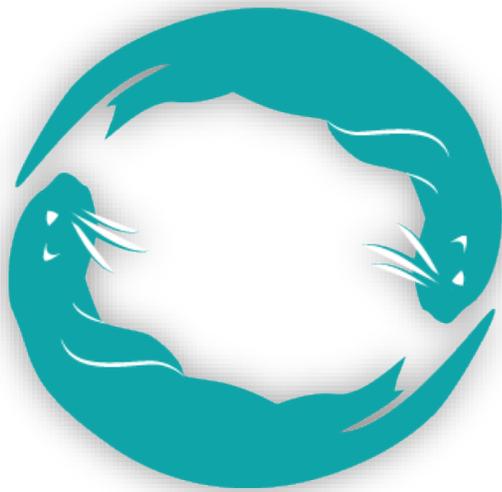


# 2017-2018 Annual Report

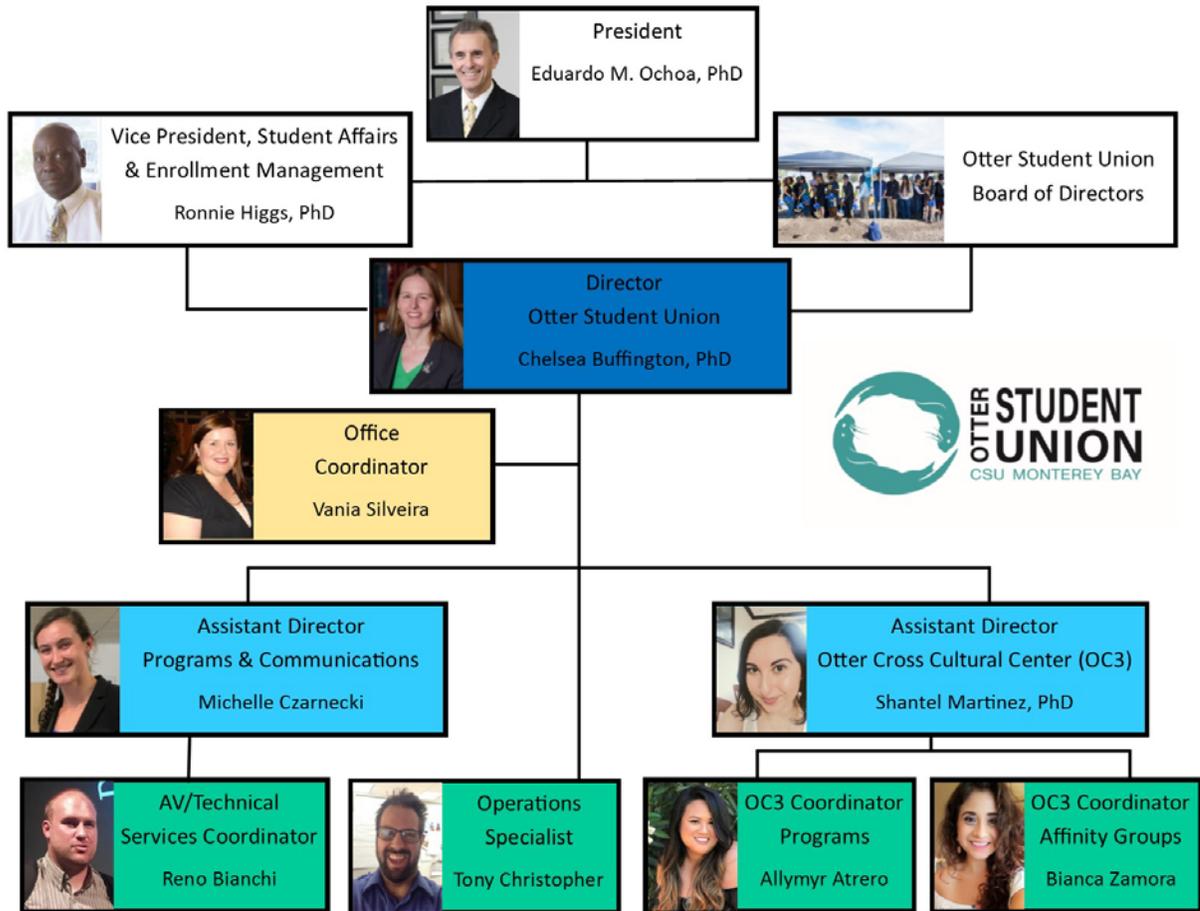


**OTTER STUDENT  
UNION**  
CSU MONTEREY BAY

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### Otter Student Union Board of Directors 2017-2018

- Chair**, Cassidy Merideth
- Vice Chair**, Mufaro Madzingira
- Treasurer**, Justin Rocha
- Secretary**, Christina Lemus

- Aisha Ahad
- Christian Candelaria
- Zoë Carter
- Esteban Castillo
- Chi-Chun Chou
- Anna Gaytan
- Jasmine Lottier
- Joshua Mueller
- Kamitra Rowe
- Christy Underwood
- Olivia Warren

# Executive Summary

The Otter Student Union (OSU) in 2017-2018 achieved full incorporation and approval from the California State University Chancellor as a stand-alone, 501(c)(3) non-profit auxiliary organization, created to support students, faculty, staff, and community of California State University—Monterey Bay. The OSU also secured approval to move forward on construction of a 70,000-square-foot facility with meeting and event space, multiple food venues, the CSUMB Bookstore, student and administrative offices, the Otter Cross Cultural Center, study rooms, lounges, outdoor programming spaces, and an outdoor terrace that will embrace the Monterey Bay environment. The Otter Student Union celebrated with a ceremonial Groundbreaking Ceremony in April 2018. The official start of construction is anticipated in 2018.

Full incorporation of the new OSU was made possible through extensive development of the Otter Student Union Board of Directors, including creation of numerous policies necessary for incorporation, as well as formation and clarification of OSUs mission and vision. These developments were shepherded by an expanded staff. In 2018, OSU expanded from a staff of four to a staff of eight, full-time professional staff, including its first Director, Assistant Director of the Otter Cross Cultural Center, Assistant Director of Programs & Communications, Audio Visual & Technical Services Coordinator, and Coordinator for Affinity Groups.

In addition to helping secure 501(c)(3) status, the expansion in staff also resulted in institutionalized coordination of eight Affinity (Cultural/Identity) Graduations and extensive expansion of programming and partnerships, with particular success building and expanding partnerships such as the Otter Cross Cultural Center's partnership with the office of Teaching, Learning, and Assessment for such programs as Social Justice Dialogues and the newly established Union Programming Board's strengthened relationship with Associated Students on events such as Spring Concert. The Union Programming Board sponsored 27 events for 2018-2019, many in partnership with campus departments and organizations.

Beginning in summer 2018, OSU unveiled new pricing structures for events within and beyond its existing facilities—the Student Center and the Black Box Cabaret—and began work on new trainings for professional and student staff along with a new student employment handbook.

