



2023-2024 ANNUAL REPORT



**OTTER
STUDENT UNION**

TABLE OF CONTENTS

Executive Summary

Personnel Summary & Org Chart

Mission, Vision, and Values

Board of Directors

Otter Cross Cultural Center

Otter Student Union Programming

Marketing & Communications

A/V Technical Services

Facilities & Operations

Administrative Services

Finances

Final Thoughts

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. This year, the Otter Student Union continued to thrive as the vibrant heartbeat of campus life. We fostered a sense of belonging, where every student could discover their place and find their people, connecting with a supportive campus community. Through new and innovative programming and a dedication to student success, the OSU served as a constant source of energy and Otter spirit.

The OSU helped to create a welcoming environment where students felt valued and included. We embraced the rich traditions of Cal State Monterey Bay while fostering a spirit of innovation. We supported long-standing events like Otter Days and RAFT Weekend, infusing them with fresh energy. We helped to launch a new tradition during RAFT weekend, the Monte's 5K race, offering alumni and students a chance to connect and celebrate school spirit in a healthy and engaging way. We unveiled the state-of-the-art Otter Esports Lounge within the facility, providing a dedicated space for our thriving esports community to practice, compete, and connect. These initiatives and many more wouldn't be possible without the tireless efforts of our dedicated staff and student assistant facility operations team, who ensure the smooth operation and constant evolution of this vital campus hub.

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

Included in this report you will find:

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

This year, the Otter Student Union reaffirmed its unwavering commitment to student success. We championed a culture of inclusivity, fostered an environment of engagement, and empowered our student body to make meaningful contributions. We are confident that the vibrant spirit found in the OSU will continue to propel our RAFT toward a brighter future. Go Otters!

Jeff Rensel

Director, Otter Student Union



Dear Campus Community,

The heart of any university is its students, and a student union is the living testament to their vibrancy and voice. It is a space that transcends the ordinary, and at time - extraordinary rhythms of academic life, offering a sanctuary where ideas are exchanged, friendships are formed, support is found and leadership emerges. A student union, and especially the Otter Student Union, brings life to a campus, fostering a sense of unity and shared purpose. Here, students find their voice—not just as learners, but as positive, productive and empowering citizens of our community, shaping the fabric of our institution in profound ways.

Within the OSU corridors and meeting rooms, diversity finds expression, and engagement flourishes. It is not merely a building but a reflection of our commitment to nurturing the whole student—mind, body, and spirit, and I am immensely proud of the OSU board, particularly the students who have exhibited great leadership in adding value to our culture and campus life.

The union becomes a microcosm of campus life, where passion meets purpose, and where every student has the opportunity to lead, collaborate, and belong. Let us continue to cherish this vital space, for it is here that the pulse of our university beats strongest.

Ben M. Corpus, Ph.D.

Vice President for Enrollment Management & Student Affairs



Dr. Ben Corpus, Vice President for EMSA, standing in front of the Otter Student Union.

PERSONNEL SUMMARY & ORG CHART

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

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

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

STUDENT EMPLOYMENT SUMMARY

The OSU and OC3 Student Employee programs grew significantly in 2023-2024 as we entered into our third year with the Otter Student Union building being open. Student assistant programs continued to thrive in following areas:

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

**2023-2024
OTTER STUDENT UNION AND
OTTER CROSS CULTURAL CENTER
ORGANIZATION CHART**



CSUMB PRESIDENT
Vanya Quiñones, PhD



**CSUMB VICE PRESIDENT
ENROLLMENT
MANAGEMENT
AND STUDENT AFFAIRS**
Ben Corpus, PhD

**OTTER STUDENT UNION
BOARD OF DIRECTORS**

**OTTER STUDENT UNION AND
OTTER CROSS CULTURAL CENTER**



**DIRECTOR
OTTER STUDENT
UNION**
Jeff Rensel



**DIRECTOR
OTTER CROSS
CULTURAL CENTER**
Rudy Medina, PhD



**ASSOCIATE DIRECTOR
OPERATIONS**
Diana Ballesteros



**OFFICE
COORDINATOR**
Vânia Silveira



**OC3 PROGRAM
COORDINATOR**
Victoria Gómez



**OC3 PROGRAM
COORDINATOR**
Peter Xiong

STUDENT ASSISTANTS

STUDENT COORDINATORS


STUDENT COORDINATORS



**MARKETING &
DESIGN SPECIALIST**
Karina Rios Alvarez



**OPERATIONS
SPECIALIST**
Marlena Truong



**A/V TECHNICAL
SERVICES COORDINATOR**
Reno Bianchi

STUDENT ASSISTANTS

STUDENT ASSISTANTS

STUDENT ASSISTANTS

**OTTER STUDENT UNION
BOARD OF DIRECTORS 2023-2024**

CHAIR, Dylan Woodbridge
VICE CHAIR, Jianshan Chen Khalsa
TREASURER, Berenice Lemus
SECRETARY, Lesley Solano

Citlaly Jauregui	Muhammed Ali Ghazali
Thomas Nigro	Patterson Emesibe
Kassandra Fimbres	Babita Gupta, PhD
Caleb Hernandez	Jenny McAdams
Ana Ruiz	Jeff Rensel
Megan Redican	Ben Corpus, PhD

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



OSU Values were redesigned in 2023 by MarComm Pro and Student Staff.

SUMMARY

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

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

We are thankful for the dedication and commitment of the 2023-2024 Board of Directors including our executive officers:

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



OSU 2023-2024 Executive Board (left to right): Vice Chair Jianshan Chen Khalsa, Treasurer Berenice Lemus, Chair Dylan Woodbridge, and Secretary Lesley Solano.

This year the OSU Board supported various things during the 2023-2024 academic year including the following:

- The Otter Student Union (OSU) Board actively served the community throughout the 2023-2024 academic year. Partnering with Save Our Shores, they led a beach clean-up at Marina State Beach on December 2nd, removing over 40 pounds of waste and contributing to a healthier coastline. The Board's commitment extended to environmental sustainability efforts on campus. On March 16th, they joined a tree planting initiative, contributing 30 trees towards CSUMB's goal of planting 2,030 trees by 2030. These projects showcase the Board's dedication to environmental stewardship and community engagement.
- The OSU Board Art Committee established a relationship with Hijos Del Sol, a community-based organization providing professional art instruction for children and youth of underserved neighborhoods, to commission multiple art murals for the OSU Art Mural Project. The commissioned mural artwork will align with Cal State Monterey Bay's mission and core values and aims to represent our culturally rich and diverse student body.
- The Board established a "virtual" OSU suggestion/input box to solicit feedback and input from the campus community.
- The Board supported the first Monte's 5K race during RAFT Weekend and the grand opening of the Otter Esports Lounge, through fiscal support and participation.
- Facilitated the approval of various updated guidelines and procedures.
- The Board invited a variety of guest speakers and campus leaders to board meetings to engage in discussion.
- The Board selected the 2024-2025 Board of Directors.
- The Board approved the annual budget for the 2024-2025 fiscal year.



OSU Board members serving our local community at the Save Our Shores beach clean-up.



(Left to Right) Treasurer Berenice Lemus, Dylan Woodbridge, and Vice Chair Jianshan Chen Khalsa at an OSU Board of Directors meeting.



Vice Chair Jianshan Chen Khalsa promoting the OSU Board at the spring semester Otter Showcase.



Photo from the OSU Board Retreat in August 2023.

The 2024-2025 Board of Directors was selected during the spring semester, and we are excited to work together this upcoming year:

- Lesley Solano, Chair
- Jianshan Chen Khalsa, Vice Chair
- Philip Gianino, Treasurer
- Sarah Walter, Secretary
- Thomas Nigro, Student Director
- Kassandra Fimbres, Student Director
- Jasmyn Meyer, Student Director
- Milo Drake, Student Director
- Babita Gupta, Faculty Representative
- Carisse Ballard, Alumni Representative
- Jenny McAdams, Community Representative
- Jeff Rensel, Director (designated)
- Ben Corpus. VP EMSA (designated)

EXECUTIVE SUMMARY

The Otter Cross Cultural Center began its 13th operational year with an overarching theme of “Growth.” In the 2022/2023 academic year, the OC3 went through a transition as we hired a new staff member - Peter Xiong. The center also graduated the majority of all their student staff, with only one student staff returning for the 2023/2024 Academic Year. The 2022/2023 year also marked the first academic year under the current OC3 and OSU Leadership. With this in mind, in the 2023/2024 academic year, we decided on a theme of “Growth.” It marked the first year we could execute our new initiatives and make adjustments to some of our programs and services. The OC3 was guided by the goals we developed for the operation of the center.

During the past academic year, OC3 professional and student staff exemplified the power of forging strong partnerships across the university and the broader community. The OC3 strengthened existing programs and services and created inclusive spaces where students felt welcomed and that their identities were validated. Strong alliances can help an organization achieve its mission and goals. Strong partnerships provide a transformative impact on programs and services. They create synergy in the planning process, and combining efforts can increase the amount of resources needed for a program or service. OC3 has exemplified the power of forging strong partnerships across our division and with the larger university community. This year, we were able to strengthen existing programs and share knowledge and innovation with other campus partners. This has been a reciprocal process that has helped us with better grasping the institutional history, while supporting other departments in their event planning process. In addition to strengthening existing programs, OC3 also took the lead in leading the Men of Color Alliance (MOCA) at CSUMB. MOCA now has a home in the OC3. In addition to housing MOCA, OC3 is also connecting with the larger CSU system to develop best practices in supporting Men of Color on college campuses.

Through strong partnerships, OC3 saw a significant increase in attendance across events and programs. 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 two years:

- Fall 2023 approx. 800 participants
- Fall 2024 approx. 1,974 participants
- Spring 2023 approx. 1,156
- Spring 2024 approx. 1,236
- OC3 participation grew by 1,254 in 2023/2024 (numbers do not include Affinity Ceremonies)

The continued progression in attendance at events also demonstrates the reach of the center and the role it plays in maintaining a vibrant campus culture. The theme “Growth” was crucial in creating a positive team environment. The success of OC3 was dependent on organization, communication, delegation, understanding campus policies and procedures, and trust.

In this report you will find:

1. Overview of Programs and Partnerships
2. Analysis of Select Events
3. Analysis of Budget
4. Recommendations for AY24-25

Rudy Medina

Director, Otter Cross Cultural Center



OVERVIEW OF PROGRAMS AND PARTNERSHIPS

This year, OC3 focused on building partnerships to expand programs and reach. OC3 was able to build on the success from last year and increase engagement in long standing events like the Affinity Ceremonies, All Black Gala, International Womxn's Day, and Werk Witch. In addition, OC3 also developed various partnerships across campus that included both Academic and Student Affairs. Some of the partnerships included: Ethnic and Gender Studies, Humanities and Communications, Service Learning, First Year Seminar, Undergraduate Research Opportunities Center, College Corps, Personal Growth and Counseling Center, Second Year Experience, Student Disability and Accessibility Center, Office of Inclusive Excellence, Associated Students, Student Engagement and Leadership Development, Library, El Centro, Helen Rucker Center for Black Excellence, Basic Needs, Recreation, OSTEM, Otter Dreamers, Native American Students United, South Asian Association, CAMP, Asian Pacific Islander Employee Affinity Group, and others.

In total, OC3 led 87 programs with a total of 4,894 participants. Below we've highlighted select signature programs and events for the 2022-2023 year:



OC3 BLOCK PARTY

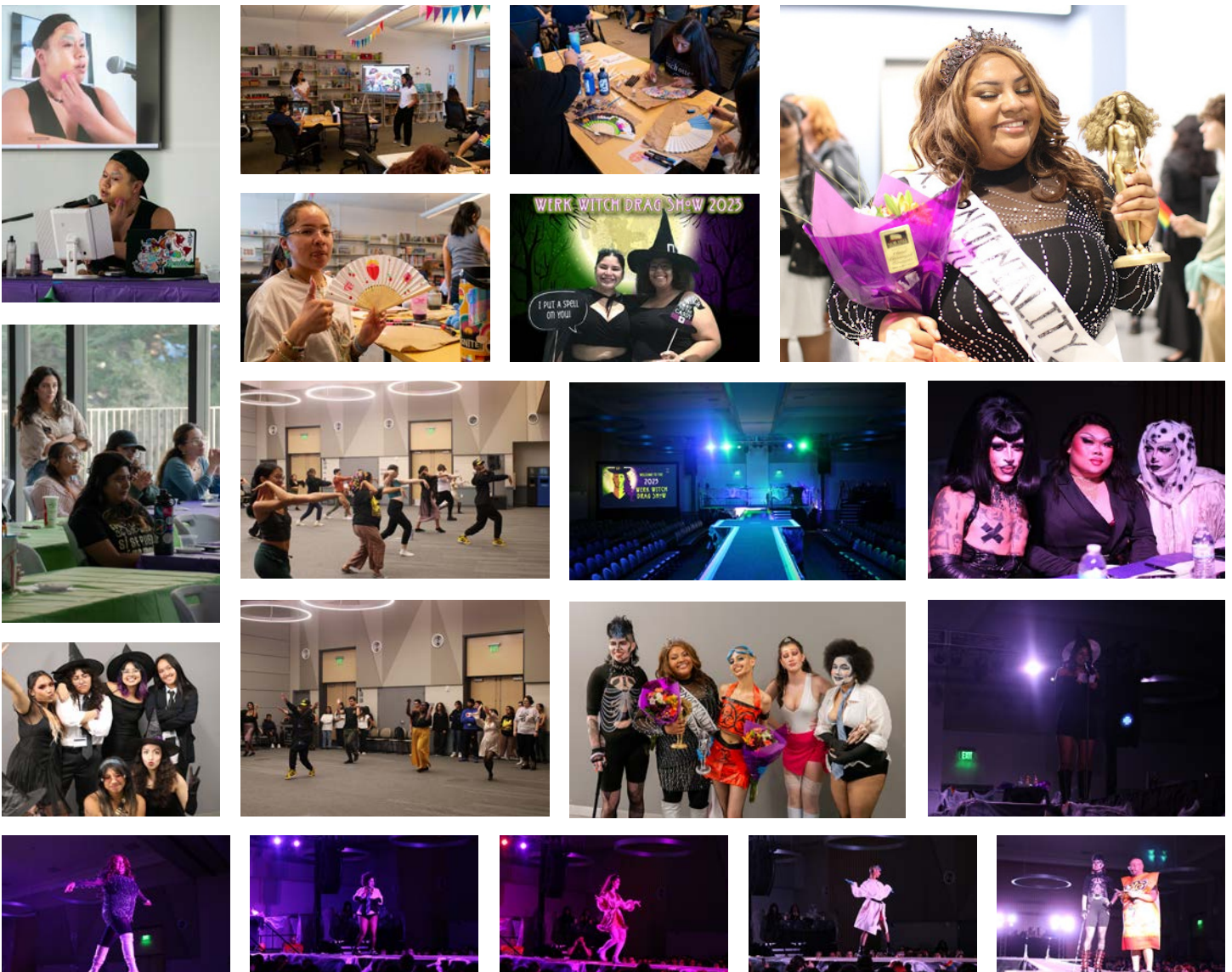
The OC3 Block Party kicked off our 13th year of existence. The OC3 Block Party is designed to welcome and celebrate the start of the academic year by bringing University students, staff, faculty, and community partner organizations together. One of the goals is to cultivate opportunities for students looking to engage in cultural- and identity-based organizations and resources, as well as find community amongst other students and community organizations. The event also included local artists and performances that welcome and celebrate the diversity of our campus and community. We saw over 150 participants during our event.



WERK WITCH DRAG SHOW & FREAKY FRIDAY SERIES

Werk Witch continued the tradition of selling out in under 24 hours. 300 tickets went live and the show was sold out on MyRaft in under 24 hours of going live. Werk Witch is one of our most highly anticipated signature programs. It has garnered attendance from participants beyond the CSUMB community. The annual drag show competition highlights LGBTQ+ history and the importance of drag culture, which has been critical in demonstrating the support and awareness of LGBTQ+ identities. Werk Witch is an intersectional drag show that encourages drag queens, kings, and non-binary performers to let their brilliance and diva shine bright like a diamond. We had three professional drag queens participate in the event. All Drag Queens performed and also served as judges. Ayumi Please was the MC and the DJ for the event.

