actuals, and proposed 2022-23 Budget. The Otter Student Union is funded primarily by Student Union Fees. These student fees, together with any income from operations and limited one-time materials and services fees for specific service areas, fund the operation of the Otter Student Union including bond obligations.

Significant areas of emphasis for the 2022-2023 proposed budget include:

- The proposed budget assumes a net revenue from student union fees with scheduled OSU construction bond payment and associated fees assessed/administered.
- The proposed budget assumes that all full-time employee positions are filled.
- The proposed operating budget includes an increase to both revenue and expenses as CSUMB is assumed to operate in-person for the full academic year.
- The insurance premiums are being changed and updated for FY 22-23.

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 21-22 | Projected Actuals 21-22 | Proposed Budget 22-23 |
|---|--------------------|-------------------------------|-----------------------------|
| Revenue | | | |
| Student Union Fees (after 4% charge/fees) | \$1,500,000 | \$1,504,646 | \$1,505,000 |
| Meeting Room/AV Rentals & Fees | \$40,000 | \$82,000 | \$57,000 |
| Tenant Lease (Dining/Campus Store) | \$160,000 | \$160,000 | \$120,000 |
| Tenant Lease (Dining/Campus Store) | \$65,000 | \$22,500 | \$45,000 |
| | <hr/> | <hr/> | <hr/> |
| Total Revenue | \$1,765,000 | \$1,769,146 | \$1,727,000 |
| Expenses | | | |
| Services | | | |
| Payroll/Benefits | \$1,432,156 | \$730,000 | \$1,400,000 |
| Operations | | | |
| Facility Utilities | \$247,465 | \$125,000 | \$194,000 |
| Contractual Services | \$110,000 | \$73,000 | \$110,000 |
| Maintenance Contracts | \$20,000 | \$7,500 | \$10,000 |
| Custodial Contracts | \$130,000 | \$85,000 | \$130,000 |
| CSUMB Facilities | \$0 | \$12,000 | \$15,000 |
| Administrative | | | |
| Printing | \$1,500 | \$800 | \$1,500 |
| Supplies | \$20,000 | \$12,000 | \$20,000 |
| Telephone | \$2,500 | \$500 | \$500 |
| I/T Hardware | \$0 | \$5,050 | \$2,500 |
| Non-Capital Equipment | \$10,000 | \$9,000 | \$10,000 |
| Uniforms/Branding | \$10,000 | \$4,000 | \$10,000 |
| Advertising/Promotion | \$6,000 | \$4,000 | \$6,000 |
| Hospitality | \$13,000 | \$4,000 | \$9,000 |
| Memberships/Subscriptions | \$5,000 | \$2,834 | \$5,000 |
| Admin Expense | \$60,000 | \$60,000 | \$60,000 |
| Professional Development | \$15,000 | \$5,000 | \$7,000 |
| Travel | \$23,000 | \$7,000 | \$22,000 |
| Accounting/Audit Fees | \$7,100 | \$11,050 | \$12,000 |
| Insurance Premium | \$165,000 | \$163,572 | \$84,765 |
| Employee Recruitment | \$9,000 | \$1,005 | \$2,000 |
| | <hr/> | <hr/> | <hr/> |
| Total Expenses | \$2,286,721 | \$1,322,311 | \$2,111,265 |
| Difference | -\$521,721 | \$446,835 | -\$384,265 |

SUMMARY

As a new facility with predominantly new staff, this was a truly transformative year as the team learned how to activate, operate, and program in the new facility. Through resiliency, determination, and trust our teams learned to think creatively and critically about how to engage the community and deliver high quality services, programs and facilities. Strategic planning began early, as new relationships formed with various partners, new initiatives were developed and launched and several challenges were overcome.

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

- Conduct an analysis of various job descriptions to ensure that the tasks, responsibilities, skills, objectives, and work environment match with current roles
- Evaluate ways to engage the greater Monterey County community including Seaside, Marina, Salinas, and Monterey (Chamber of Commerce, Monterey County Convention & Visitors Bureau, Rotary Club)
- Set clear expectations through goal and objective development for staff
- Focus on building and maintaining collaborative partnerships with various CSUMB departments and programs including but not limited to CSUMB Facilities, University Affairs, Ceremonies, and Events (UACE), Environmental Health, Safety and Risk Management (EHSRM), Student Affairs, University Police, and University Corporation
- Work with the OSU Board to evaluate and update all OSU policies to ensure consistency and adherence to CSU Auxiliary Organizations Compliance Guide, and CSU Auxiliary Organizations Sound Business Practices Guidelines
- Look for ways to improve service delivery through better communication, identifying and addressing barriers, and responding timely and efficiently to user or customer concerns
- Continue to analyze, assess and adjust budget to look for variances, update forecasting, and ultimately fine tune the budget to meet university expectations
- Build a strong student employment program that supports skill building, diversity & inclusion, wellness, and career readiness

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





OTTER STUDENT UNION

CAMPUS STORE

5th Street
10th Street



OTTER STUDENT UNION
CSU MONTEREY BAY

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Seaside, CA 93955
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www.otterstudentunion.org