As the OSU enters into its first full fiscal year of incorporation in July 2018, the areas of focus will be a successful beginning to the anticipated two-year construction of the Otter Student Union facility; evaluation and refining of OSUs mission, vision, and values; development of additional internal and external partnerships; enhancement of processes for events, including Affinity (Cultural/Identity) Graduation celebrations; adjustments and clarifications of pricing structures; and continued developed of staff, Board of Directors, and policies, procedures, and processes.



## Otter Student Union Mission, Vision and Values

### Mission

The Otter Student Union (OSU) provides exceptional and impactful co-curricular spaces, programs, services, and advocacy, contributing to a sense of belonging, learning, and growth, reflective of the California State University—Monterey Bay Vision.

### Vision

In partnership with campus and community members, the OSU creates a thriving and engaged student-centered environment that supports an evolving sense of self, life-long connections, and Otter Pride, in order to cultivate tomorrow's socially conscious leaders and change agents and a central space for strong connections between students, faculty, staff, and the larger Monterey Bay community.

### Values

- **Students:** Students are the core focus.
- **Community:** To cultivate a sense of belonging, Otter Pride, and reciprocal service with and for students, faculty, staff, and community members.
- **Social Justice:** Acknowledging social inequities; creating space for difficult dialogue; building competent allies and advocates; fostering healing spaces; and building bridges towards eliminating an unjust society.
- **Growth:** Creating opportunities for lifelong learning and empowerment to enrich the mind, body, and soul.
- **Sustainability:** A commitment to holistic approaches that result in sustainable wellness in the areas of personal and academic life, as well as human and environmental resources.

# Otter Cross Cultural Center



## OC3 2018-2019 Summary

In operation since 2010, the Otter Cross Cultural Center (OC3) began 2017 with an expanded staff of three professionals, including a new Assistant Director and a new Coordinator for Affinity Groups. This increase in professional staff resulted in additional responsibilities such as the centralization of coordination and planning for all eight Affinity (Cultural/Identity) Graduations, increased programming, and expanded strategic planning. Beginning in November, the Coordinator of Programs position became vacant, requiring temporary restructuring of duties. This position has been filled with a new professional staff member who will begin in July 2018.

During fiscal year 2017-2018, the Assistant Director and Coordinator of Affinity Groups made significant strides with revising the Center's Mission, Vision, and Values; creating new Learning Outcomes; building and strengthening campus partnerships; establishing a strong social media presence; providing educational and social events; fostering civic engagement and activism; and expanding opportunities for students, faculty, and staff.

The OC3 student staff and interns continued professional development throughout the academic year through multiple trainings, conference attendance, program coordination (budgeting, planning, and evaluation), and campus collaborations.

While this was a year of significant political and social unrest, the Center engaged these difficult conversations and events by building authentic relationships and meaningful partnerships, developing campus community members' sense of purpose and belonging, and creating a space of empathy and persistence.

### In This Section:

1. Revised Mission, Vision, Values, and Learning Outcomes
2. Overview of Events, Programs, and Partnerships
3. Analysis of Selected Events and Marketing
  - a. Affinity Graduations
  - b. Safe Zone
  - c. Social Media
4. Recommendations for 2018-2019



## Rebuilding Foundations

The OC3s new Mission, Vision, Values, and Learning Outcomes were built in conjunction with professional staff and students together as a community:

### OC3 Mission

The Otter Cross Cultural Center (OC3) cultivates a collective vision towards critical consciousness by offering educational programs and workshops, holistic leadership development, and experiential learning opportunities to bridge passion into practice so that students, staff, and faculty grow into leaders of change to eliminate social inequalities. By fostering meaningful dialogue and activism while also promoting empathy and social justice, the OC3 takes proactive student-centered approaches that respect students' evolving sense of self, perspectives, and voices.



### OC3 Vision

In partnership with campus and community members, the Otter Cross Cultural Center will be a dynamic and culturally empowering hub that serves as an advocate for social justice by building bridges across communities, identities, and intolerance. The OC3 empowers students with the lifelong tools to advance dialogue, empathy, critical thinking, and self-reflection.

### OC3 Values

Our values are built upon:

- Affirming equity
- Creating sustainable social change
- Constructing brave spaces for authentic self-expression
- Promoting acts of healing in order to impact the communities we serve

## OC3 Learning Outcomes



### ***Holistic Leadership:***

Through participation in OC3 functions, students will discover social justice concepts, cultivate teamwork, and/or identify communication skills that advance self-advocacy and advocacy for others.

### ***Cultural Engagement:***

Through participation in OC3 functions, students will identify how cultural

communities construct, develop, and/or sustain themselves through affirmation and resistance to various forms of oppression.

### ***Cross-Campus Collaborations:***

Through participation in OC3 functions, students will collaborate with members of various communities to promote solidarity and/or critical consciousness in an increasingly diverse global world.

### ***Courageous Living:***

Through participation in OC3 functions, students will evaluate risks to collaborate in courageous conversations, develop one's authentic self, and/or identify practices that interrupt systems of oppression.

### ***Sustainable Social Justice:***

Through participation in OC3 functions, students will develop a commitment to holistic approaches for sustainable wellness in their personal and/or professional lives by utilizing human and environmental resources.

### ***Sense of Purpose:***

Through participation in OC3 functions, students will discover the value, purpose, and authenticity in the work one does and/or the life one lives.

## Overview of OC3 Events, Programs, and Partnerships

This year, the OC3 focused on the theme, “Ottering Not Othering,” in order to showcase the importance of building community to engage politically charged issues that cannot be detached from life on campus.

A particular goal included increasing collaboration with Academic Affairs through intentional partnerships and programs. The OC3 specifically built and strengthened campus partnerships with Teaching, Learning, & Assessment, the Undergraduate Research Opportunities Center, and the Ethnic Working Group as well as continued and expanded partnerships with Associated Students, Service Learning, Sustainability, the Personal Growth and Counseling Center, the Office of Inclusive Excellence, Undocu-Coalition, Early Outreach & Support Programs, Student Housing & Residential Life, Student Activities & Leadership Development, the Dean of Students Office, and University Affairs & Special Events. Within the Otter Student Union, the OC3 also partnered with the Union Programming Board.

## Signature OC3 Programs and Events

### ***All Black Gala***

The second annual All Black Gala presented the opportunity to bring Civil Rights and Social Media Activist Shaun King to campus, marking his first talk at a California State University. [The All Black Gala drew in over](#)

[250 attendees, which included students, staff, faculty, and community members from as far away as Oakland, CA.](#) Mr. King

gave a riveting keynote about the importance of knowing history and how to move forward in what feels like social and political regression. This event was

made possible through partnerships with Black

Student Union, African American Heritage Faculty Staff Alliance, Melanin Queens, the NAACP chapter at CSUMB, Associated Students, the Union Programming Board, the Office of Inclusive Excellence, Multicultural Greek Council, Student Housing, and Student Activities & Leadership Development.