Leading up to Werk Witch, we hosted our Freaky Friday Series. We hosted three hype events. One event was a collaboration with the Makerspace on fan-making. We also invited Tori Tia again (one of the professional drag performers and judges) to host the second reiteration of “Get Ready with Me: Drag Queen Edition.” At this event, participants were able to learn how to apply drag makeup, learn about drag history, and Tori Tia’s own experiences as a Drag performer. Lastly, we also hosted a “How to Vogue” workshop that was facilitated by Keenan, a dancer who taught the BIPOC and activist origins of voguing within the drag community and the basics of the dance genre. The new event was a success. Keenan was a great teacher that really met the students where they were at.



DÍA DE LOS MUERTOS

OC3 co-hosted the 26th Annual Day of the Dead Celebration which is one of CSUMB's longest lasting Traditions. The celebration is led by the Visual and Public Art Program. The event was made possible through support, contributions, and collaborations with the Otter Student Union, OC3, El Centro, MAERSTROs, Spanish Club, Undocu-otters and Allies, and CSUMB Special Event funding. This year's event included Baile Folklórico, Aztec Dancers, drummers, a processional, musical performances, and a community gathering at the VPA Complex (Building 70, VPA project space).

The Day of the Dead Event included a series of hands-on workshops that OC3 helped in hosting. OC3 hosted a papel picado and sugar skull workshop. Dia de Los Muertos/Day of the Dead introduces diverse aspects of our campus community and regional cultures, and this year's celebration includes a large community altar and the wall of remembrance memorial—students and regional community members are invited to add photos of loved ones that have passed.



DIWALI

For the second year, this event has proven that Desi students want space to celebrate Diwali. This year, we had henna approved, and it was successful. Over 75 students celebrated Diwali, a religious and cultural festival in Hinduism, Buddhism, Sikhism and Jainism. Diwali celebrates the festival of lights, while highlighting the diversity of South Asia. Students dressed in a variety of traditional South Asian clothing. Attendees began the celebration by mingling at tables, dancing, participating in various activities, and by eating traditional food.



ALL BLACK GALA

The All Black Gala is a formal event that celebrates Black history and the immense diversity of Black culture, brilliance, and lived experiences. The aim of this event is to foster a sense of belonging and to cultivate community amongst various campus populations in order to address campus retention, progression, and graduation. By bringing together students, staff, faculty, alumni, and community members, this event offers opportunities to build networks, learn from one another, and participate in critical and contemporary discussions that impact society. This year, our keynote speaker was George “Conscious” Lee. Conscious Lee is a dynamic orator, innovator, educator, and influential content creator. Conscious Lee has a dedicated, engaged audience of over 3 million followers across TikTok, IG, Facebook, YouTube, and Twitter. “Conscious” Lee also attended a brunch with student leaders at the DC.

At the event, 10 awards were presented to community members, alumni, staff, faculty, and students. By bringing together students, staff, faculty, alumni, and community members, this event offers opportunities to build networks, learn from one another, and participate in critical and contemporary discussions that impact society.



IGNITE! SOCIAL JUSTICE LEADERSHIP RETREAT

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



HISPANIC SERVING INSTITUTIONS WEEK

In celebration and honor of HSI Week, the HSI committee hosted a variety of events and programs. Sponsors for HSI Week 2023 included the METAS Grant, MAESTROS Project, Otter Student Union, Otter Cross Cultural Center, Associated Students, Makerspace, Personal Growth and Counseling Center, CSUMB Latinx Faculty and Staff Colectiva, and the Center for Latinx Student Success (El Centro).

OC3 supported the external voices committee which included the HSI keynote speaker event. The first event was Cultivando Para Transformar with our guest speaker Dr. Aguilar-Hernández. In this talk, Dr. Aguilar-Hernández discussed 1990s Student of Color activism in higher education. He charted the ways that students mobilized to improve the campus racial climate for Chicana/o/x and Latina/o/x students by demanding the creation of cultural centers and Chicana/o/x Latina/o/x Studies. Dr. Aguilar-Hernández argued that student activism helped lead the increase of C/L students in higher education, thereby leading universities to acquire the Hispanic Serving Institution (HSI) designation.

The second event was the keynote event: Cultivating Sacred Spaces with Dr. Farima. Drawing from the Healing Centered Engagement framework and Dr. Angela Davis's decades of work bridging prison abolition to K-12 education, Dr. Farima took students, faculty and staff on an experiential journey exploring abolition and healing to break cycles of harm as we continue to think about what it means to be a Hispanic Serving Institution (HSI). Dr. Farima highlighted how colonial schooling, trauma, grief, and punishment eventually led her to abolitionist teaching and understanding the possibilities of transformation when centering healing at the individual, interpersonal, and institutional levels. Healing and abolition are vital for our collective liberation and teaching can be a journey toward practicing our values of being in right relation to ourselves, one another, land, resources, power, and ancestors. This keynote and workshop was an invitation to collectively imagine how we can create another world that we know is possible.



INTERNATIONAL WOMXN'S DAY SUMMIT

The International Womxn's Day Summit was a day full of programs for participants to connect, explore, and engage in topics that centered on women and femme identities. The events provide participants the opportunity to learn more about their individual identities. Rooted in the philosophies of intersectional feminism, the summit recognized that all womxn and femme-identifying individuals experience oppression, including in varying forms based on race, age, class, gender, sexuality, dis/ability, etc. With that in mind, the summit aimed at creating a space where people felt supported, included, and represented. Lastly, the events were intentionally inclusive of transgender, nonbinary, intersex, gender non-conforming, and male-identified individuals. This was also done in collaboration with Associated Students, El Centro, the Otter Student Union, Men of Color Alliance, and Office of Inclusive Excellence.

The events included:

Mothers Brunch (10am-11:30am)

The summit began by celebrating our mothers and students who take care of dependents on campus for International Womxn's Day! This Brunch provided our mothers with a chance to mingle and meet other parents on campus and learn more about the resources available to them! Our Keynote speaker was Doctora Christine Vega who held a plactica on how mother's can come into community to support each other and advocate for themselves and their families from institutions who historically weren't made for mothers in mind.

Sexual Education Workshop (12pm-1:30pm)

This educational conversation, led by Roxiana Curiel, focused on all things womxn's health, the menstrual cycle, Queer sex-ed, and breaking the stigmas around Womxns sexual health.

Womxn's Self-Defense Course (1:30pm-2:30pm)

Gracie Jiu-Jitsu of Monterey taught a course on self-defense for womxn. The class emphasized on neutralizing threats of violence and enforcing boundaries with the practical and effective self-defense techniques of Women Empowered. The event was co-facilitated with MOCA.

Womxns Inclusivity Panels (3pm-4pm)

The panel hosted women from across the university as they shared their experiences as Womxn of Color, and the importance of inclusivity as a tool of success: Dr. Kamilah Majied: Therapist, Professor, and Consultant. Linda Schaedle: Human Resource Management subject matter expert. Dr. Nizhoni Chow-Garcia: Director of Inclusive Excellence. Rachelle Escamilla: Author and Professor.

All Gxrl's Party (7pm-10pm)

The summit was capped off with the All Gxrl's Party, featuring an open mic with poetry, singing, and other performances. A dance party followed with mocktails, a photo booth, and music by DJ Baby Drizzle.



SOCIAL JUSTICE FAIR

Meet and organize with a variety of and organizations within Monterey County that are committed to work surrounding social justice! Students were exposed to campus and community orgs that have intersections with social justice efforts in a variety of areas. The Social Justice Fair was an opportunity for students to learn and become involved members of the campus and Monterey County community.

The fair also hosted poet Deyci Carrillo who is an undocumented author, and abolitionist who grew up in Deep East Oakland, born in Guanajuato, Mexico. Deyci performed and also talked about her background working with legal advocates and organizers who are working to advance and protect the rights of detained immigrants in ICE custody through representation, advocacy, and education.



QTBIPOC IN THE OUTDOORS

The Sustainability and Wellness area had a focus on promoting the outdoors to QTBIPOC folx. For too long, QTBIPOC communities have been excluded from the conversations and narratives surrounding nature, outdoor recreation, and sustainability. OC3 led programming that focused on creating access to the outdoors and that provided spaces for QTBIPOC communities to feel safe and confident. Below are two events highlighted:



BIPOC Rock Climbing

The Black Indigenous People of Color Climbing (BIPOC) Meet-Up was created to empower & inspire new climbers of all skill levels within the BIPOC community! OC3 and CSUMB Recreation hosted 15 participants for an evening of climbing at Sanctuary Climbing and Fitness (SCF), the local rock gym in Seaside. It was a great way to meet new people with similar interests and cheer each other on as they experienced the challenge of indoor climbing. Folks of all different backgrounds & abilities are welcomed with open arms in the spirit of inclusivity!



Queer Ascents Workshop: Uniting the LGBTQIA+ Community Through Rock

Queer Ascents is a community organization for LGBTQIA+ community interested in rock climbing. Queer Ascents led a workshop where they talked about their identities within the rock climbing world, and how they navigated their unique journeys, explored the intersectionality of identities within the LGBTQIA+ community, and found a sense of belonging in the climbing communities.

ART WALK MERCADO

The Art Walk Mercado is the first event on campus to create a social, cultural, and festive space where intersectionality, traditions and art came to life. The event was inspired by nationwide success of art walks in all major cities and student appreciation week. An open invitation was advertised to all students, with an emphasis on highlighting student artists to showcase and sell their art. This event aimed at fostering community, celebrating shared traditions, and discovering relatable identities. It was a market space to have fun and celebrate students.



STAFF AND FACULTY QT LGBTQ+ COMMUNITY TEACH-IN

The purpose of CSUMB Staff and Faculty QT LGBTQ+ Teach-In is to help build an inclusive and equitable campus community where all members of diverse sexual orientations, gender identities, and gender expressions are welcomed, valued, and affirmed. The teach-in is offered each year to CSUMB faculty, staff, and community partners and provides resources and specialized training focused on supporting LGBTQ+ populations. Each year, the curriculum is developed, revamped, and implemented by our facilitators in order to be relevant with best practices and strategies. Staff and Faculty QT LGBTQ+ Teach-In offers an educational curriculum that centers on intersectional, reflective, and arts-based learning, while providing applicable tools to intervene and support communities in processing identities and crises.

SOCIAL JUSTICE SCHOLARS

The OC3 Social Justice Scholars Program (formerly the Internship Program) focuses on creating campus engagement opportunities that are conscious of race/ethnicity, sexual orientation, gender identity, and ability/disability. The purpose of the program is to explore, address, and learn about issues that impact our communities well being through a critical and social justice lens. The Social Justice Scholars Program is designed to provide our participants with opportunities to develop student-led programs based on their interests. The mission of the OC3 Social Justice Scholar Program is to provide opportunities for students to develop and cultivate a social justice framework in their academics, leadership, and day-to-day lives to address social inequities.

This year, we selected 5 Social Justice Scholars. In the Fall of 2023, our scholars co-collaborated with the Library and Ethnic & Gender Studies to lead the Banned Book Week. We hosted two events, the Banned Book Panel and the Banned Book Week Read-Out. In the Spring of 2024, our Social Justice Scholars hosted their student-led events which included: Connecting the Roots, Social Injustices in Education, Let's Talk About Ableism: Increasing Disability Awareness, and the Reproductive Healthcare and Justice Seminar.



MEN OF COLOR ALLIANCE

The Men of Color Alliance (MOCA) at CSUMB moved homes this year. It is now under OC3. OC3 revamped its mission and goals. MOCA focuses on increasing the retention and persistence towards degree completion of Men of Color. MOCA is dedicated to cultivating a sense of community and support for all students who self-identify as Men of Color (African American/Black, Latiné, Asian American/Pacific Islander, Native American, and multiracial men, or masculine presenting Trans people). MOCA is a space that brings together Men of Color to confront academic and social issues prominent in our communities. In doing so, we empower students with integral skills, community, network, and knowledge that foster success. Our vision is to challenge and redefine masculinity within our communities.

This year, MOCA hired 2 student coordinators who held weekly membership meetings that sustained a core group of 8 members and hosted a variety of workshops that included, but were not limited to: MOCA Members Retreat (held in Asilomar), We Don't Need Permission to be Free, National Compadres Network / Conocimiento feat. Mario Ozuna-Sanchez. MOCA also led the collaboration with the other cultural centers on campus to host study sessions for a total of 4 study sessions in collaboration with Helen Rucker Center for Black Excellence, el Centro and the Transfer Center. Lastly, MOCA attended the Male Success Alliance 15th Annual Spring Summit at CSU Dominguez Hills. The conference focused on MOMENTOUS: Mind over Matter, Manifestation of Milestones, Maturation of Manhood and provided strategies and networks that we can bring back to our campus.

AFFINITY CEREMONIES FOR GRADUATING STUDENTS

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

These ceremonies offered keynote speakers, performances, and cultural celebrations separate from CSUMB's Commencement. Participation was free for graduates and their guests. Graduates were able to register for all Affinity Ceremonies they identify with. Last year (2022-2023), our Affinity Ceremonies grew substantially from the previous year. This year, that growth continued as students were already familiar with the ceremonies. All ceremonies were in person, but we also live streamed ceremonies that were hosted in the OSU. This year, we had to cancel the Latiné Ceremony as we were rained out.

Below are the attendance numbers for the ceremonies.

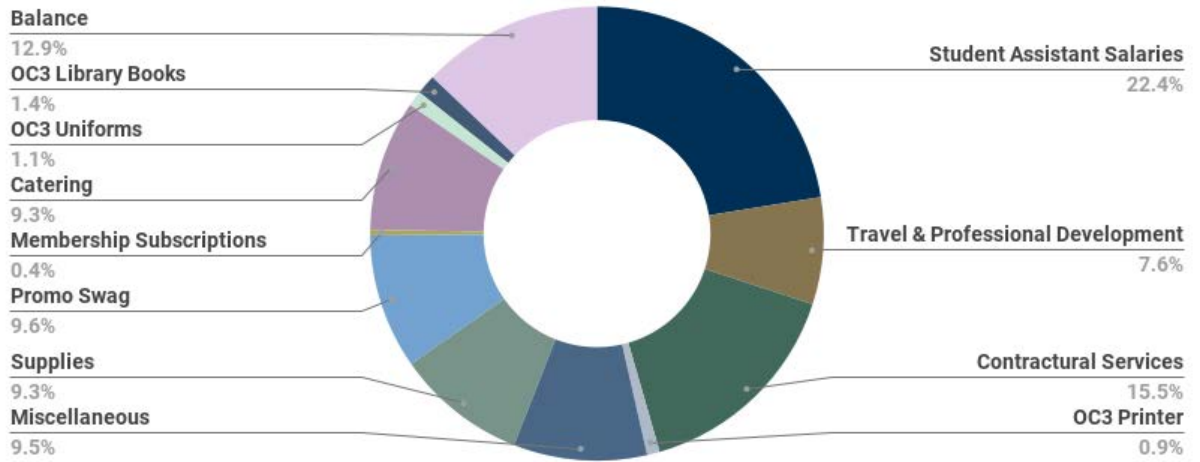
2023/2024 Affinity Ceremony Numbers							
Affinity Ceremony	Registered/ Confirmed Graduates	2024 Graduates Participated	Guests	Volunteers	Staff / Faculty RSVP	Entertainment/ Speakers	Total Per Ceremony
Rainbow	95	70	150	24	12	5	356
Veteran	10	7	12	11	5	1	46
Undocu-Otters	26	20	101	24	3	1	175
Students w/ Disabilities	37	19	24	20	18	1	119
APIDA	58	54	125	20	12	28	297
Native	15	14	48	11	10	18	116
Family Friendly	63	43	187	12	11	7	323
Black/ African Heritage	42	33	102	25	32	0	234
Totals	346	260	749	147	103	61	1666
Latiné (Canceled. Number indicates students that picked up materials)	383	296	N/A	35	N/A	6	N/A



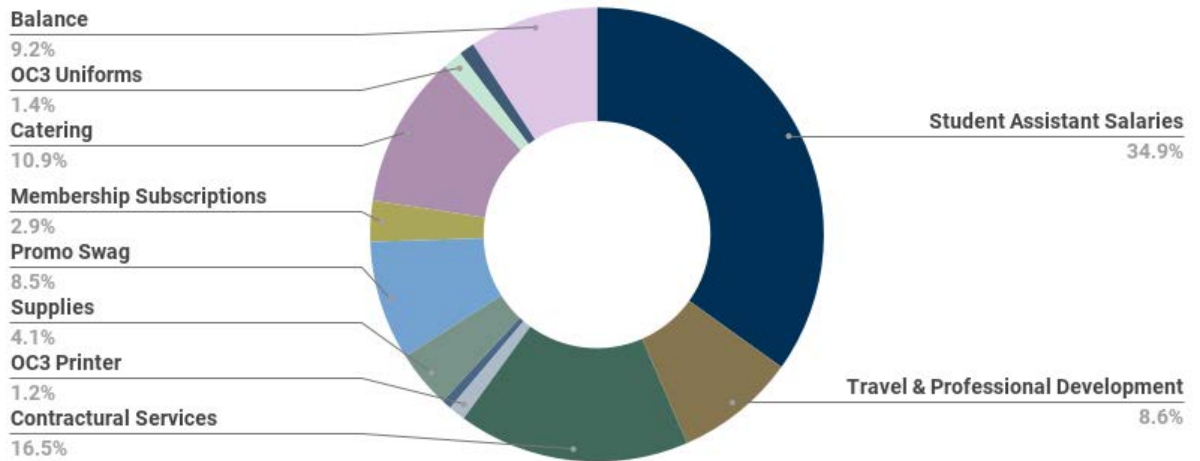
ANALYSIS OF OC3 BUDGET

This year, OC3's operating budget was \$165,000. Below is our breakdown of our budget and spending for the academic year 2023-2024. A comparison of our 2021-2022 and 2022-2023 budgets are provided.