### ***Social Justice Dialogues***

Through a new collaboration with Teaching, Learning, and Assessment as well as connections with individual faculty members, the OC3 forged a new series that brought together Academic

and Student Affairs in order to: strengthen campus community, address issues that impact campus climate, and provide a space to engage in timely dialogues. Topics included: “Black Love,” “Macroaggressions in LGBTQ Communities,” “Do No Harm: The Intersections of Medicine and Public Health,” and “Self-Care in Action”.

This series was very successful, with participation ranging from 30-125 for each event and representation from students, faculty, and staff at each dialogue. This series will continue during the 2018-2019 academic year.

### ***Ignite! Social Justice Retreat***

Ignite! is a social justice retreat that provides students the opportunity to spark their social justice passions and equip them with skills to change their campus, their communities, and their world. This year, 36 students and 5 facilitators participated in Ignite!, a three-day retreat in the Santa Cruz mountains.

*“This was life changing.”*

*“I will tell others of the amazing memories that Ignite has provided me. It was a once in a lifetime experience with amazing people!!”*

*“I feel powerful and stronger than . . . when I arrived. My voice matters . . . Ignite! was one of my best experiences at CSUMB. The community and knowledge gained is something I will carry with me the rest of my life.”*



### ***Safe Zone: Faculty and Staff***

While Safe Zone has been on campus since 2013, during 2018-2019, the Safe Zone Advisory Committee decided to completely revise the curriculum in order to address more current topics impacting LGBTQ communities and allies. [This curriculum revision was incredibly successful with an overall assessment score of 4.72/5 for the fall and spring sessions.](#) Additionally, in our Spring Safe Zone session, we were joined by Interim, the only agency in Monterey County that provides services and affordable housing that supports members of the community with mental illness. This is a great example of how the OC3 is building partnerships and pipelines with off-campus community members.

### ***International Womxn's Day Celebration***



The first annual International Womxn's Day Celebration focused on contributions towards gender equity, feminist practices, and intersectional approaches to activism. Favianna Rodriguez, an acclaimed artist and activist from Oakland who designed the 'Migration is Beautiful' monarch butterfly symbol that is now synonymous with the Undocumented movement, delivered a keynote address and an arts activism workshop. [More than 100 students participated in the workshop and about 100 students, faculty, and staff attended the keynote address.](#) This event was in partnership with the Union Programming Board, International Programs, Associated Students, and the Office of Inclusive Excellence.

### ***Affinity (Cultural/Identity) Graduation Celebrations***

The Affinity (Cultural/Identity) Graduation Celebrations honor the accomplishments and experiences of CSUMB graduates who come from historically marginalized backgrounds. Traditionally, there have been seven graduations (Students with dis/Abilities, LGBTQ+, Black, Veteran, Native American, Asian & Pacific Islander, and Chicanx/Latinx). [This year, the OC3 coordinated all seven and a new, eighth, graduation celebration, Undocu Grad.](#)



With the centralization of these graduation celebrations, major changes and revisions were developed to make the celebrations more equitable, accessible, and inclusive. Enhancements included the following:

- **Enhanced inclusivity—free access for all students, and their supporters, for all graduation celebrations, building and strengthening pipelines for CSUMB**
- **A community forum to address the future of these graduation celebrations**
- **A new, inclusive, funding process with deadlines occurring a semester earlier (fall)**
- **Advisor meetings for each celebration and a de-brief with all stakeholders**
- **Individual planning committees starting in the fall**
- **Centralized coordination for contracts, including for external keynotes**



- **University E-Tickets and Live-Streaming/Video of 3 Graduations**
- **Representation at Grad Fest**

### ***Sister Circles: Womxn of Color Collective***

A program initiated by student coordinator Hiovanni Gonzalez, Sister Circles provides a collective for womxn of color on campus to build empowerment, a network, and solidarity

while offering a space for healing and a deeper sense of sisterhood. Sister Circles addressed sexual assault and trauma, art and activism, body realities and positivity, and mental health. [Over 45 students attended this Saturday retreat along with faculty and staff.](#) Students from this event also attended the North Bay Womxn of Color Conference in March 2018.

### ***Conferences: North Bay Womxn of Color Conference and CSU East Bay Queer Conference***

Through a Materials and Services Fee one-time funding request, 24 students were able to attend two conferences.

For the two-day CSU East Bay Queer Conference, 10 students presented their research, networked with students throughout the CSU, and connected with resources that they brought back to CSU Monterey Bay.

[One student remarked that seeing Staceyann Chin, the keynote of the conference, was the highlight of their senior year.](#)



For the North Bay Womxn of Color Conference, 14 students not only built community with each other, but also presented research on their service learning projects and brainstormed ways to

expand Sister Circles. Multiple students spoke about how this experience refreshed their academic aspirations and career goals.

### Selected OC3 Student Staff Programming

For this year, [we challenged our students to collaborate more with students and offices beyond the OC3](#) as well as participate with signature events. The challenge was positively received and our students went above and beyond with their programs, including:

- Safe Zone for Students
- International Word Wall (partnership with International Programs)
- Hear Me Out! Otter Media Radio Show
- Voter Registration (partnership with Associated Students and Catalyst Center)
- Internship Development
- Bailar Conmigo
- Religious Rainbows (partnership with Campus Chaplain)
- Sustainability and Social Justice Gallery (partnership with Sustainability)
- Queer and Trans Awareness Week (partnership with Residential Housing Association)
- Movie and Television Screenings: *DAMNation*, *Dear White People*, *No Mas Bebés*, *Insecure*, *Which Way Home* (partnerships with Black Student Union, MEChA, Chicax/Latinx Graduation Association, etc.)
- Social Justice 101
- DIY Self-Care

### Selected On-Campus Collaborations

#### ***First-Generation Awareness Day***

Partnering with Early Outreach & Support Programs, the OC3 presented First-Generation Awareness Day. During this day, we held a rally, tabled, and shared stories of being first-generation students, faculty, and staff members who have benefited from federal programs.

#### ***Dra. Aurora Chang Keynote***

With issues surrounding DACA and Undocumented communities being at the forefront of this past academic year, the OC3, in collaboration with the Undocu Resource Specialist and the Office of Inclusive Excellence, brought to campus Dra. Aurora Chang, who is a foundational scholar on Undocumented students and their experiences on campus. [Dra. Aurora Chang shared breakfast with Undocu-Otters, hosted a professional development seminar for staff and faculty, and presented a keynote on the power of Hyperdocumentation to 100 students, staff, faculty, and community members.](#)

### ***Ethnic Studies Community Forum***

In collaboration with the Ethnic Studies Working Group, the OC3 hosted a town hall on the past, present, and future of Ethnic Studies at CSU Monterey Bay. This event had over 100 students, staff, faculty, and off-campus community members attend. The dialogue from this event is being utilized to help cultivate an Ethnic Studies Major on campus.