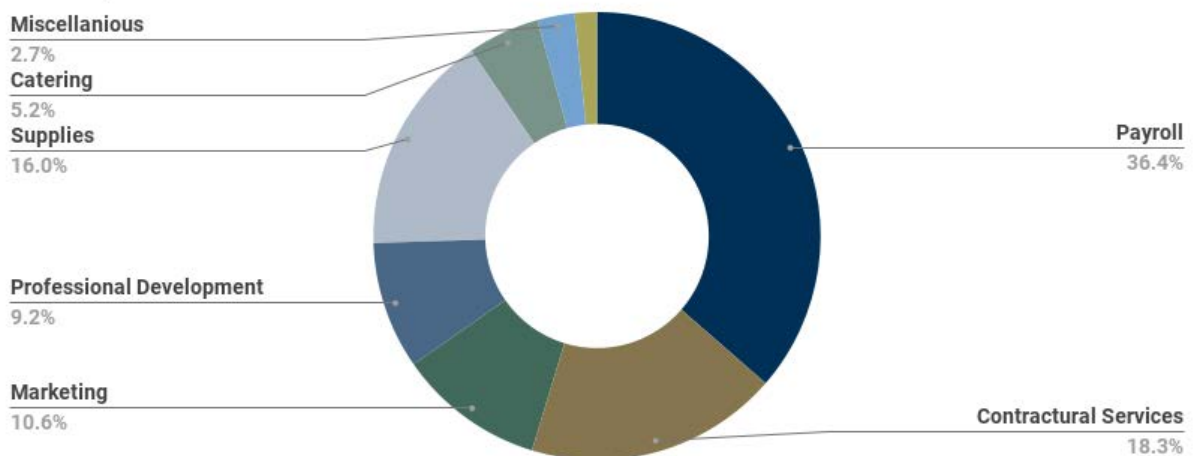
OC3 Expenses 2023-2024



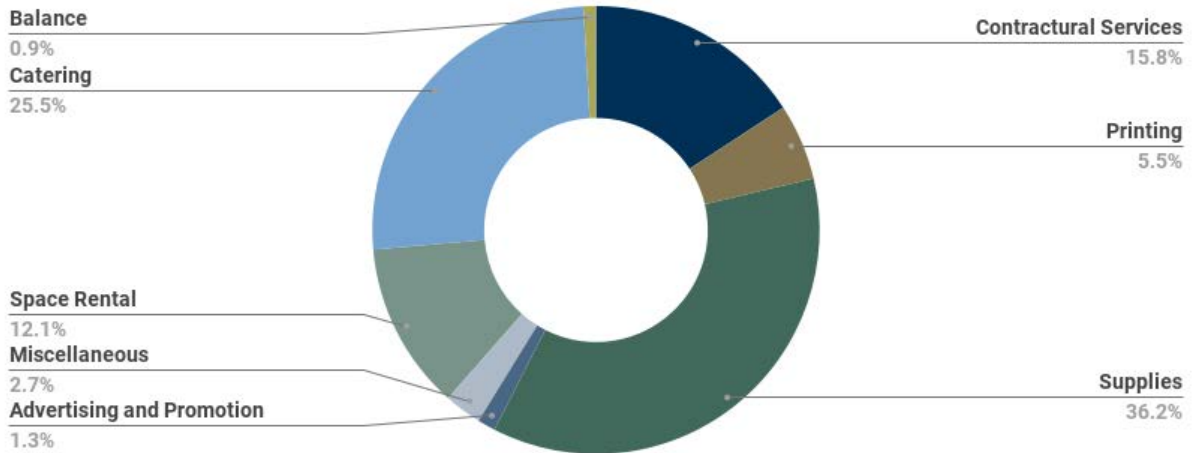
OC3 Expenses 2022-2023



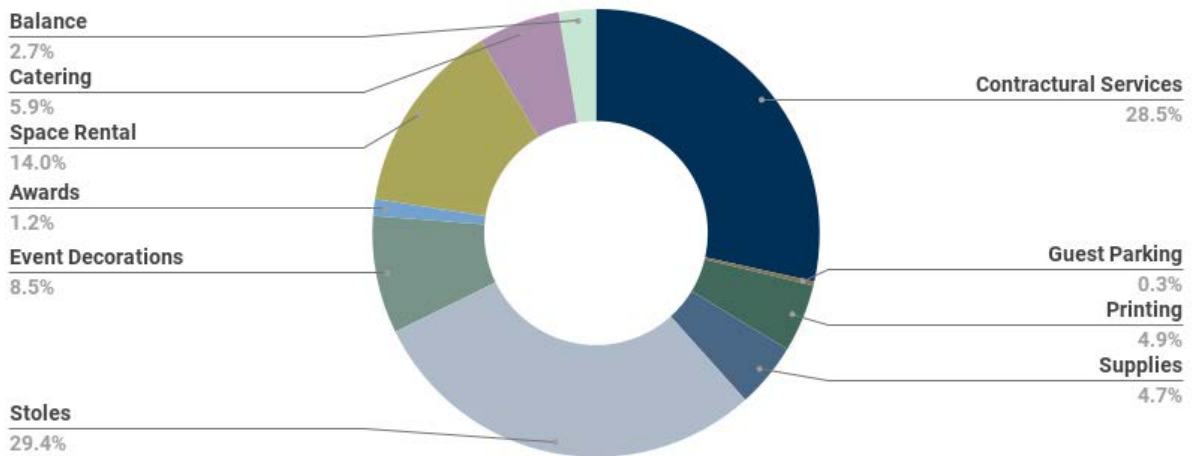
OC3 Expenses 2021-2022



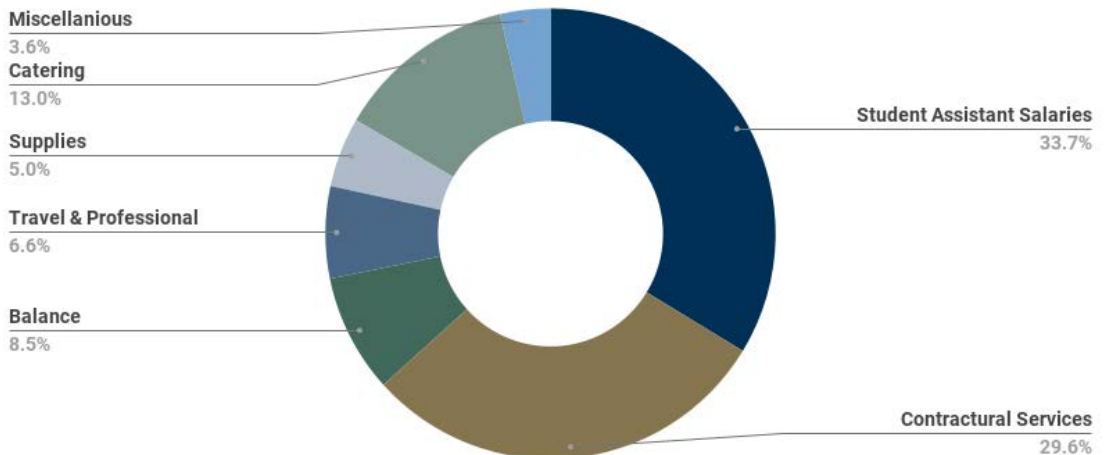
2023-2024 Affinity Ceremony Expenses



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



2023-2024 MOCA Expenses





OC3 pro and student staff at the beginning of the fall semester.

RECOMMENDATIONS FOR 2024-2025

The 2023-2024 Academic Year was a successful year as we were able to boost engagement in our events. The top goal of the OC3 is to provide a safe and supportive environment for students from all social identities and backgrounds, including, but not limited to, race, ethnicity, socio-economic class, gender identity/expression, sexual orientation, and religious affiliation. The staff continue to build in achieving this goal. OC3 continued to develop new programs to be more inclusive of communities often not represented on our campus. Our successes in prioritizing this goal has set the foundation for OC3 to continue to meet our other goals and continue to build an engaging campus. However, this year was taxing on our staff as the number of events continued to grow. Reflecting on staff capacity based on the number of programs led by OC3 in 2023/2024, the staff is looking to scale down programming, with an emphasis in reducing programs in April, in order to focus on building community among our students in our physical space and strengthen established partnerships.

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

- Continue to prioritize cross cultural engagement
- Honor OC3 hystory and continue to expand opportunities for greater awareness of social inequity and the experiential realities and social hxstories of identity groups that have been hxstorically excluded from accessing higher education
- Update and implement better assessment tools and processes
- Establish new and continue to grow community partnerships and be a bridge between the university and the broader community
- Create close relationships with our Affinity Group student organizations
- Create spaces for coalition building through partnerships, collaborations, and affinity spaces to interrogate and dismantle systems of oppression
- Gain access and evaluate university data on university demographics
- Support and advocate for the success of our most marginalized students through resources, events, and services
- Act as a social hub and community base for students
- Set clear expectations for the academic year

We are excited to continue to build. The OC3 has always thrived and existed due to the advocacy of its students. We look forward to continuing to build with our students in an attempt to create a more inclusive campus. We hope to continue to honor the OC3 hystory and look forward to growing and continuing to serve our students and community.

SUMMARY

The Otter Student Union's programming efforts continued to grow and evolve during the 2023-2024 school year. The OSU continues to be the hub for student activities and hosts a variety of entertaining events and programs throughout the year utilizing existing staff and resources. These programs are student-centered and free to students. These programs have become traditions on our campus and provide opportunities for students to learn, grow, and connect with others. These events and programs continue to create a more vibrant campus life. The Otter Student Union hosted or co-hosted the following events and programs:

- Otter Days (Fall)
- Otter Thursdays (weekly)
- HSI Week (Fall)
- RAFT Weekend - Inaugural Monte's 5K & Brunch with the President (Fall)
- ACUI Region I Conference (Fall)
- Otters After Dark (Spring)
- Cal State Monterey Bay Brand Launch (Spring)
- Otter Welcome Center (Spring)
- Otterlands (Spring)
- Transfer & New Student Orientation at the OSU (Summer)
- OSU Movie Nights series (Summer/Fall/Spring)

The OSU continued to enhance the Game Room during the 2023-2024 school year, including the following:

- Procured new gaming consoles and a new arcade machine
- Hosted a Mario Kart Tournament during Welcome Back Week
- Recovering and repairing billiard tables
- Procuring new recreational equipment including a table tennis ball dispenser



OVERVIEW OF SELECT SIGNATURE PROGRAMS AND EVENTS

OTTER DAYS (FALL)

The OSU continued to serve as the primary venue for the Fall semester Otter Days programming and activities for the first two weeks of classes. The OSU hosted the annual “Late Night at the OSU” signature event, designed to engage and connect students for a fun experience the first evening after move-in. Engaging programs like the Room Sweet Room craft night and Back to School Bingo welcomed students, while Karaoke with the Clubs, the OC3 Block Party fostered community spirit. Additionally, we hosted several themed events including Monte’s Speakeasy and the Monte Royale Casino Night capping off the weeks with fun and unique experiences.

OTTER THURSDAYS (FALL/SPRING)

The Otter Student Union’s signature event, Otter Thursdays, continues to be a vibrant tradition each year. This weekly series throughout the academic year has solidified its place as a central hub for fostering school spirit and community. Otter Thursdays offer a dynamic and engaging experience for students, faculty, and staff. The events, held every Thursday at the Otter Student Union main plaza, featured a wide range of activities curated throughout the year. This year, the OSU has expanded its partnerships to further enrich the Otter Thursday experience. The continued success of Otter Thursdays is evident in its consistent attendance; with over 100 attendees each week. With a focus on inclusivity and fostering a sense of belonging, Otter Thursdays remain a cornerstone of campus life and Otter spirit at CSUMB.



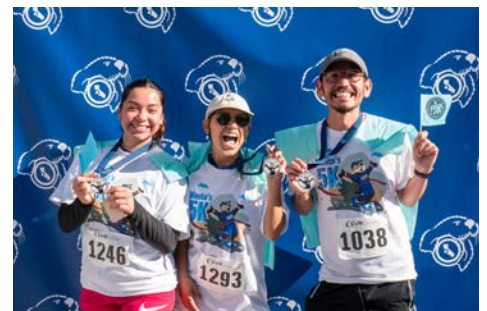
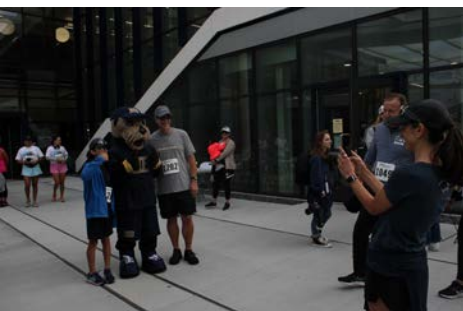
HSI WEEK (FALL)

Highlighting its role as a Hispanic Serving Institution (HSI), California State University Monterey Bay (CSUMB) hosted a successful HSI Week in September 2023. The Otter Student Union (OSU) and Otter Cross Cultural Center partnered with various campus departments to host and present a diverse program of inclusive and community-based events and workshops throughout the week including the Pachanga, Movie Night, Student Activism presentation, and Cultivating Sacred Spaces Keynote. These events celebrated Latiné culture and experiences, empowered students, staff, and faculty, and fostered a stronger commitment to Latiné student success. The collaboration exemplifies our dedication to building partnerships that support a thriving Latiné student community within the local higher education landscape.



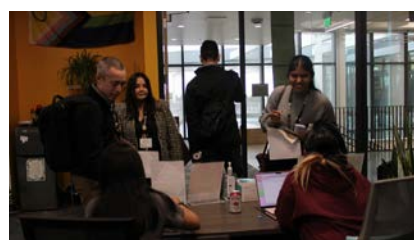
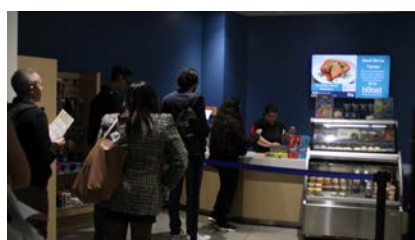
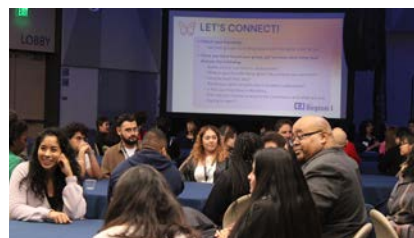
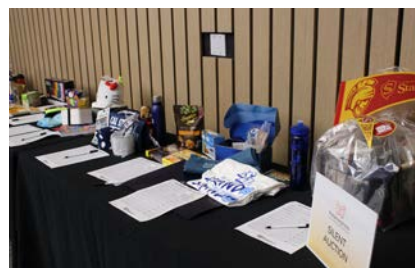
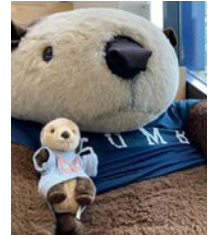
RAFT WEEKEND - INAUGURAL MONTE'S 5K & BRUNCH WITH THE PRESIDENT (FALL)

We celebrated our annual homecoming tradition, RAFT Weekend (Reunion and Family Traditions), in October 2023. The OSU played a central role in organizing the multi-day event, fostering connections between students, alumni, faculty, staff, and the broader Community. Highlights include the Werk Witch Drag Show, the inaugural Monte's 5K and Brunch with the President. The Werk Witch Drag Show sold out the same day tickets released, Monte's 5K had a total of 399 registrations and raised close to \$2000 for student scholarships. The success of RAFT Weekend strengthens the bonds between current students, alumni, and the wider CSUMB community, and shows our commitment to student success.



ACUI REGION I CONFERENCE (FALL)

The Otter Student Union was proud to host this year's Annual ACUI Region I Conference in November. ACUI, short for Association of College Unions International, supports professionals in college unions and student activities. Attendees, both professional and student staff, came in from all over California, Arizona, Nevada, and even Hawai'i, to learn from and connect with each other. It was a great opportunity to showcase our new building and the policies and procedures we've developed since opening in 2021. As the hosting student union, several of our own pro staff even held presentations and workshops to share our expertise.



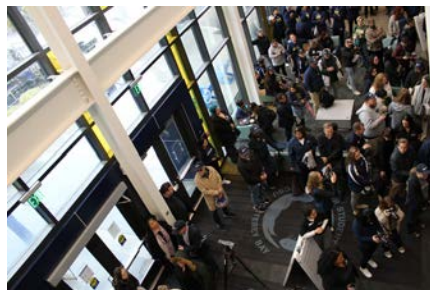
OTTERS AFTER DARK (SPRING)

In collaboration with Student Housing and Residential Life, the Otter Student Union expanded program offerings through the new “Otters After Dark” programming that included movie nights & open mic nights throughout the spring semester. Six different days of programming were offered between February and April including the “Dive Into the Kelp Bed” event where students and staff were invited to join the Women’s and Men’s Basketball games in the Otter Sports Complex.



CAL STATE MONTEREY BAY BRAND LAUNCH (SPRING)

In Spring 2024, CSUMB embarked on a brand launch initiative aimed at refreshing and revitalizing the university’s image. This included a new logo and visual identity, alongside a strategic brand framework. The OSU hosted the Brand Launch event at the Otter Student Union on April 4th. While the launch party was initially planned for the OSU Main Quad Plaza, the event was moved inside. Approximately 300 attendees gathered inside the OSU lobby to learn about and celebrate the new and stronger brand.



OTTER WELCOME CENTER (SPRING)

The OSU initiated a proposal with the CSUMB Admissions Office to establish the “Otter Welcome Center” as part of an initiative to supplement the Campus Tour experiences offered on campus. The OSU established the welcome center in OSU 208 for the purpose of hosting Admissions workshops, presentations, info sessions, and tours. The OSU Information Desk continued to serve as the starting point for all campus tours. Additionally, the OSU provided office cubicles for Admissions Office student staff in the OSU Administrative Office to provide needed proximity and support for the campus tour program. This new Otter Welcome Center at the OSU offers a central, accessible, and welcoming environment that integrates seamlessly with the overall campus experience for visitors.

OTTERLANDS (SPRING)

The Otter Student Union (OSU), in partnership with Associated Students (AS), hosted the annual Otterlands event, a celebration of student music. The festivities kicked off a pre-festival co-organized with Otter Media showcasing the talents of 11 student-artist bands performing on two stages, drawing over 150 attendees. The main Otterlands concert saw an attendance of over 300 students. The event featured a stellar line-up, with student artist Pak Joko and DJ Baby Dizzle opening for the headliner, Flipp Dinero. The event was a resounding success, fostering a strong sense of community and highlighting the vibrant artistic talent of our student body.



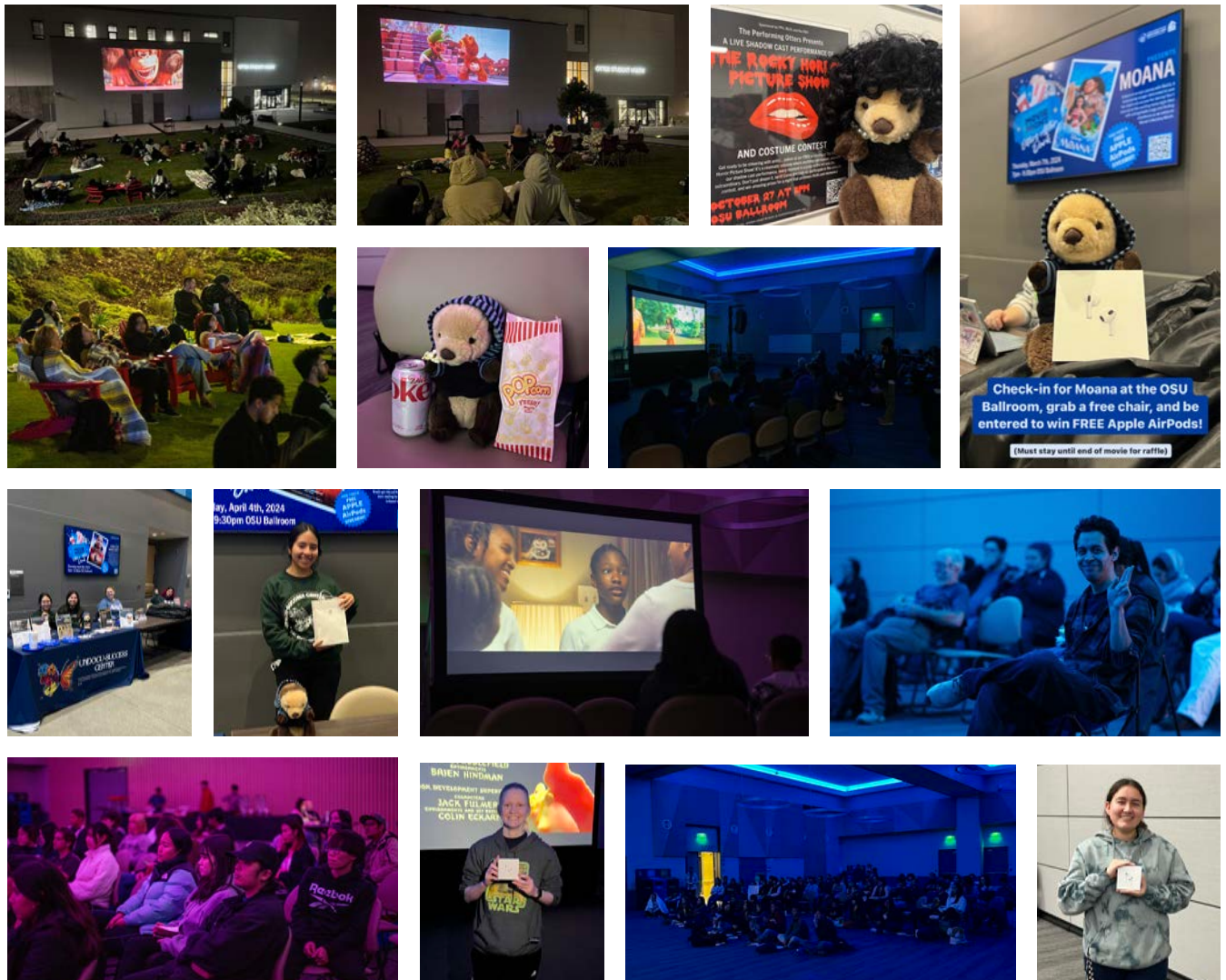
TRANSFER & NEW STUDENT ORIENTATION AT THE OSU (SUMMER)

The OSU continued to play a vital role in hosting Transfer and New Student Orientation in the Summer of 2023 and 2024. The OSU was utilized to host the university welcome, student and staff panels, financial aid appointments, and Otter ID card distribution. Ensuring a welcoming, clean, and presentable OSU facility for all visitors remained a top priority for the OSU this year. This was accomplished through the efforts of our dedicated operations team.



OSU MOVIE NIGHTS SERIES (SUMMER/FALL/SPRING)

The OSU Movie Nights series continued to be a campus favorite this year, serving as a source of fun and educational student entertainment. Throughout the year, we hosted a variety of themed movie nights featuring classic films and new releases. Complementing these offerings, we hosted the OSU Summer Movie Series in June and July under the stars on the OSU Inter-Garrison Plaza including the movies “Super Mario Bros.”, and “Guardians of the Galaxy 3.” This series, co-sponsored with the office of Student Life, offered an opportunity to invite the greater Monterey Peninsula area creating a welcoming connection between Cal State Monterey Bay and our surrounding community.



SUMMARY

The 2023-2024 academic year brought continued evolution and success for the OSU MarComm Team, which consisted of one professional staff member, one social media student assistant, two graphic design student assistants, and two photo/video production student assistants. This collaborative team helped shape the digital and visual identity of the Otter Student Union (OSU) as well as played an instrumental role in content creation for our events and initiatives.

This year, we streamlined our operations by adopting Notion as our social media planning tool, in addition to revitalizing Trello for overall project management. These platforms optimized workflows, improved communication, and significantly enhanced the overall student experience. This shift has been warmly received by the MarComm students, making their work more efficient and organized.

Despite the OSU Marketing & Design Specialist no longer managing the Otter Cross Cultural Center (OC3)'s social media or marketing materials, the MarComm Team remained active and productive. We expertly managed 67 marketing submissions, fulfilled 217 digital display requests, and contributed to 20 photo booth events. The team also successfully delivered 9 video projects and the Marketing & Design Specialist's expertise shone through five presentations and workshops, including a key presentation at the ACUI Region 1 Conference hosted right here at the OSU.

As part of the OSU's ongoing rebranding efforts, we also redesigned the OSU Values icons to align with the new branding which included creating a single, cohesive set of icons, updating the fonts and color schemes, and addressing issues of readability. One highlight of the year was during HSI Week 2023, where we deployed our team of photographers to capture moments from 14 different events, showcasing our ability to cover large-scale programming across campus. Another highlight was the new Rookery wall graphics designed by one of our student assistants, helping to instill a sense of Otter pride in our space. In addition, we played a key role in raising awareness for the Otter Esports Lounge, our newest space, through a combination of strategic marketing efforts. The space has quickly become a popular spot for students, further enhancing the OSU's ability to engage the campus community.

The OC3's decision to take full ownership of their social media platforms and marketing materials has led to a reduction in marketing submissions to our team. However, this allowed us to refine our focus on OSU content, further improving the quality and impact of our work.

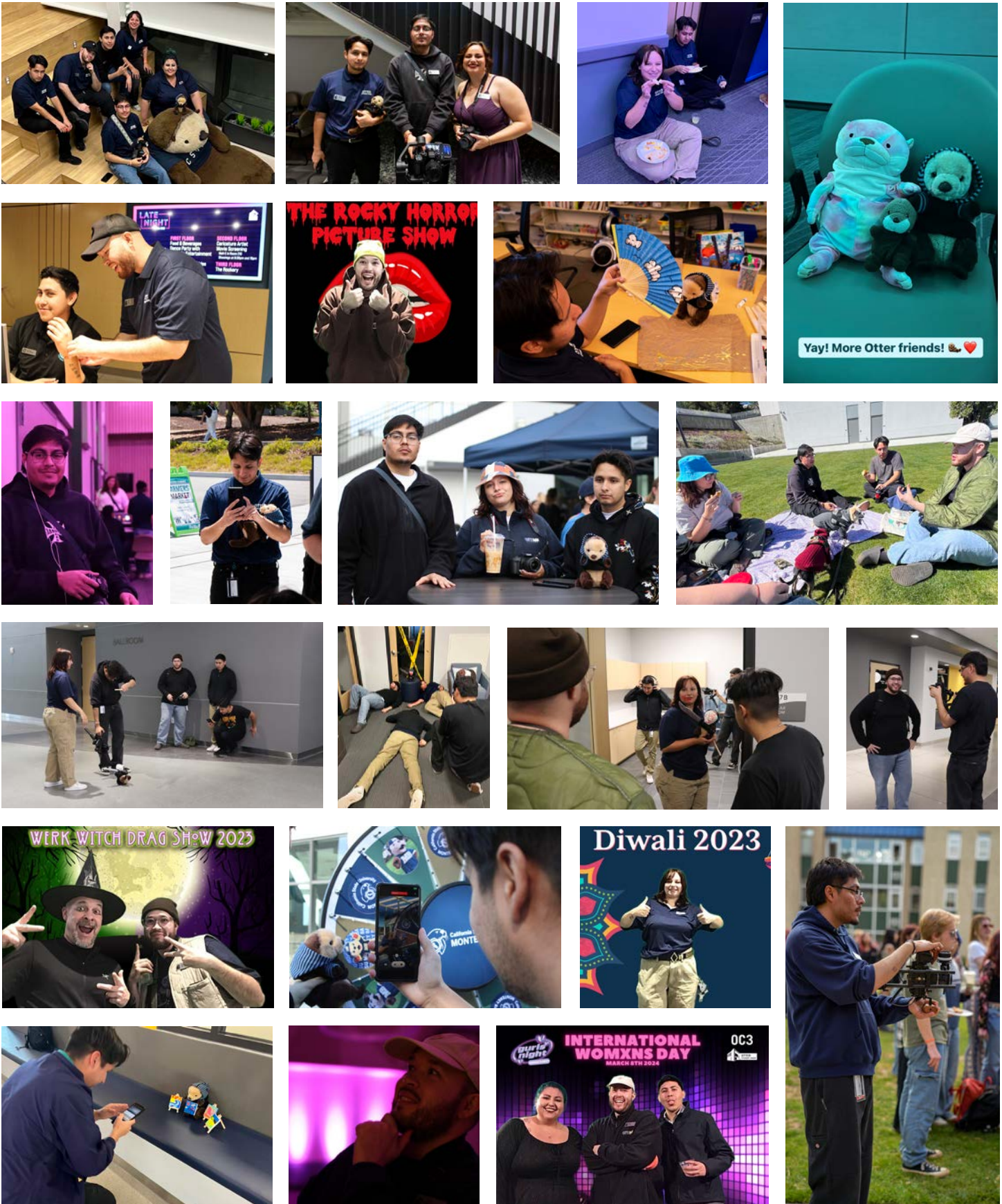
In alignment with the university's rebranding initiative, the Marketing & Design Specialist also served on the CSUMB Branding Committee, contributing to the redesign of our look, pillars, and mission statement. This opportunity allowed us to be directly involved in shaping the university's evolving identity.

Looking ahead, we are making key adjustments to better meet the needs of the OSU, OC3, and CSUMB community. With the OC3 now primarily managing their own social media and marketing efforts, we are restructuring our team for the coming year. Moving forward, we will shift from two graphic design student assistants to one, while increasing our social media team to two student assistants. This change will enable us to invest more resources into our social media platforms, which remain our primary connection point with the student body, particularly on Instagram.

As we continue to grow, the OSU MarComm Team remains a leader in creating impactful, visually engaging content, and we look forward to embracing new challenges and opportunities in the upcoming year.

THE OSU MARCOMM TEAM

Often behind the camera, take a sneak peak at some behind the scenes shots of the MarComm student assistants (and Mini Monte) at various events, projects, and more this past year.



REDESIGNING THE OSU VALUES ICONS

With the OSU's recent rebranding, it became clear that the existing OSU Values icons needed to be refreshed to better align with the new look and feel. Previously, there were two different sets of icons that featured inconsistencies in design and readability. For example, Fostering Communities had a cartoony, clip-art style that felt outdated, while Valuing Voices struggled with visibility due to a color palette that was too similar to other icons, and the microphone detail being too subtle. Additionally, Rooted in Care was the only design that used a gradient, which no longer fit with the streamlined brand approach.

To address these issues, we redesigned the OSU Values icons with the following solutions:

- **Fostering Communities:** The otters were given a more artistic and professional look, moving away from the previous clip-art style.
- **Cultivating Social Justice:** The eye and lightbulb symbol was replaced with a more universally recognized icon of social justice—the raised fist—reinforcing the strength of this value.
- **Valuing Voices:** The color palette was adjusted to purple to create stronger differentiation, and the microphone was made more prominent for increased visibility.
- **Rooted in Care:** The gradient was removed, and the tree was redesigned with a more simplified, professional look, incorporating hands as the tree trunk to emphasize the theme of care while subtly referencing a cypress tree.

These updates reflect the OSU's dedication to professionalism, clarity, and accessibility, while maintaining the integrity of our core values. This single, cohesive set of designs will now be used across all applications, ensuring a unified brand presence as we move forward. The redesigned Values were completed by the Marketing & Design Specialist and one of the graphic design student assistants.