### **Selected OC3 Community Events**

#### ***World AIDS Day***

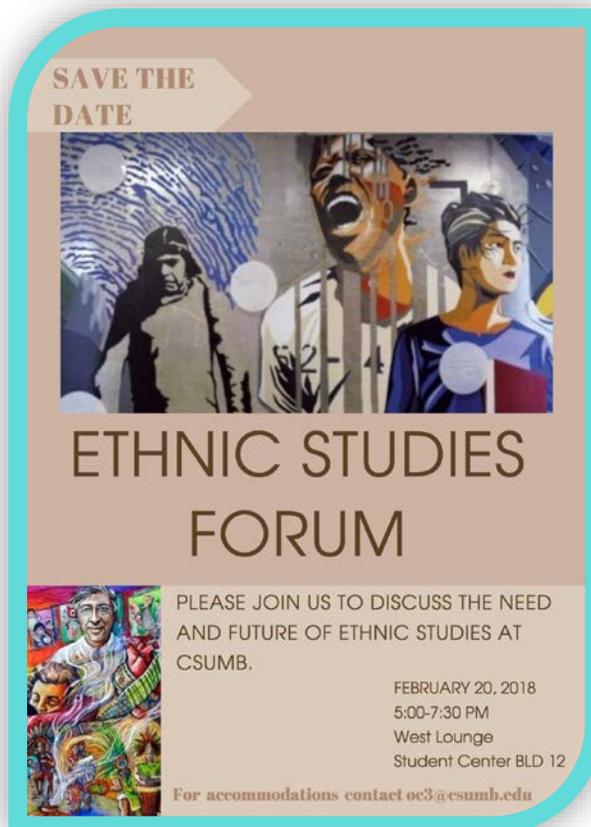
Working together with the NAACP, the Personal Growth & Counseling Center, Monterey County Health Department, PRIDE Club, and Community Hospital of Monterey Peninsula, the OC3 hosted a two-day event showcasing the importance of AIDS as a relevant public health crisis through the screening of End Game as well as hosting a panel with various public health experts.

#### ***Alternative Spring Break***

Partnering with the Catalyst Center and the Epicenter of Salinas, the OC3 brought 7 students to San Francisco to explore intersections and queer and Latinx identities utilizes arts based avenues. This work and curriculum was brought back to the Epicenter to highlight issues of digital storytelling, zine construction, and the power of counter-narratives.

#### ***DACA Healing Circle***

Strengthening the pipeline with off-campus community members, the OC3 worked with the Undocu Specialist and the Office of Inclusive Excellence to bring Gay Heller to campus. Heller is a community member who specializes in healing circles and wanted to collaborate with campus to provide resources and support for those who were experiencing mental health issues due to the repeal of DACA.



## OC3 Committee Representation

Additionally, the OC3 has representation on the following campus committees:

- **President’s Committee on Diversity and Equity**
- **Ethnic Studies Working Group**
- **Undocu- Coalition**
- **CAMP Advisory Board**
- **President’s Committee on Sustainability**
- **Transportation and Parking Committee**
- **Campus Traditions**
- **Basic Needs Committee**

## Analysis of Selected OC3 Events

While the OC3 hosts and collaborates on many events, programs, trainings, and workshops, this selected events and social media analysis presents a synopsis of our assessment and evaluation.

### Affinity (Cultural/Identity) Graduation Celebrations

- **New, centralized coordination of 8 Affinity (Cultural/Identity) Graduations**
- **New funding process requiring proposals (all graduation celebrations are free)**
- **Planning starting in the early Fall**
- **Student centered and led process**
- **Tabling at GradFest**
- **Utilization of University Tickets to capture data**

Through the Affinity (Cultural/Identity) Graduation Celebration, OC3 seeks to ensure marginalized populations graduate from CSUMB feeling empowered, leave as proud alumni, and help cement the pipeline for future family members to become CSUMB students.

	<b>Projected Grads</b>	<b>Final Grads</b>	<b>Estimated Attendees</b>
Chicanx/Latinx	*252	48	250
Black	86	51	600
API	74	32	200
Native	17	15	75
Undocu-Otters	26	13	100
Students with Disabilities	31	25	80
Veteran	8	14	30
Rainbow	65	35	125
<b>Totals:</b>	<b>559</b>	<b>233</b>	<b>1460</b>

\*For Chicax/Latinx this number is skewed as it includes students who want the stole, but do not want to participate in the graduation. The number in the parenthesis is the number of graduates who anticipated to participate in the celebration.

#### Future plans include:

- **Earlier, additional, and strengthened deadlines (contracts, student responses, purchases, programs)**
- **Improved, streamlined communication with all stakeholders**
- **Catalogued inventory of resources/decorations**
- **Strengthened and/or created collaborations with Academic Affairs and Registrar's**
- **Improved use University Tickets to capture data**
- **Exploration of multiple venues for graduation celebrations**
- **Improve Live-Streaming/Video of graduation celebrations (University Center, YouTube) by adding accessibility (captions), and making available for all celebrations**
- **Stole Distribution at Student Center Front Desk, improving access for students**
- **Recognition for Graduation Support/Event for Staff who Assisted with Graduation Celebrations**