Original OSU Values



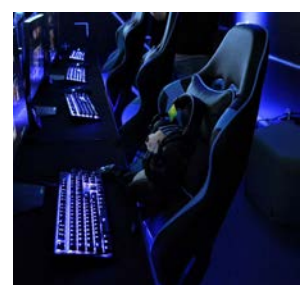
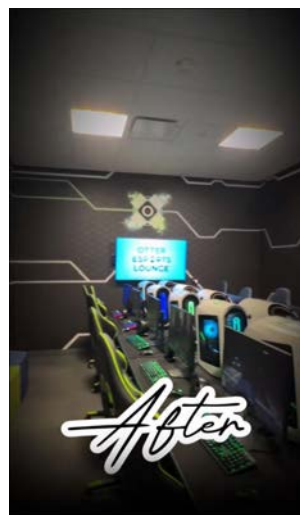
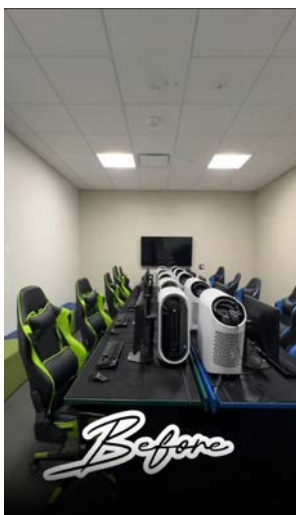
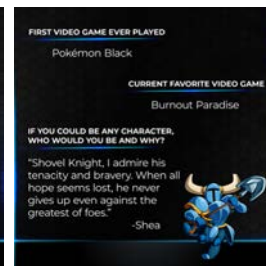
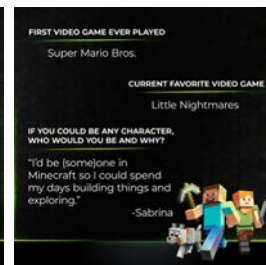
Redesigned OSU Values



LAUNCHING THE OTTER ESPORTS LOUNGE

As the Otter Esports Lounge prepared to open its doors, the MarComm Team played a pivotal role in generating excitement and enthusiasm for this highly anticipated space. Through a variety of strategic marketing efforts, we helped raise awareness and build momentum leading up to the grand opening. We launched a series of highlight posts introducing the newly hired student assistants, giving our audience a chance to meet the team behind the lounge. In addition, a dynamic before-and-after reel showcased the transformation of the space, while sneak peeks into the cutting-edge equipment and specs sparked even more interest. These efforts culminated in the creation of a dedicated page on the OSU website, ensuring all relevant information about the Otter Esports Lounge was easily accessible.

Since its grand opening, the Otter Esports Lounge has been a resounding success among students, quickly becoming a favorite space on campus. The buzz generated through our social media campaigns and digital outreach translated into strong engagement, both online and in-person. The lounge's popularity continues to grow, offering students a state-of-the-art environment for gaming, community building, and competitive esports. The MarComm team is proud to have played a part in establishing this vibrant new space, and we look forward to supporting its ongoing growth and success in the coming year.



GRAPHIC DESIGN SAMPLE PROJECTS COMPLETED BY PROFESSIONAL STAFF

Sponsored by the OSU, SELD, and IT

Otter Esports Lounge NOW HIRING!

STUDENT GAMING ASSISTANT

\$15.50/hr • Up to 20 hrs/wk

Join us in creating an inclusive and vibrant gaming community where you'll assist in lounge setup, guide fellow students in account setup, be at the forefront of exciting Otter Esports activities, and more!

Apply on Otter Jobs or scan the QR Code!

Opening Spring 2024 - OSU, 3rd Floor, Room 322

Sponsored by the OSU, FYE, Campus Planning, University Advancement, and Aigara Health

It's time to break a stride and bust a sweat for student scholarships!

Monte's 5K

October 14 at 9 a.m.
Start/Finish in front of the OSU

Advance registration required
Open to all participants

CSUMB Students: FREE
With Student ID and promo code "CSUMBSTUDENT2023"

All other participants: \$20
Children under the age of 12 are free
\$10 from every registration fee goes directly to a student scholarship fund!

Scan the code or learn more at bit.ly/2023montes5k

SPONSORED BY THE OFFICE OF THE PRESIDENT

Trick or Treat

Stop by the following areas to get delicious Halloween candy and some amazing non-candy items:

- President's Office
- All Dean's offices
- CSP/Financial Aid
- PGCC
- UPD
- OSU
- Library
- Building 12

Join us for campus-wide Trick-or-Treating at CSUMB!

TUESDAY, OCTOBER 31ST
12PM - 3PM

The Performing Otters Presents

A LIVE SHADOW CAST PERFORMANCE OF THE ROCKY HORROR PICTURE SHOW

Dive into the extraordinary at our FREE screening of The Rocky Horror Picture Show! Join the fun, dress up, and win prizes—it's a right to remember!

OCTOBER 27 AT 8PM
OSU BALLROOM

For accommodations, please email Kirsten@kathifest@csUMB.edu

COME WATCH THE

SUPER BOWL

AT THE OTTER STUDENT UNION!

49ERS VS CHIEFS

SUNDAY, FEB 11
3:30PM
OSU ROOKERY/GAME ROOM

INTRODUCING

AMAZON LOCKERS AT THE OSU!

NOW OPEN

Ship your Amazon orders to "AKIL" located on the second floor near the Sea Store. Convenient and code-protected, these lockers ensure safe and easy pickup during the OSU's hours of operation.

Scan the QR Code to learn more!

PRESENTS

OPEN MIC NIGHT!

Dive into the Spotlight at Otters After Dark Open Mic Night!

Calling all poets, musicians, comedians, and storytellers! Do you have a creative spirit itching to be unleashed? Does the stage call to you, but silence holds you back?

Then unleash your inner Otter and dive into the welcoming waters of Otters After Dark Open Mic Night!

Thursday, Feb. 22nd
6:30pm - 8pm • OSU Rookery

PRESENTS

MOANA

Embark on an epic journey with Moana, a brave young voyager determined to save her island and uncover her destiny! Don't miss out on this exciting movie night filled with unforgettable songs and thrilling adventures as we celebrate Women's History Month.

FREE FOOD & FREE APPLE AirPods GIVEAWAY!

Thursday, March 7th, 2024
7pm - 9:30pm OSU Ballroom

MB

DIVE INTO THE KELP BED

OTTERS AFTER DARK

WOMEN'S AND MEN'S BASKETBALL

CSUMB vs CHICO STATE

Cheer on your Otters at the CSUMB Women's and Men's Basketball game with matchups against Chico State. Come DIVE INTO THE KELP BED and help us fill the stands to support our Otters!

THURSDAY, FEB. 15TH, 2024

5:30 pm Women's Basketball Game
7:30 pm Men's Basketball Game

WINNERS WILL RECEIVE FREE PIZZA AND CSUMB GEAR AND FOR EVERYONE A FREE GIVEAWAY! WIN PRIZES!

LEGACIES OF LABOR AND ORGANIZING: HONORING FILIPINX LABOR

Dive into the untold stories of Filipino history and challenge historical erasure with us! Experience two powerful short film screenings and a dynamic panel discussion. Join us in learning and celebrating Filipino's enduring impact in shaping American history.

Featured Short Films: *The American Dream*, *Pinoy American*

Panel Discussion Led By: *Manuel Benjamin*, *Elizabeth Mera*

Free and Open to All

Thursday, April 25th from 2-4pm
Otter Student Union, Room 310
Cal State Monterey Bay

GRAPHIC DESIGN SAMPLE PROJECTS COMPLETED BY STUDENT STAFF



OSU Board of Directors Meeting | Monthly on First Fridays 10AM | Room 310 and Zoom

Dive into the heart of your student union and discover how student leadership shapes your OSU experience. This is your opportunity to have your voice heard and make a real impact. Don't miss out on the chance to be part of something bigger.

Shape Your Union, Shape Your Future

OC3

IGNITE!

SOCIAL JUSTICE RETREAT

Embark on a transformative weekend of workshops, activities, and connection at our Ignite! Social Justice Retreat — an opportunity to ignite your journey, meet like-minded individuals, and turn ideas into action!

FEB 9TH-11TH | DEADLINE TO APPLY IS DEC 3! | CSUMB.EDU/OC3/IGNITE

VETERANS DAY CEREMONY

★

CSU MONTEREY BAY

THURSDAY, NOV. 9TH | 12PM - 1PM

AT THE OSU MAIN QUAD PLAZA

Join CSUMB Veteran Services and the Otter Student Union for a Veterans Day celebration to honor all our U.S. Armed Forces veterans. The ceremony will include a welcome, short remarks, and a presentation of colors followed by a reception in the OSU Lobby.

REGISTER NOW

Staff & Faculty

QT LGBTQ+ COMMUNITY TEACH-IN

OC3

Elevate our understanding as staff and faculty to share knowledge, teach, and learn from each other while we explore gender, sexuality, history, and connect with fellow QT LGBTQ+ folk!

Register today!

April 15
10am-2pm
OSU 308

EMBRACE NATURE

Revitalize your energy and engage with the natural world.

Scan the code to learn more about Student Wellness with You@CSUMB

NURTURE YOUR HEALTH

Prioritize your well-being for a balanced life.

Scan the code to learn more about Student Wellness with You@CSUMB

POSITIVE VIBES

Choose happiness!
Decide to be happy.

Scan the code to learn more about Student Wellness with You@CSUMB

Sponsored by SELD & The OSU

OSU Late Night STUDY HOURS & STUDY ROOMS

MAY 10-16

The OSU will be extending hours of operation to accommodate students studying for finals during finals week until 12am.

The OSU will also be offering additional study spaces (OSU 211 and OSU 311) for students to request.

Food and beverages will be available at 9pm while supplies last. (provided by SELD)



INSTAGRAM SOCIAL MEDIA ANALYSIS

Instagram remains the most effective platform for reaching the majority of CSUMB students, significantly outperforming Facebook and Twitter in terms of engagement. The OSU Instagram account continues to rank in the top 5 CSUMB accounts, both in followers and interaction rates. This year, with a dedicated social media student assistant staying with us for the entire school year, we saw increased content output and a stronger presence online. Our follower base continues to grow steadily, and as in previous years, the majority of our audience is females between the ages of 18 and 34.

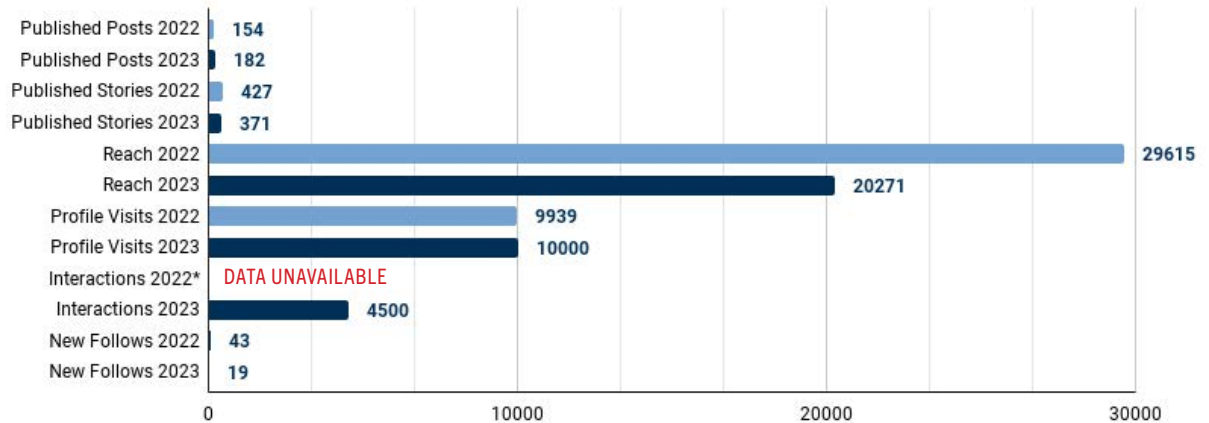
One key new feature on Instagram this year was the ability to add Collaborators on posts, allowing us to team up with other departments and campus groups, expanding our reach and engagement. Our posts that feature video content continue to perform better than those with just photos, with posts highlighting both professional and student staff proving especially successful. Our Mini Monte gifts remain a popular staple across campus, regularly used by other CSUMB accounts in their stories, which increases our visibility. Mini Monte’s popularity at events has also grown, with attendees excited to pose with him and request their own Mini Monte copies.

It’s a point of pride that the OSU is consistently praised for how we manage our Instagram account, with other departments frequently seeking our advice to enhance their own social media presence. Our account is often held up as an example of best practices in campus social media engagement.

ANALYTICS WITH COMPARISONS TO 2022-2023

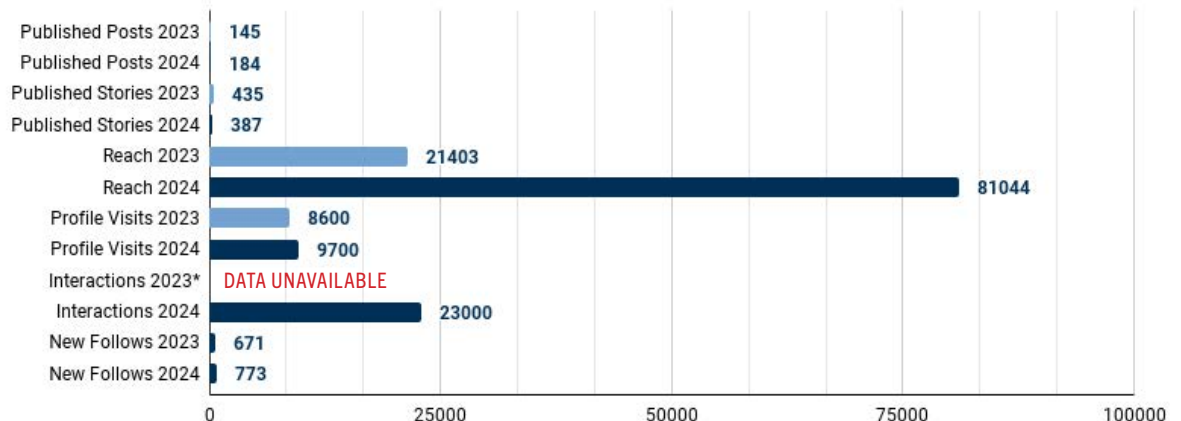
OSU Instagram - Fall Semester

July 1st - December 31st

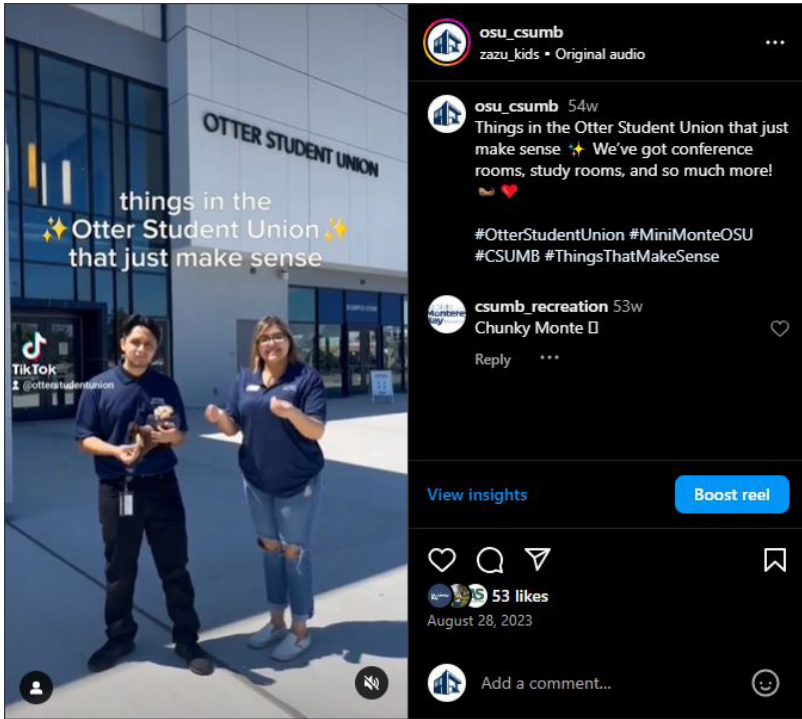


OSU Instagram - Spring Semester

January 1st - June 30th



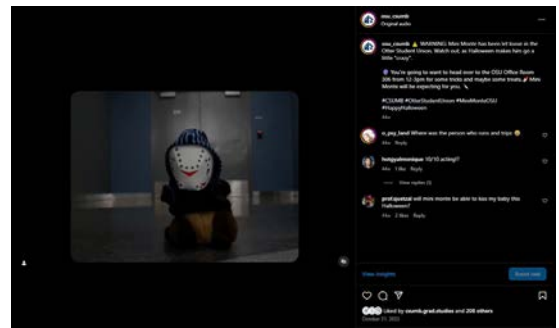
INSTAGRAM TOP PERFORMING POSTS - OSU JULY - DECEMBER



Things in the OSU That Just Make Sense
Reach: 3,887 Impressions: 4,599 Interactions: 75 Plays: 3,873

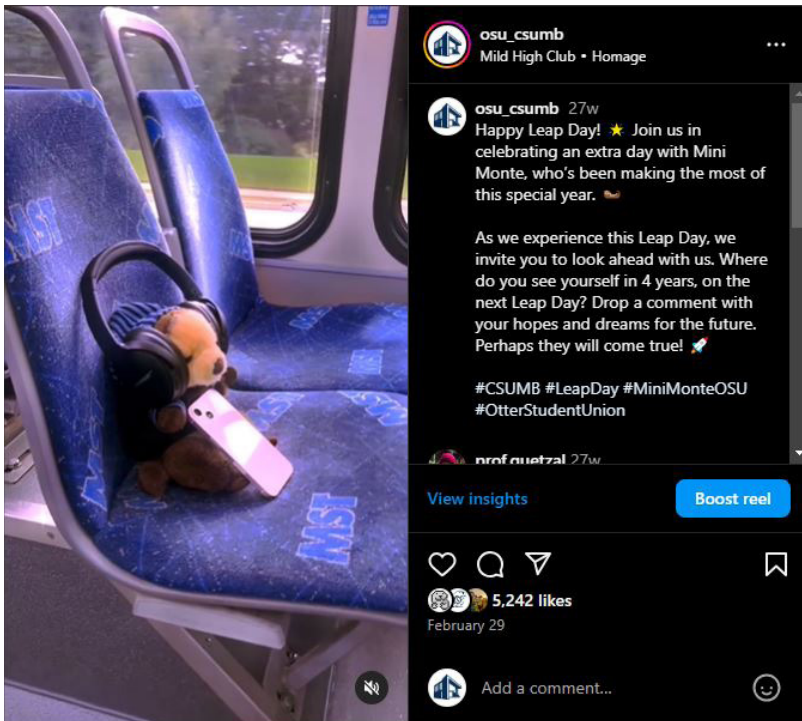


MBA Passes are here, the wait is over!
Reach: 3,714 Impressions: 4,187 Interactions: 745



Mini Monte's Halloween Special Vol 2
Reach: 3,279 Impressions: 4,970 Interactions: 282 Plays: 6,966

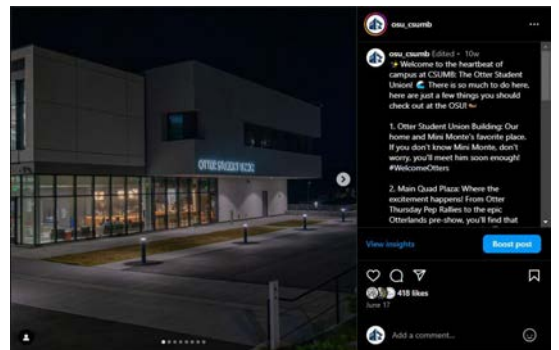
JANUARY - JUNE



Happy Leap Day with Mini Monte!
Reach: 43,806 Impressions: 44,699 Interactions: 6,044 Plays: 55,145



Mini Monte playing Minecraft
Reach: 10,004 Impressions: 10,412 Interactions: 757 Plays: 19,177



Welcome to the Heartbeat of Campus
Reach: 4,357 Impressions: 5,970 Interactions: 509

FACEBOOK SOCIAL MEDIA ANALYSIS

Throughout the 2023-2024 academic year, our OSU Facebook account saw an increase in reach compared to the previous year, particularly during the fall semester, despite a slight decrease in the number of posts. Although we had more interactions and reach during the fall, our page visits and new followers decreased. This was especially noticeable during the spring semester when interactions dropped significantly despite a rise in the number of posts published.

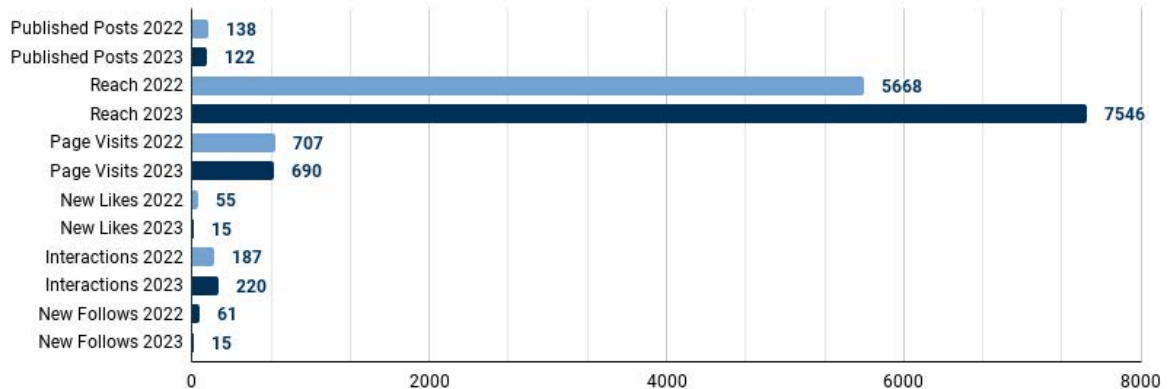
Much like last year, the majority of our target audience—students aged 18-24—remain more active on Instagram than on Facebook. Our engagement levels on Facebook are consistently low during the school year, with the exception of two notable spikes. One was during the promotion of the brand-new Monte’s 5K, where we utilized paid advertising, and the other during the summer when we promoted the OSU Movie Nights, which are open to the public.

While we did observe a rise in reach, particularly for public-facing events like Monte’s 5K and the OSU Summer Movie Nights, engagement continues to be a challenge. With Facebook consistently no longer being the dominant platform for our current student demographic, maintaining a strong presence and engaging content strategy can still be beneficial for reaching key segments of our audience and ensuring that we’re accessible to all members of the campus community.

ANALYTICS WITH COMPARISONS TO 2022-2023

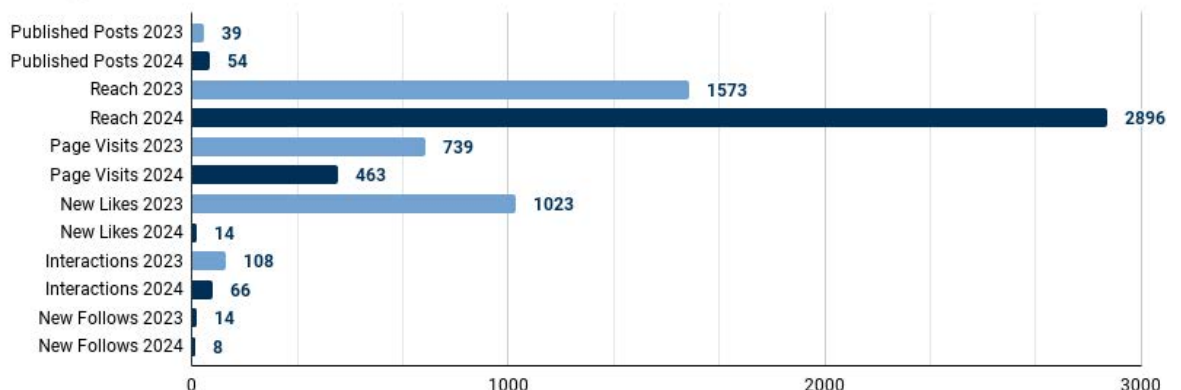
OSU Facebook - Fall Semester

July 1st - December 31st

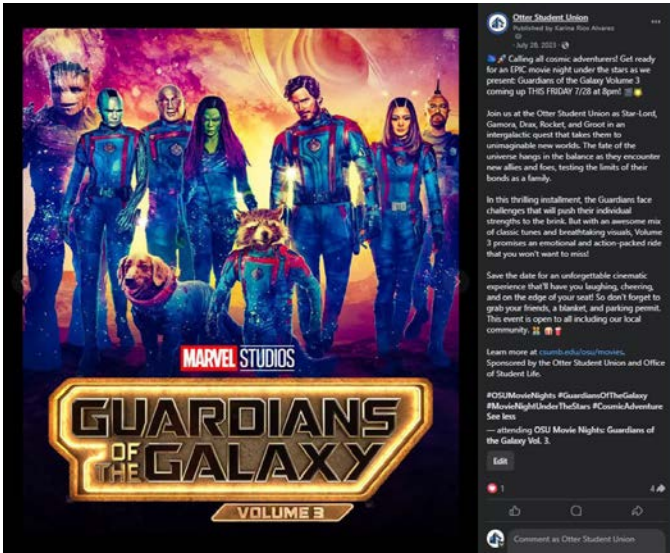


OSU Facebook - Spring Semester

January 1st - June 30th



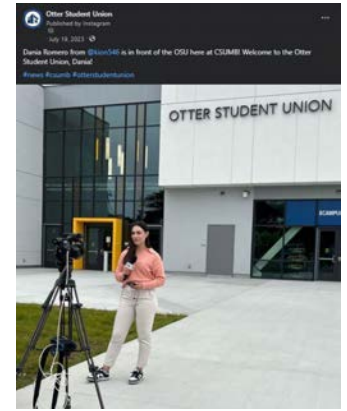
FACEBOOK TOP PERFORMING POSTS - OSU JULY - DECEMBER



*OSU Movie Nights: Guardians of the Galaxy Vol 3
Reach: 1,284 Impressions: 1,336 Interactions: 5*



*Super Mario Bros Lumalee Reel
Reach: 320 Impressions: 346
Interactions: 5*

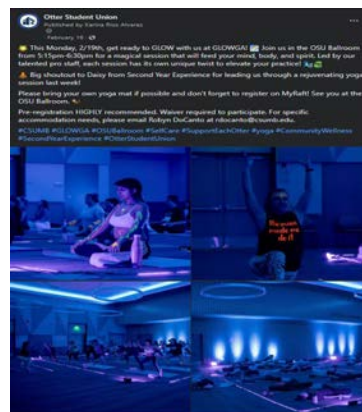


*KION'S Dana Romero at the OSU
Reach: 295 Impressions: 306
Interactions: 7*

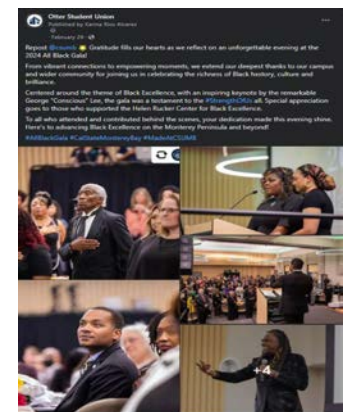
JANUARY - JUNE



*All Black Gala 2024
Reach: 1,524 Impressions: 128 Interactions: 2*



*GLOWGA at the OSU
Reach: 121 Impressions: 128
Interactions: 2*



*Repost CSUMB's All Black Gala Recap
Reach: 14 Impressions: 117
Interactions: 4*

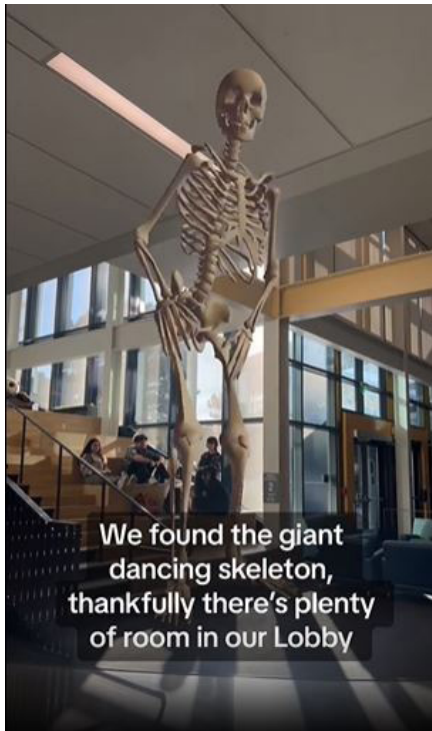
TIKTOK SOCIAL MEDIA ANALYSIS

This past year saw some improvement in our ability to create and post content for TikTok, resulting in 19 TikToks being shared on the OSU account. However, scheduling and capacity challenges still limited our overall activity on this platform. Despite this, we maintained a strong presence, ending the year with 1,854 followers and 22,300 likes on the OSU account, demonstrating a slight increase in engagement compared to last year.

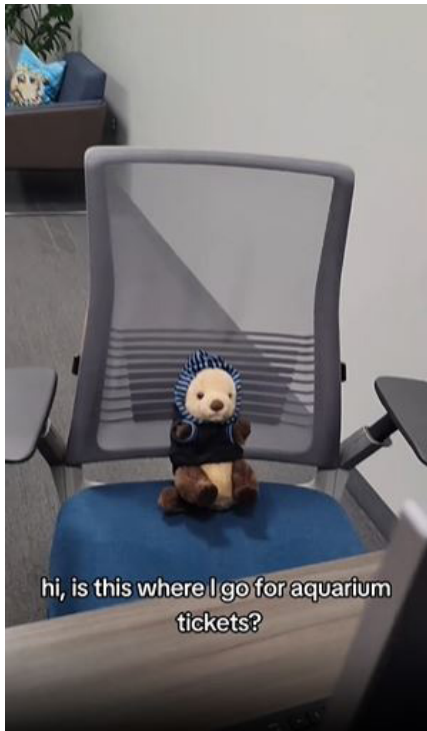
As TikTok continues to grow in popularity with our student demographic, it remains a valuable platform for connecting with students in fun, creative ways. While Instagram continues to be our top platform for engagement, TikTok's growing reach offers an additional opportunity to connect with students where they are most active.

Looking ahead, the plan to have two dedicated social media students on our team next year will allow us to focus more on regularly producing and scheduling content specifically for TikTok. This will include strategic planning and filming sessions to ensure we can engage our audience consistently. With more students using TikTok, we're excited to continue expanding our presence on the platform and reaching even more of our campus community.

TOP PERFORMING POSTS



Dancing Skeleton at the OSU
Views: 4,100; Likes: 43; Reshares: 4;
Saves: 0; Comments: 0



Is this where I go for aquarium tickets?
Views: 970; Likes: 44; Reshares: 0;
Saves: 2; Comments: 0



Waiting for the semester to start
Views: 898; Likes: 38; Reshares: 1;
Saves: 0; Comments: 2

X (FORMERLY TWITTER) SOCIAL MEDIA ANALYSIS

The past year brought significant changes to the X platform (formerly known as Twitter), resulting in continued uncertainty around its value as a priority platform for the OSU. As of June 30, 2024, the OSU account has 461 followers, showing little change in growth from the previous year. With the turmoil and shifts happening on the platform and the fact that most of our target audience does not actively use X, our focus has remained on growing our other social media platforms, particularly Instagram and TikTok, where we see the most engagement.

While we continue to maintain our X account to ensure we have a way to reach followers if needed, it will remain a low-priority platform for our team, with minimal activity going forward. Our efforts will remain concentrated on platforms that better serve our student demographic and align with our overall communication goals.

PHOTO BOOTH

This year, the OSU's photo booth setup was featured at 20 events, building on the successes of previous semesters. A key innovation during the spring 2024 semester was experimenting with placing the booth inside the OSU Ballroom at events rather than the pre-function area. This shift resulted in a smoother flow during events and significantly increased engagement, as attendees were more inclined to use the booth.

To enhance the user experience, we created special signage to explain the booth setup. These signs included the event background, a clear "free to use" note, and step-by-step instructions, which allowed guests to take photos independently. This self-service approach also reduced the need for a dedicated attendant, freeing up staff time to focus on photographing the rest of the event. Moving forward, we highly recommend this streamlined setup whenever space allows, as it ensures greater efficiency and guest participation.



PHOTO/VIDEO PRODUCTION

This year marked a significant increase in our presence and production as the MarComm team attended and captured over 100 events across the OSU and OC3. With our dedication to documenting the vibrancy and diversity of campus life, we not only increased the volume of events covered but also elevated the quality and creativity of our productions. Alongside our photography efforts, we produced around 10 major video projects, many of which featured our beloved mascot, Mini Monte, bringing an added layer of engagement to our content.