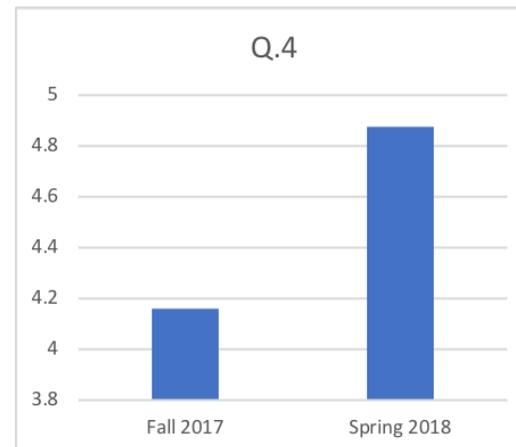
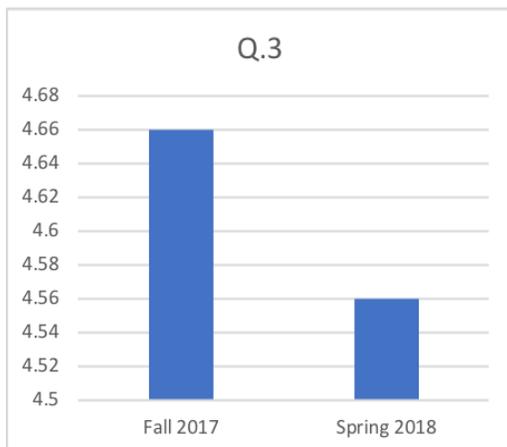
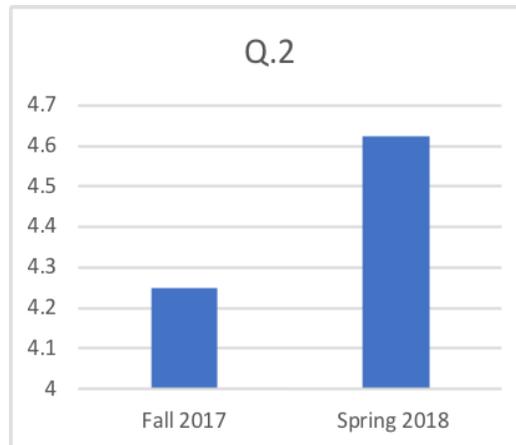
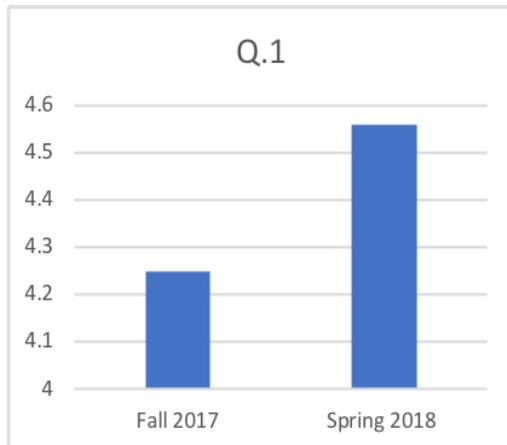
#### Safe Zone

In the fall of 2018, the Safe Zone Advisory Committee decided to overhaul curriculum in order to ensure that the topics being addressed were the most current, especially in light of the increased visibility of pronouns, trans awareness, and suicides among LGBTQ communities. This curriculum overhaul included:

- **Pre-homework**
- **Focus on intersectionality**
- **Dialogue-based rather than lecture-style**
- **Updated vocabulary**
- **Revised case studies**

One aspect of the curriculum that we decided to keep was the mixed student, staff, faculty panel that was well-received in previous Safe Zones. With these new changes to the program, [our overall programmatic assessment scores for both fall and spring were 4.72/5](#). Areas that were evaluated were (selection):

- Please rate the usefulness of the pre-reflection questions and homework assignment to start off our training (Q1)
- Please rate the usefulness of the Vocabulary discussion (Q2)
- Please rate the usefulness of the Staff, Faculty, and Student panel (Q3)
- Please rate the usefulness of the Allyship and Case Studies section (Q4)



**Key qualitative quotes:**

**“The knowledge, professionalism and facilitation skills of the leaders was phenomenal. This is the most powerful training I've completed in a long time or ever. Thank you! Pronouns, empathy, knowledge & knowing it's a process.”**

**“As someone without the vocabulary or understanding of the importance of the correct pronouns, these discussions were of particular importance to me.**

**“I enjoyed the training very much. The staff was very welcoming, helpful, and very non-judgmental. Although I am no expert, I feel more educated and more understanding. Thank you!”**

Additionally, these curriculum changes also follow the newly revised mission, vision, values, and learning outcomes of the Otter Cross Cultural Center, especially Cross-Campus Collaborations and Courageous Living.

## Recommendations for 2018-2019 for the OC3

While continuing the meaningful work, and maintaining healthy and strong campus partnerships, the OC3 is looking to be intentional with program developments. Listed below are areas of focus for 2018-2019.

### Strategic Partnerships

Relationship building is the key to success for diversity, equity, and inclusion work. While we feel that we have forged new strong partnerships with offices such as Teaching, Learning, and Assessment as well as Sustainability while also maintaining close partnerships with the Office of Inclusive Excellence, Associated Students, and the Personal Growth & Counseling Center, there is always room to build pipelines and bridges. In 2018-2019, the focus will be on strengthening existing relationships and forging new relationships with the following areas:

- **Faculty and Academic Affairs**
- **Salinas City Center**
- **California Colleges and Universities**
- **Student Housing**

### Targeted Populations

Based upon the data highlighted in the Otter Promise, campus climate survey, CSU Graduation Initiative 2025, as well as OC3 staff observations on campus and within the Center, the OC3 looks forward to better serve and promote retention, progression, and graduation, paying particular attention to the following populations:

- **Men of Color**
- **Student Parents**
- **Students with Disabilities**
- **Queer Communities**
- **Undocumented/DACAmented**

### Affinity (Cultural/Identity) Graduation Celebrations

After the debrief with the OSU staff as well as multiple stakeholders involved with planning graduation celebrations (students, advisors, catering, parking, etc.), key areas for improvement were clarified through feedback that included:

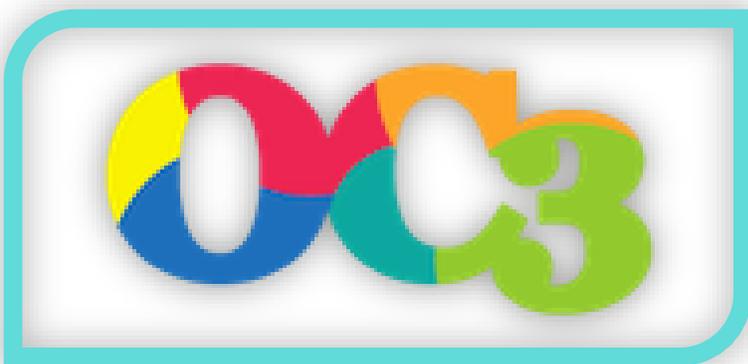
- **Marketing and programs coordinated by OSU**
- **Have all administration recognized and invited to celebrations**
- **OSU Front desk will help coordination of stole pick-up**
- **Earlier deadline for ticket requests, and clearer communication that all graduates must obtain their own ticket**
- **More volunteers for each event**
- **Have all performers and keynote speakers identified by the end of Fall semester**

### Special Topics and Projects

With the new professional staff, mission, vision, values, and learning outcomes, the Center is striving to not only deliver more meaningful and intentional programs, events, workshops, and trainings, but also change culture—both internally and externally. Here are areas and topics to promote in 2018-2019:

- **Program Evaluation and Assessment**
- **Student Conferences**
- **Graduate School Resources**

Taking students to both the CSU East Bay Queer Conference as well as the North Bay Womxn of Color Conference, proved to be especially fruitful. In light of the positive mental health and academic impacts, the OC3 is delegating a portion of the 2018-2019 budget to providing continued opportunities for students to attend conferences. Further, OC3 staff are implementing new assessment and evaluations processes for all programs, events, trainings, and workshops. The Center will also provide more information and resources to prepare students for graduate school entry and acceptance.



# Union Programming Board



## Union Programming Board Executive Summary

In its first year, the Union Programming Board (UPB) determined its mission, vision, and goals; established a strong social media presence; and drew over 3876 students to its 27 events.

For the events, UPB partnered internally in the Otter Student Union with the Otter Cross Cultural Center, and with campus partners including Associated Students, the Personal Growth & Counseling Center, Student Housing & Residential Life, Music & Performing Arts, and University Affairs & Special Events, as well as with University dining services Sodexo.



UPB officers underwent continued professional development throughout the course of the year in conjunction with their fall and spring training. One officer is graduating, another has been selected as Chair for the Otter Student Union Board of Directors, and the other two have selected to return and take on advanced leadership positions within the team.

### Mission

The mission of the Union Programming Board is to plan and implement events for students, by students, while enriching their university experience by building a sense of community in an inclusive, open, and diverse environment.

### Vision

The vision of the UPB is to adapt to the student community and continue growing Otter Pride through events, traditions, and connections.

Connections: Activities and events will create opportunities for the creation of new connections, sustainment of current ones, and the building blocks of a strong Otter community post-graduation.

Diversity: Activities and events will demonstrate a commitment to reflecting the diversity of the CSUMB student body as well as the diversity of interests.

Entertainment: Activities and events will strive to provide a variety of entertainment options to support a vivacious, engaged, and passionate student community.



## Events Offered Fall 2017

Program	Activity/Activities	Attendance	Notes/Location
<b>Late Nite @ the Student Center</b>	Caricature Artists, DJ, PhotoBooth, Sandy Candy, Airbrush Artists, Popcorn	332	Otter Days event, Student Center
<b>Sailesh the Hypnotist</b>	Hypnotism Show	361	Otter Days event, University Center
<b>Root Beer Float Giveaway</b>	Free Ice Cream/Root Beer Floats, Fall UPB Event Information	75	Otter Days event, Main Quad
<b>Big Sick Movie Night</b>	Screening of <i>Big Sick</i>	242 (over two shows)	Black Box Cabaret
<b>Dance with DJ Carisma</b>	DJ Dance	80	Black Box Cabaret
<b>Battle of the Bands: Auditions</b>	Auditions	15 Acts	Black Box Cabaret
<b>Latin Cooking Demo</b>	How to Cook Chile Rellenos with Chef Bruce from Sodexo	50	Student Center East Lounge
<b>Movie on the Quad</b>	Screening of <i>Wonder Woman</i> , Kuki's Food Truck	70	Moved from Quad to Student Center East Lounge due to Wind
<b>RAFT Carnival</b>	Carnival Games, Escape Room, Laser Tag, Karaoke, Comedian, DC, Food Truck	375 (244 students)	RAFT Weekend, University Center
<b>Survey Says Game Show</b>	Game Show for Alcohol Awareness	13	Black Box Cabaret
<b>Fall Battle of the Bands The Rocking Dead</b>	Solo and Group Acts	116	Black Box Cabaret; Winner Received a Sample Produced through CSUMB Music Department
<b>Petting Zoo</b>	Petting Zoo with Baby Goats, Rabbits, Chickens, and Pigs	288	Main Quad

Fall 2017 was the inaugural semester for the Union Programming Board. The semester included successful events as well as lessons learned. Particularly successful events included three new events to CSUMB, Battle of the Bands, RAFT Carnival, and the Petting Zoo. They each drew a wide audience, which could be expanded upon in the future. For example, the Petting Zoo had to turn away attendees. Future improvements could include a larger enclosure to accommodate more than 12 attendees at a time, extended time, and preregistration for the program. Other lessons learned for the semester included beginning marketing earlier for all events and, for Battle of the Bands specifically, separating solo and group acts along with clarity on judging and adjustments to scheduling. These lessons were put into place for the spring Battle of the Bands.