Our photo and video production this year focused on creating fresh and dynamic content. While some of our projects included updates to previous work, like our OSU Vertical Video Outro and OSU Tour, the majority were brand-new projects that helped showcase the student experience at CSUMB in a fun and creative way. Mini Monte starred in a variety of videos, from his adventurous Spring Break escapades to his environmental journey on Earth Day.

In addition to individual event photography and creative video content, we kept up with the organization and management of our growing media library. Maintaining a well-organized archive of stock photography and event footage allowed us to be more efficient in meeting the needs of both the OSU and our partners. By working closely with other departments and student assistants, we successfully delivered numerous high-quality video and photo assets that captured the spirit and excitement of the year.

Moving forward, we are excited to continue expanding the scope and creativity of our productions, and anticipate even more exciting projects in the upcoming year!

PHOTO/VIDEO PRODUCTION PROJECTS

A sampling of some of the video projects completed during 2023-2024:

- **OSU Vertical Video Outro** - End title card for Instagram Reels and TikTok
- **Updated OSU Tour with Mini Monte** - Follow Mini Monte in his Jeep as he shows you around the Otter Student Union
- **Mini Monte's Halloween Special Vol 2** - Mini Monte isn't quite feeling like himself this Halloween season, the MarComm Team best keep an eye out
- **Mini Monte's Winter Break** - Sometimes it's nice to get away, join Mini Monte as he travels to San Luis Obispo and takes in all the festive merriment
- **Mini Monte's Trip to the Monterey Bay Aquarium** - It's Mini Monte's first time riding the MST busses and he's determined to visit the Monterey Bay Aquarium
- **Mini Monte's Spring Break** - Mini Monte is keeping things more local during Spring Break and is checking out some of the fun local spots in Greenfield
- **OSU Board of Directors Recruitment** - We want YOU to join next year's OSU Board of Directors
- **Earth Day with Mini Monte** - Go on a ride with Mini Monte as he explores parts of campus and enjoys nature
- **2023-2024 OSU Recap** - Our End of Year highlight video of the various events and happenings this past year
- **Mini Monte's Summer Break** - A two-part series to be shown in the fall semester, join along with Mini Monte as he travels first to Disneyland and then to beautiful Hawai'i

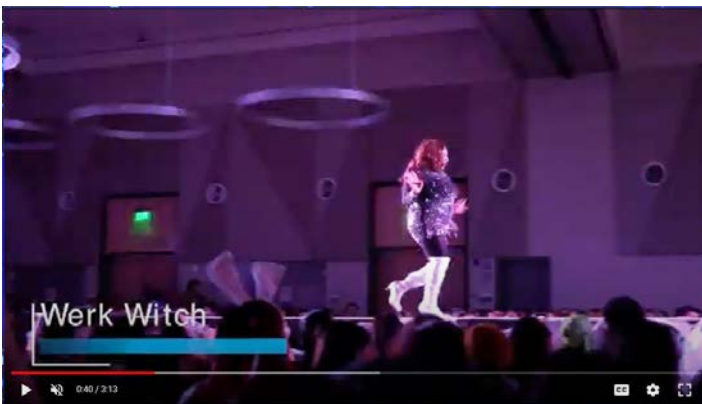
VIDEO PRODUCTION SAMPLES



Encouraging students to apply to join the 2024-2025 OSU Board of Directors with this promo video.



Behind the scenes shot while the MarComm Team films Mini Monte's Halloween Special Vol 2.



We had a lot of great events and happenings this past year, our recap video shows off all of the fun we had.



Our Updated OSU Tour with Mini Monte will show you all of the best spots in the Otter Student Union.



Mini Monte's Spring Break showcased some local favorite spots in Greenfield, CA.



Part One of Mini Monte's Summer Break where he has fun visiting Disneyland for the first time.



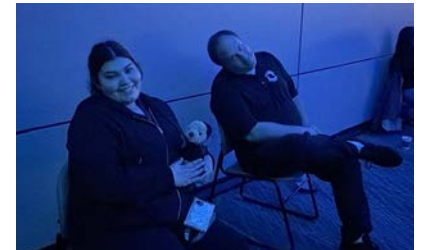
Part Two of Mini Monte's Summer Break, the fun and adventures continue as he travels across the sea to visit Hawai'i.

SUMMARY

The OSU A/V Technical Services team continued to provide audio-visual equipment and staffing to help support events in the Otter Student Union and on CSUMB's campus. Our trained professional and student staff members worked to set up and operate large-scale productions for events such as concerts and meetings, providing services in audio, video, lighting, live streaming, and video recording. The OSU A/V Technical Services was led by our A/V Technical Services Coordinator and seven A/V Tech student assistants. The A/V Team supported 54 events in the fall and 77 events in the spring.

A/V Technical Services provided the following:

- Otter Thursday music
- Werk Witch Audio and Lighting production
- Otterlands and Winter Formal Ball
- Set up a 9ft x 16ft LED Video Wall for CSUMB Brand Launch and Admitted Otter Day
- New 8 channels of ULXD wireless mics
- 9 Affinity Celebrations with Latiné Celebration at Rabobank Stadium in Salinas, CA
- 2023-2024 CSUMB Commencement



SUMMARY

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

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



NEW BUILDING MANAGER POSITION

A new student assistant position for the OSU Operations team was created at the beginning of the 2023-2024 academic year. The OSU Building Manager is responsible for the daily oversight of the Otter Student Union, as well as providing customer service, facility, and property security, and having knowledge of daily event happenings and staff/stakeholder locations in order to meet the mission and goals of the Otter Student Union. This position has proven to be very beneficial to the daily operations of the OSU, as well as being an asset to the rest of the departments within the OSU.

FACILITY UPDATES

Over the past academic year, we've been making strides toward providing an engaging and supportive environment. We saw several facility enhancements and updates. Here are the key facility upgrades implemented in 2023-2024, each contributing to a more enriching Otter experience.

Amazon Locker Hub

The OSU partnered with Amazon to install a new Amazon Locker Hub in August 2023, providing additional access to Amazon packages/mail for students and the CSUMB community. The Amazon Lockers serve as a resource for students, staff, and faculty to ship products from Amazon to campus for easy pick up, ensuring that your packages are safely delivered to a code-protected locker, located on the second floor of the Otter Student Union.



Wellness Messaging Campaign

The OSU partnered with Health and Wellness Promotion to place wellness messaging in poster cases and stickers in our restrooms to improve visual representations of well-being. These messages were designed by one of the OSU MarComm Graphic Design student assistants. Six different messages were offered throughout the year including the following: Embrace Nature, Nurture Health, Positive Vibes, Practice Gratitude, and Rest Up. The OSU plans to expand this messaging campaign in the 2024-2025 academic year across campus.

Outdoor Adirondack Chairs

The Cal State Monterey Bay Office of Campus Planning offered to provide additional outdoor seating at the Otter Student Union. Through a campus-wide initiative, eight new Adirondack chairs were added to the OSU Main Quad Plaza and Inter-Garrison Plaza creating pockets of relaxation and connection, and enhancing the outdoor experience for students, faculty, and staff.

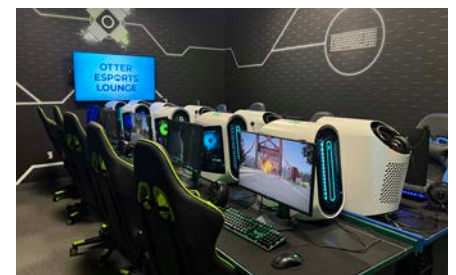
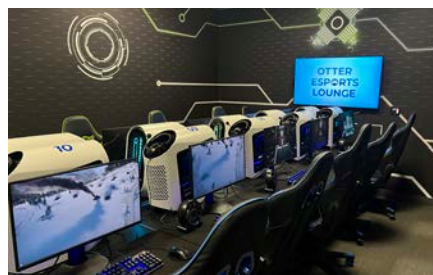


Otter Thursday Lawn Games Expansion

Student Engagement and Leadership Development worked with the OSU to procure additional dedicated lawn games for the Otter Student Union to expand the outdoor activities provided during the weekly Otter Thursday programs. These games and activities include Ladder Golf, PuttPutt, Table Tennis, Ring Toss, and more; helping to promote engagement and expand fun experiences for all.

Otter Esports Lounge

In partnership with Student Engagement and Leadership Development and Information Technology, the OSU launched the new Otter Esports Lounge in April 2024, an inclusive environment that brings students together and builds community around gaming. This state-of-the-art gaming lounge provides 10 gaming stations. The Lounge was open Monday - Saturday in the month of April and received 915 visits since beta testing began on March 11. The OSU plans to expand the lounge's hours and offerings based on additional funding and student feedback.



New Event Staging and Microphone System

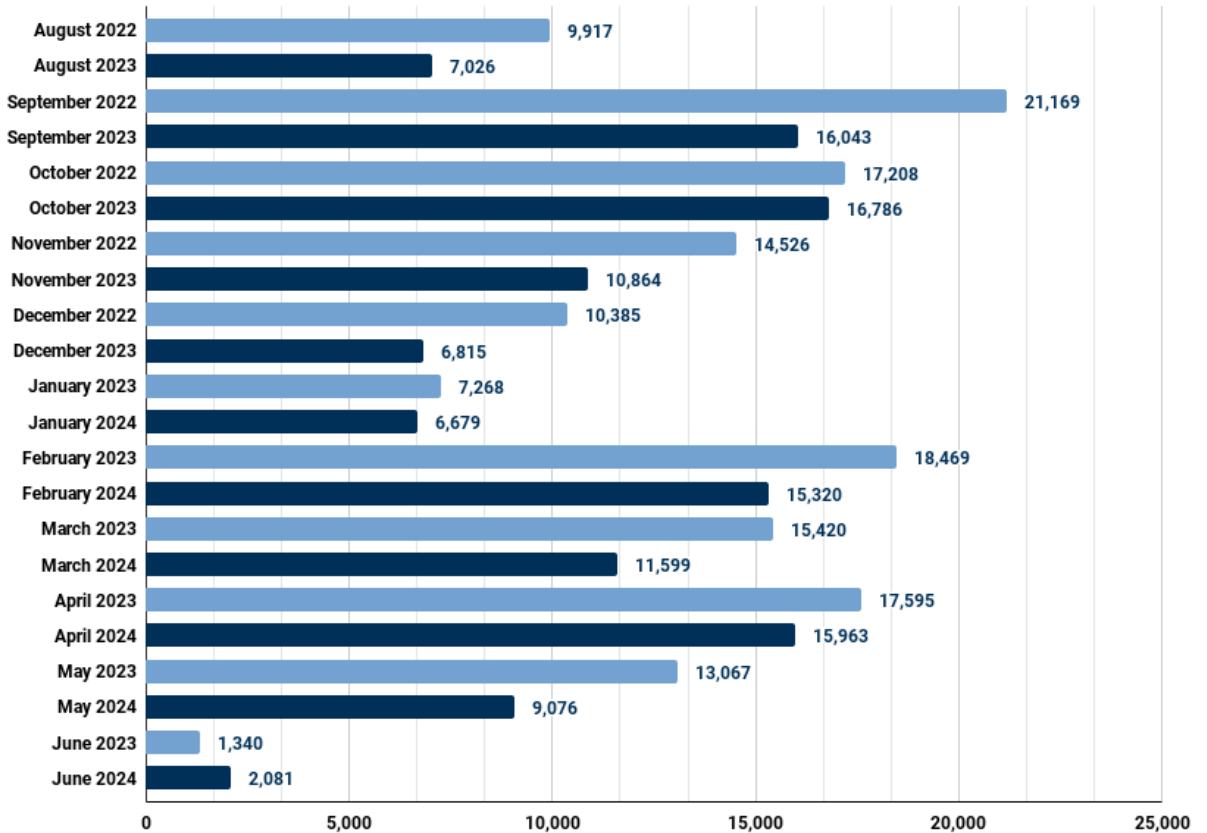
To provide an exceptional event experience to the CSUMB community and external clients, the OSU purchased new portable staging and a new microphone system to be used in the OSU Ballroom. The single-height, carpeted stage is easy to set up, and store, and provides the CSUMB community with an updated stage to fit their programming needs. The microphone system provides additional high-quality sound capabilities for events including the newest handheld, lavalier, and head-set microphones for client use.

FACILITY USAGE

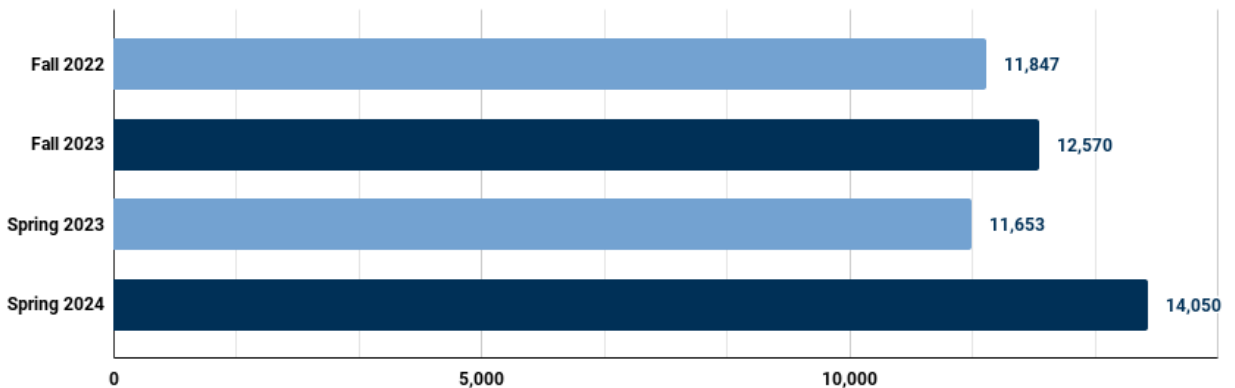
The OSU Operations team conducts daily regular counts of the foot traffic inside the Otter Student Union. This information is helpful as we determine how the building is utilized and can be valuable information to determine how to improve and enhance services. Here are the counts collected during the 2023-2024 academic year:

OSU People Counts and Visits

*Does not include attendee counts



Game Room Counts and Visits



The Game Room saw a 6.1% increase from Fall 2022 and a 20.5% increase from Spring 2023.

The OSU welcomed numerous in-person and hybrid events in our indoor and outdoor spaces during the 2023-2024 school year, below is a summary of the events:

TOTAL # OF EVENTS

Number of Department Meetings/Events

- Fall 2023 events: 189
 - 56.2% increase from last year
- Spring 2024 events: 370
 - 340% increase from last year

Number of Student Organization Meetings/Events

- Fall 2023 events: 290
 - 55% increase from last year
- Spring 2024 events: 298
 - 4.6% increase from last year

Number of Off-Campus Reservations: 6

Number of Department Outdoor Reservations

- Fall 2023 events: 44
- Spring 2024 events: 42

Number of Student Organization Outdoor Reservations

- Fall 2023 outdoor events: 14
- Spring 2024 outdoor events: 21

Number of Off-Campus Outdoor Reservations: 2

REVENUE

Meeting Room Rentals: \$88,244.01

- 18% increase from last year for meeting rooms only

Outdoor Vendors: \$5,314

A/V Technical Services: \$ 2,743.20

Total revenue from service delivery: \$96,301.21

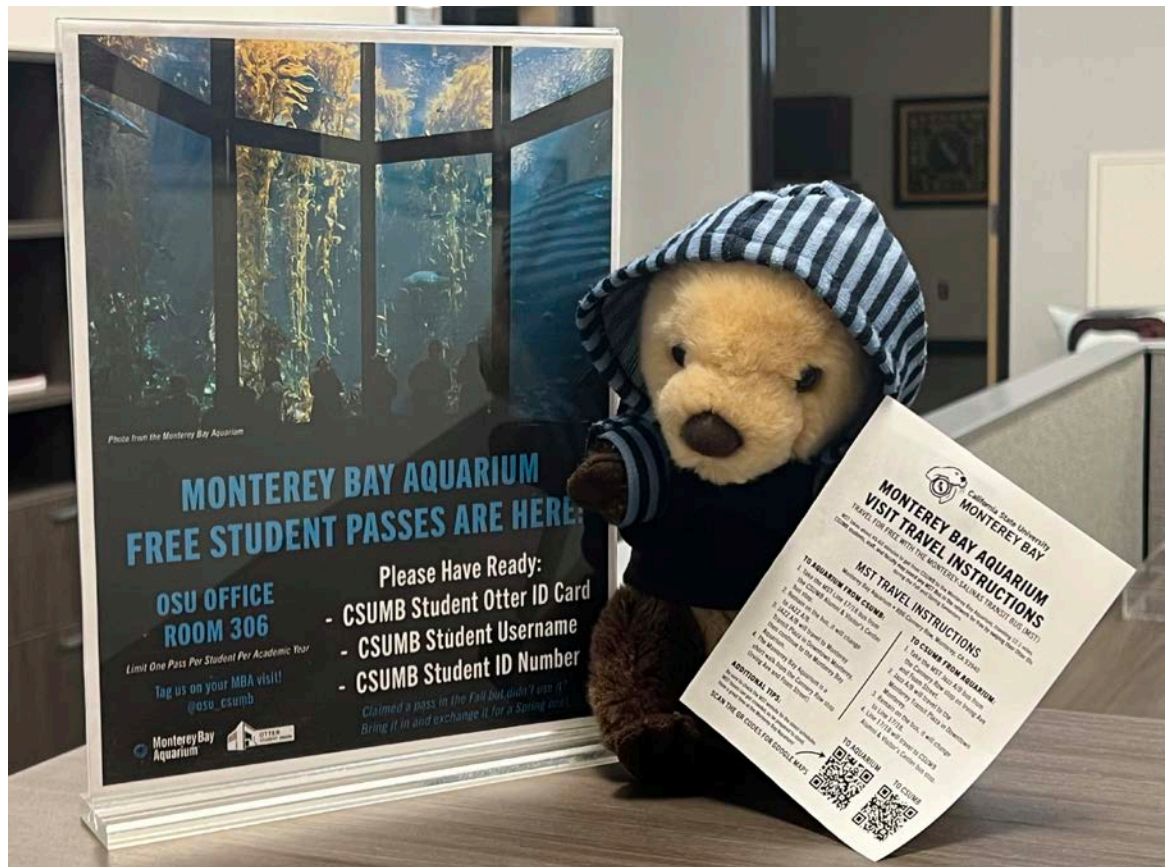


The OSU served as the starting point for the 2024 Orientation for incoming first year and transfer students.