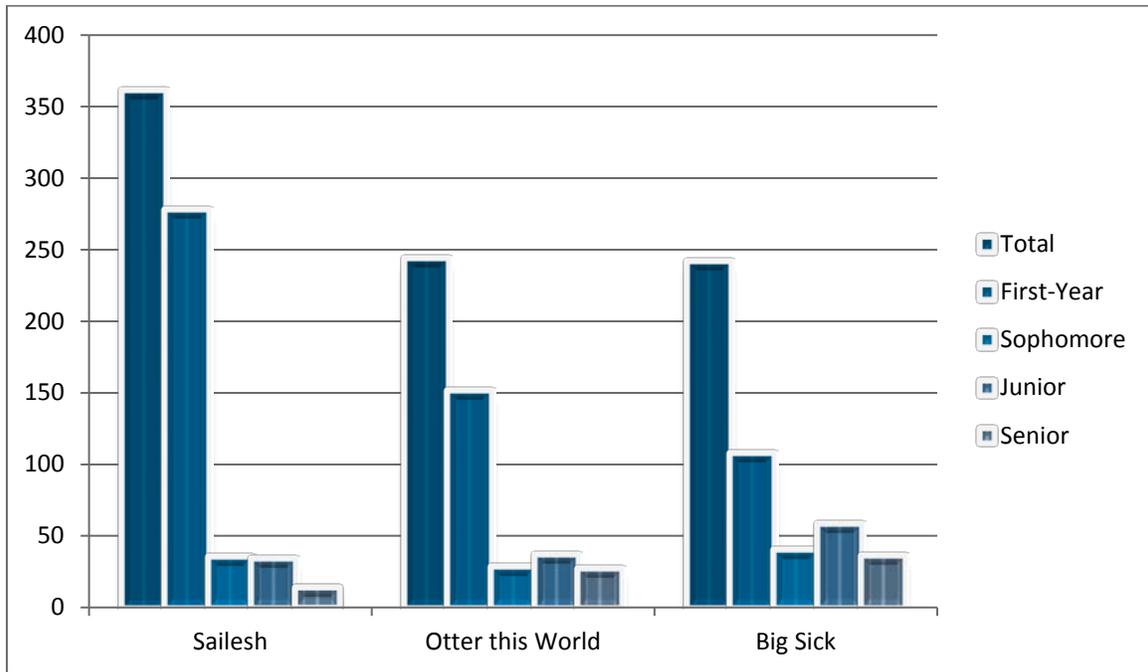
## Events Offered Spring 2018

Program	Activity/Activities	Attendance	Notes/Location
<b>You Otter Drink Up</b>	Hot Cocoa & Cider, Spring UPB/OC3 Event Information	50	Welcome Back event, Otter Cross Cultural Center
<b>Drake Bell @ the BBC</b>	Drake Bell Concert	233 (additional 200+ turned away)	Welcome Back events, Black Box Cabaret
<b>Blade Runner Double Feature</b>	Screened Original <i>Blade Runner</i> and <i>Blade Runner 2049</i>	43	Otter Sports Center
<b>Comedian Sammy Obeid</b>	Comedy Show with Sammy Obeid and a CSUMB Alumnus	110	Student Center East Lounge
<b>Winterlands</b>	Student EDM DJs for Dance Party	231	Black Box Cabaret
<b>Lemonade Stand</b>	Lemonade, UPB Information	60	Main Quad
<b>Do It Yourself Festival</b>	Stuff Your Own Otter!	300	Student Center; All Otters Given Away in first Hour
<b>All Black Gala with Shaun King</b>	Reception and Keynote with Activist Shaun King	100 (55 students)	University Center
<b>International Womxn's Day</b>	Keynote Address and Workshop by Favianna Rodriguez	100	Student Center for Workshop; University Center for Keynote
<b>Battle of the Bands: Auditions</b>	Auditions for Spring Battle of the Bands	15 Acts	Black Box Cabaret; Competition Split into Two—One for Solo Acts, One for Groups
<b>Denim Day</b>	Popcorn Bags with Sexual Assault Facts	80	Student Center East Lounge
<b>Sleep Awareness Day</b>	Made Lavender Spray for Pillows, Information of Sleep	14	Student Center East Lounge
<b>Battle of the Bands: Spring Fling</b>	Solo and Group Acts	100	Black Box Cabaret; Competition Split into Two—One for Solo Acts, One for Groups
<b>Otterlands: Spring Concert</b>	DJ Matt Ayers, RAWTEK, the Ying Yang Twins, Rob Stone	401	University Center

The spring 2018 UPB schedule grew from 12 to 14 programs. The most successful were Drake Bell @ the BBC, Winterlands, and Otterlands. Each of these events were part of increasingly successful collaborations with campus partners. [The Black Box Cabaret's limited size was especially clear for Drake Bell, when event organizers had to turn away more than 200 people](#)

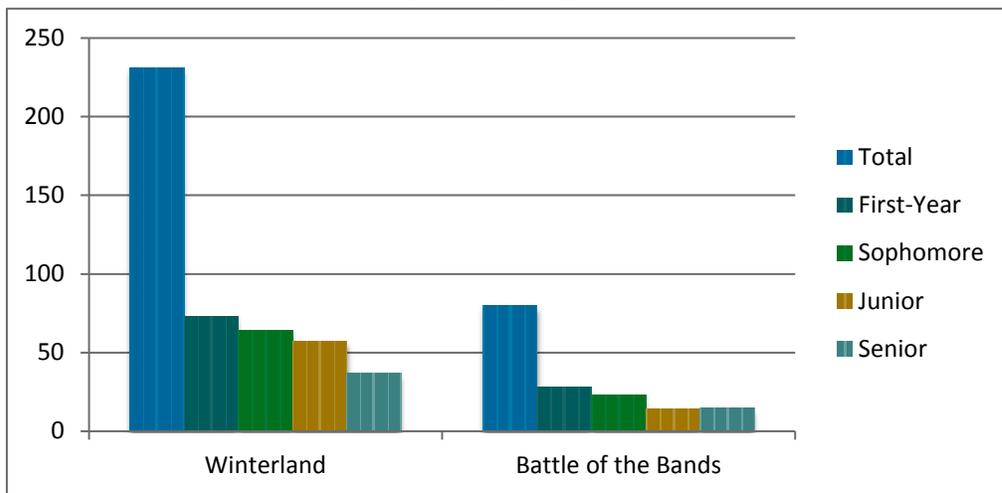
because the event was over capacity. Events can be used as a professional development opportunity for less experienced programmers on the Union Programming Board.

### Selected Attendance Analysis: Fall



The above graph is based on the three largest fall events. Codereadr was used to track attendance at these events. Average attendance was 280, primarily first-year students. The toughest market to reach is seniors, something to think about for programming for 2018-2019.

### Selected Attendance Analysis: Spring



Many of our spring events were smaller and harder to track with the ID scanners. OSU will

endeavor to determine events that will be enticing for juniors and seniors as the data indicated there is a larger response from first and second-year students.

## UPB Chair Development

Union Programming Board chairs had weekly one on ones with their supervisor. These one on ones included a professional development component as well as discussion about work responsibilities and movement on events.

The fall semester was focused on helping students to understand the different types of attendees who may be at their events using the Myers-Briggs typology. Each student took the Myers-Briggs, and then each week discussed a partnered component (i.e., E vs. I, N vs. F, etc.). At the culmination of the four weeks students were tested on their understanding through a case study scenario where they had to identify the pieces of the event that would appeal to people with varying Myers-Briggs typology.

In the spring, the chairs watched Brene Brown's video on sympathy vs. empathy and then underwent a series of trainings on how to have crucial conversations (using the Crucial Conversations method as developed by Grenny, Switzler, McMillan).

Additionally, they underwent fall and spring training to prepare them for their roles. A few of them attended NACA West in November to evaluate potential talent to bring to campus and to attend educational sessions regarding best campus programming practices.

## Recommendations for UPB for 2018-2019

Moving forward for FY19, the following are recommendations for the Union Programming Board:

- Develop specific chair positions and position descriptions and identify points of performance for these positions.
- Utilize available campus tools such as Codereadr to track attendance for better evaluation of attendees for assessment of past events to inform future events.
- Create a more regular social media presence that engages students in the event-planning process and getting them engaged in sharing their excitement about on campus events.
- Foster deliberate campus partnerships to reach new audiences and share resources.
- Identify ways to assess use of budget outside of simple attendance statistics (i.e., surveying participants at events, at tabling events, in follow up emails, etc.).
- Communicate impact of UPB events on campus life.

## Concert Survey Results

### Overview

530 responses total  
75% did not attend  
concert; 25% did

### For those who did not attend the concert...

#1 reason why was didn't know the artists (41.3%)

#2 reason was couldn't make the date (40.3%)

#3 reason was didn't like the artists (39.5%)

Next largest was "didn't know about the concert" (9.4%) and then "too expensive" (7.1%).