SUMMARY

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

The OSU Administration office continued to [provide front line customer service to the CSUMB community. Our student administrative office student assistants, in partnership with the Monterey Bay Aquarium, gave out 2138 Monterey Bay Aquarium Ocean Steward passes to students. We intend to continue this partnership with the Monterey Bay Aquarium in the 2024-2025 academic year.



Mini Monte helping spread the word about not only the Monterey Bay Aquarium passes, but also letting students know that we now have printed instructions on how to get there using the Monterey-Salinas Transit bus lines.

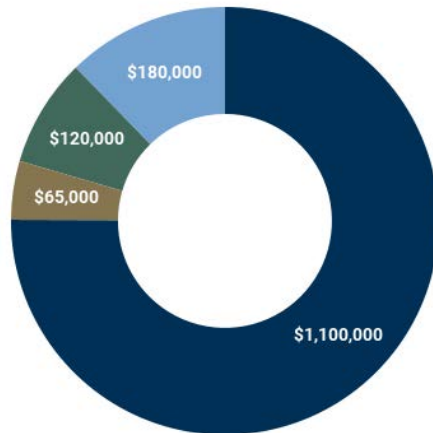
SUMMARY

The Otter Student Union continues to prioritize transparency, consistency, and accountability in our budgeting, spending, and overall financial management of our auxiliary organization. We are proud to report that the OSU received a “clean” audit for fiscal year 2023-2024 reported by the accounting firm Glenn Burdette. 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. The OSU prioritized efficiency and maximizing opportunities in our 2023-2024 budget. We focused on preventative maintenance for the long-term and continued to identify new revenue streams within existing services. We continue to use a proactive approach to ensure the OSU can navigate enrollment fluctuations with agility and financial stability.

OSU Budgeted Revenue 2023-2024

Total Revenue: \$1,727,000

- Student Union Fees (after 4% charge/fees)*
- Meeting Room/AV Rentals & Fees
- Tenant Lease (Dining/Campus Store)
- Utility/Waste Recovery

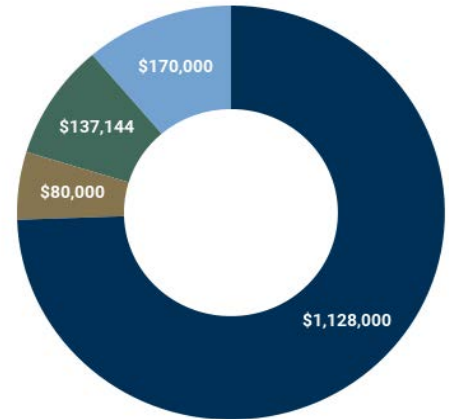


*Student Union fees after administering the OSU facility bond payment

OSU Projected Actuals Revenue 2023-2024

Total Revenue: \$1,525,144

- Student Union Fees (after 4% charge/fees)*
- Meeting Room/AV Rentals & Fees
- Tenant Lease (Dining/Campus Store)
- Utility/Waste Recovery

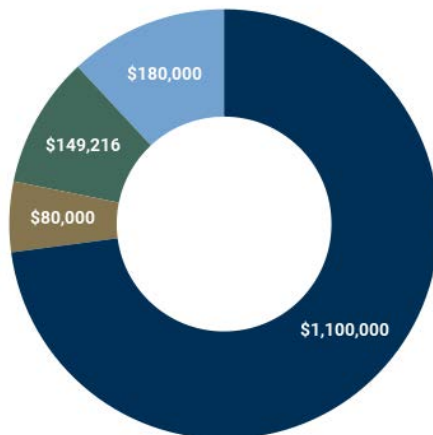


*Student Union fees after administering the OSU facility bond payment

OSU Proposed Budget Revenue 2024-2025

Total Revenue: \$1,509,216

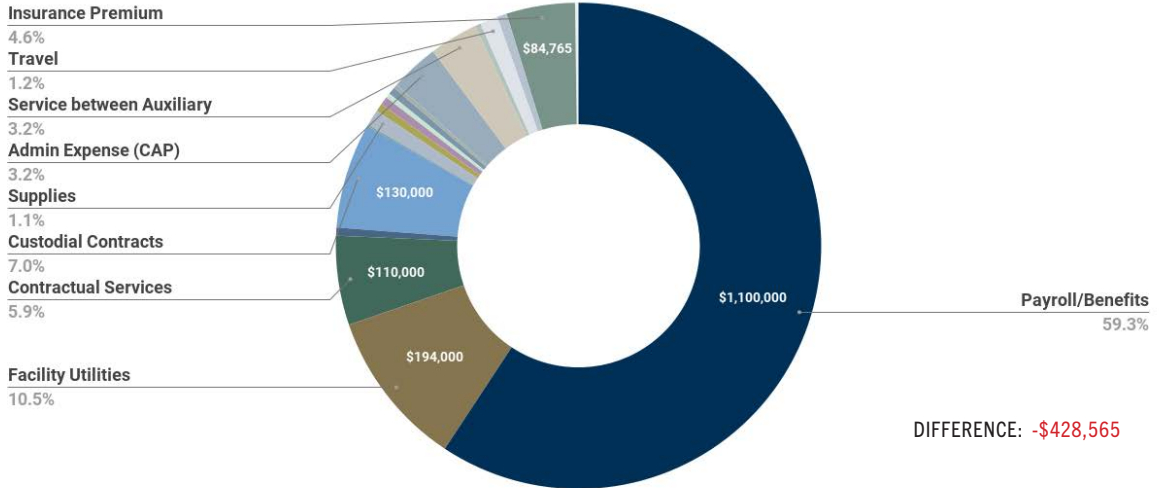
- Student Union Fees (after 4% charge/fees)*
- Meeting Room/AV Rentals & Fees
- Tenant Lease (Dining/Campus Store)
- Utility/Waste Recovery



*Student Union fees after administering the OSU facility bond payment

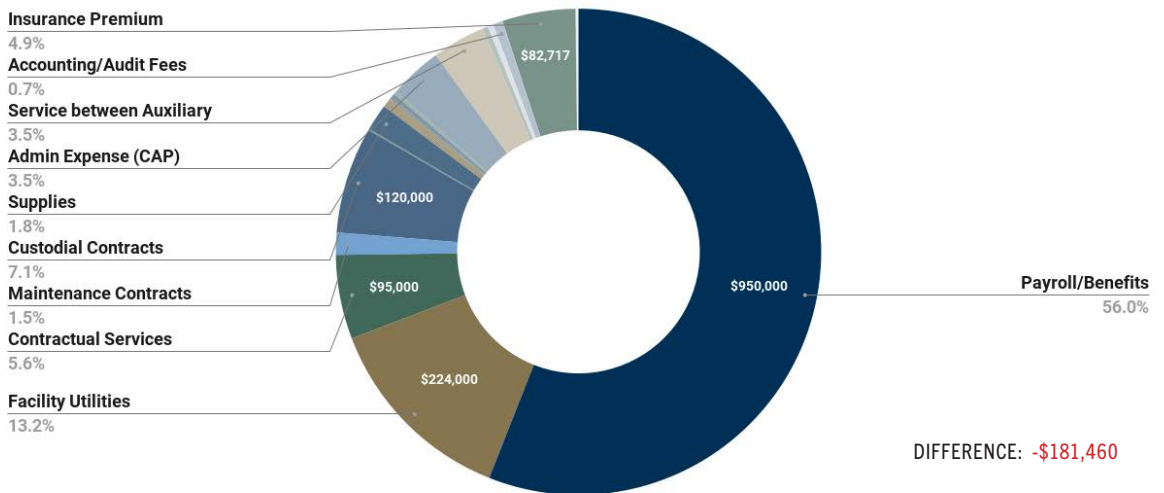
OSU Budgeted Expenses 2023-2024

Total Expenses: \$2,155,565



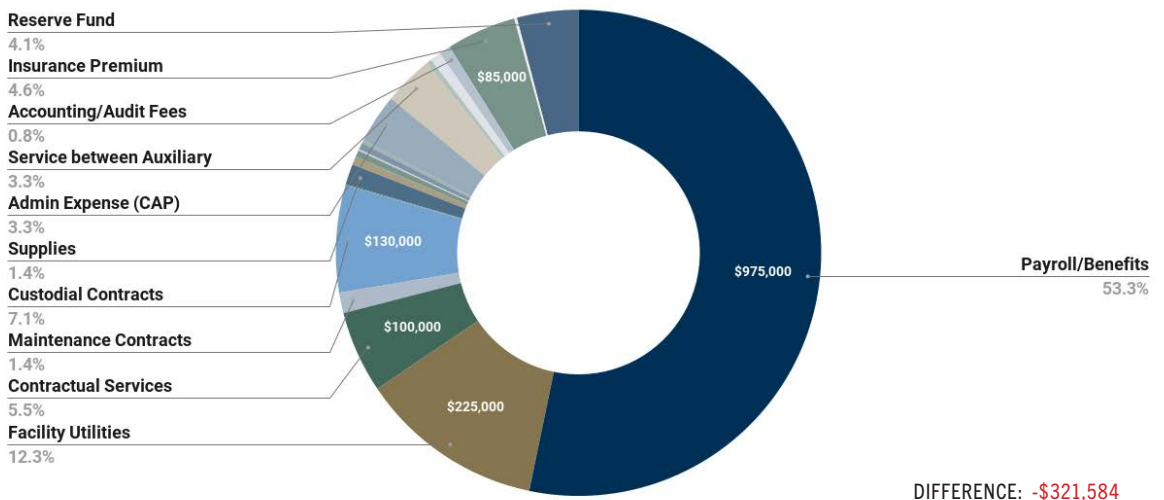
OSU Projected Actual Expenses 2023-2024

Total Expenses: \$1,696,604



OSU Proposed Budget Expenses 2024-2025

Total Expenses: \$1,830,800



Consistent with the OSU at CSU Monterey Bay Bylaws, Article 4, §4.1(c) and Article 5, §5.4, the OSU Board Budget committee would like to propose the following budget for the fiscal year 2024-2025 as follows:

The Otter Student Union (OSU) Budget draft for 2024-2025 consists of an Operating Budget composed of three columns: the 2023-2024 Budget, projected 2023-2024 Actuals, and proposed 2024-2025 Budget. These comparisons have been provided to facilitate your review and approval. 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. We value your input and involvement in developing the 2024-2025 budget.

Points of emphasis for the 2024-2025 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 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)
- The OSU currently has an account balance of \$1,945,163.21 (as of 4/30/24). These funds are intended to cover cash flow, operational needs, long-term facility planning, capital projects and deferred maintenance.
- The OSU currently has a Donation Fund account balance of \$6,500.
- Any projected budget deficit will be addressed by utilizing available retained earnings or designated rollover funds.
- The OSU Donation Fund has \$6,500. No new donations were received in 2023-2024.

OSU CONSOLIDATED OPERATING BUDGET 2023-2024

	Budget 23-24	Projected Actuals 23-24	Proposed Budget 24-25
Revenue			
Student Union Fees (after 4% charge/fees)	\$1,100,000	\$1,128,000	\$1,100,000*
Meeting Room/AV Rentals & Fees	\$65,000	\$80,000	\$80,000
Tenant Lease (Dining/Campus Store)	\$120,000	\$137,144	\$149,216
Utility/Waste Recovery	\$180,000	\$170,000	\$180,000
	\$1,727,000	\$1,525,144	\$1,509,216
			*based on enrollment #s
Expenses			
Services			
Payroll/Benefits	\$1,100,000	\$950,000	\$975,000
Operations			
Facility Utilities	\$194,000	\$224,000	\$225,000
Contractual Services	\$110,000	\$95,000	\$100,000
Maintenance Contracts	\$10,000	\$25,000	\$25,000
Custodial Contracts	\$130,000	\$120,000	\$130,000
Administrative			
Printing	\$1,500	\$1,600	\$1,500
Supplies	\$20,000	\$30,000	\$25,000
Non-Capital Equipment	\$10,000	\$10,600	\$10,000
Uniforms/Branding	\$10,000	\$2,000	\$8,000
Advertising/Promotion	\$6,000	\$100	\$2,000
Hospitality	\$9,000	\$5,000	\$8,000
Memberships/Subscriptions	\$5,000	\$3,500	\$4,000
Admin Expense (CAP)	\$60,000	\$60,000	\$60,000
Service between Auxiliary	\$60,000	\$60,000	\$60,000
Professional Development	\$7,000	\$6,200	\$7,000
Travel	\$22,000	\$6,355	\$13,000
Accounting/Audit Fees	\$12,000	\$11,150	\$14,000
Insurance Premium	\$84,765	\$82,717	\$85,000
Employee Recruitment	\$2,000	\$1,082	\$1,000
Interfund Pension Loan Repay	\$2,300	\$2,300	\$2,300
Reserve Fund	\$0	\$0	\$75,000
	\$2,155,565	\$1,696,604	\$1,830,800
Total Expenses			
Difference	-\$428,565	-\$181,460	-\$321,584

The Otter Student Union (OSU) has had another remarkable year, solidifying its position as the vibrant heartbeat of the CSUMB campus. We are committed to aligning our goals with the university's strategic vision. This annual report highlights our key achievements that demonstrate our dedication to fostering a successful and inclusive environment for all students, staff, faculty, and visitors.

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

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

- Expand programming efforts:
 - Prioritize initiatives that promote a strong sense of belonging and connection.
 - Expand "Otters After Dark" programming.
 - Develop signature events with a focus on inclusivity and increase student participation in decision-making.
- Enhance the student experience:
 - Continue to improve customer service and offer premiere meeting spaces
 - Focus on accessibility initiatives
 - Continue to support the OSU Art program and OSU Board Art Committee
- Invest in student assistant and staff development:
 - Expand student-employee training opportunities
 - Include leadership development, teamwork, and career planning.
 - Invest in staff mental health and well-being
 - Conduct satisfaction surveys and employee assessments
- Lead sustainability efforts:
 - Promote reusables in retail dining and catered events
 - Organize and promote sustainability workshops and activities
 - Prioritize energy-efficient technologies and solutions
- Fiscal management:
 - Analyze and update the OSU Cost Allocation Plan
 - Evaluate and develop revenue streams
 - Control expenses and build financial reserves
 - Maintain financial compliance with Cal State Monterey Bay and the CSU Chancellor's Office

The OSU remains dedicated to continuous improvement. We will continue to refine our assessment methods to track participation, impact, and areas for further development. We hope to strengthen partnerships with other campus departments and work to develop new and innovative programs. We are committed to the effectiveness of programs and services and will continue to work together and be responsive to the campus community's evolving needs.

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





100 Campus Center
Seaside, CA 93955
831-582-3000
www.otterstudentunion.org