### Preferred music genres:

Pop (59.1%)

Rap/hip-hop (55.3%)

EDM (29.5%)

Rock (36.4%)

Country (17.2%)

### Who they would like see:

Khalid (9)

Bruno Mars (6)

YG (5)

SOB X RBE (5)

E-40 (4)

Kehlani (4)

Post Malone (4)

Cuco (4)

Beyoncé (4)

Panic at the Disco (4)

Miguel (4)

Kendrick Lamar (4)

Daniel Caesar (4)

G-Eazy (3)

Halsey (3)

H.E.R. (3)

Sabrina Claudio (3)

Cardi B (3)

Katy Perry (2)

The Weekend (2)

Luke Bryan (2)

Miley Cyrus (2)

Tame Impala (2)

Lil Pump (2)

5 Seconds of Summer (2)

J Balvin (2)

Rihanna (2)

Ariana Grande (2)

Tyga (2)

Ella Mai (2)

Gallant (2)

SZA (2)

Kevin Ross (2)

Bryson Tiller (2)

Travis Scott (2)

Imagine Dragons (2)

Camila Cabello (2)

Smino (2)

Goldlink (2)

Drake (2)

Billie Eilish (2)

Dillon Francis (2)

Diplo (2)

Maroon 5 (2)

SWMRS (2)

Jon Bellion

Alessia Cara

Glass Animals

Foster the People

The Lumineers

The Strumbellas

The Head and the Heart

Becky G

Rex Orange County

Hailee Steinfeld

Charlie Puth

Shawn Mendes

Bebe Rexha

J Boog

Ginuwine

Frank Ocean

Bazzi

Ne-Yo

Rich the Kid

Lil Uzi Vert

Shakira

Dessa

Aerosmith

Def Leppard

AC/DC

ZZ Top

Alice Cooper

Lady Gaga

Amine

Fall Out Boy

The Summer Set

30h!3

Kacey Musgraves

Hayley Kiyoko

Keiynan Lonsdale

Hoodie Allen

White Panda

Pretty Much

Why Don't We

Hamilton Leithauser

Sage the Gemini

Jaymes Young

Lil Dicky

Eminem

Andrew Bird

Fifth Harmony

Dua Lipa

Ty Dolla \$ign

The 1975

Saweetie

The Growlers

Kid Cudi

Hobo Johnson

Owl City

Mariah Carey

Dirty Heads

Rebelution

Nickelback

Turbonegro

Famous

Snoop Dogg

Felly

The Growlers

Rev Horton Heat

Built to Spill

Jack Johnson

MC Chris

Carrie Underwood

Justin Martin

Jessie Reyez

Chance the Rapper

The Drums

Lana Del Rey

Colouring  
Tatiana Manaos  
The Japanese House  
Christian Nodal  
Banda Ms  
Monte Rey  
J Cole  
SOMO  
Dylan Schneider

**For those who did attend the concert:**

74.8% of them would rather see one big name artist  
18.3% would want to see small acts  
75.6% of them prefer Rap/hip-hop  
47.3% of them prefer pop  
30.5% of them prefer EDM  
22.1% of them prefer Rock  
19.8% of them prefer Country

**They would like to see ...**

Khalid (7)  
E-40 (7)  
The Weeknd (6)  
Post Malone (5)  
Jhene Aiko (5)  
Big Sean (4)  
Russ (4)  
SZA (4)  
YG (4)  
G-Eazy (4)  
Migos (4)  
Drake (4)  
Kehlani (4)  
Kendrick Lamar (3)  
Cardi B (3)  
SOB x RBE (3)  
Luke Bryan (3)  
Trippie Red (2)  
Panic! At the Disco (2)  
Tyler the Creator (2)  
Daniel Cesar (2)  
H.E.R. (2)

Chance the Rapper (2)  
J. Cole (2)  
Ella Mai (2)  
Hayley Kiyoko (2)  
Bruno Mars (2)  
Sage the Gemini (2)  
Needtobreathe  
Tory Lanez  
Bryson Tiller  
Black Flag  
Travis Scott  
Walk the Moon  
All Time Low  
Fall Out Boy  
Rex Orange County  
Kali Uchis  
Ozuna  
Maluma  
Christopher Paul Stelling  
2Chainz  
Marteen  
Keshia  
Banda  
Rebelution  
Demi Lovato  
J Balvin  
Halsey  
Marc E Bassy  
Bleachers  
Cast of Hamilton  
ZHU  
Miley Cyrus  
Hoodie Allen  
Quinn XCII  
Andre Nickatina  
Three Oh Sees  
Ty Segall  
Dan Auerbach  
Robert Finley  
Bingo Players  
Frank Ocean  
Miguel  
Eminem  
Riot Ten  
Toro y Moi  
ASAP Rocky  
We the Kings  
Gus Dapperton

SAYMYNAME  
Nef the Pharaoh  
Young the Giant  
Amine  
Jessie Reyez  
Taylor Swift  
Joey Bada\$\$  
Mick Jenkins  
Isaiah Rashad  
Ying Yang Twins  
Lil Jon  
Chloe x Halle  
Tee Grizzley  
IAMSU!  
Porter Robinson  
Beyonce  
Ty Dolla Sign  
Travis Porter  
Pitbull  
Too \$hort  
New Beat Fund  
Ekali  
Dillon Francis  
Mac Demarco  
Kap Slap  
SOMO  
Maluma  
Childish Gambino  
Flatbush Zombies  
TAY-K  
ARIEL PINK  
Milo  
IAMDDB  
Smino  
Kaytranada

**Would you rather have a different event? Or would you like to other activities at the concert?**

Concert: 102  
Other activities at concert: 55  
Carnival, specifically: 21  
Add fall concert: 4  
Different event: 16  
"Someone better": 9  
Add food: 4

# Marketing



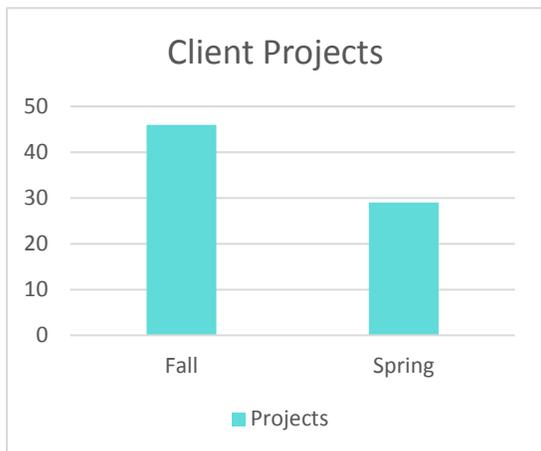
## Marketing Summary

With the hiring of a marketing specialist, the Otter Student Union has begun the process of developing a comprehensive marketing plan and branding initiatives. As part of this process, the Otter Student Union now has a new logo, actually a series of related logos, to bring forth a concerted effort to identify the programs, services, and facilities of the Otter Student Union.



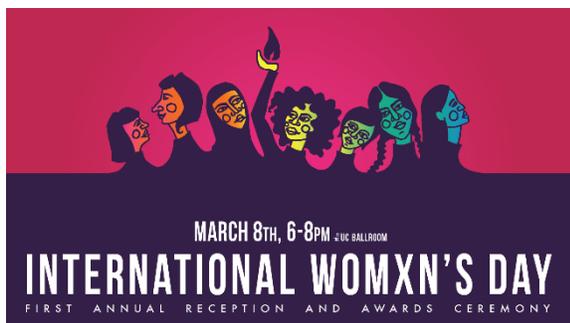
Over the course of 2017-2018, two marketing/graphic interns worked on publicity needs for the units of the Otter Student Union. New processes include a client management system, a client intake plan, and standardization of deliverables.

## Client Management

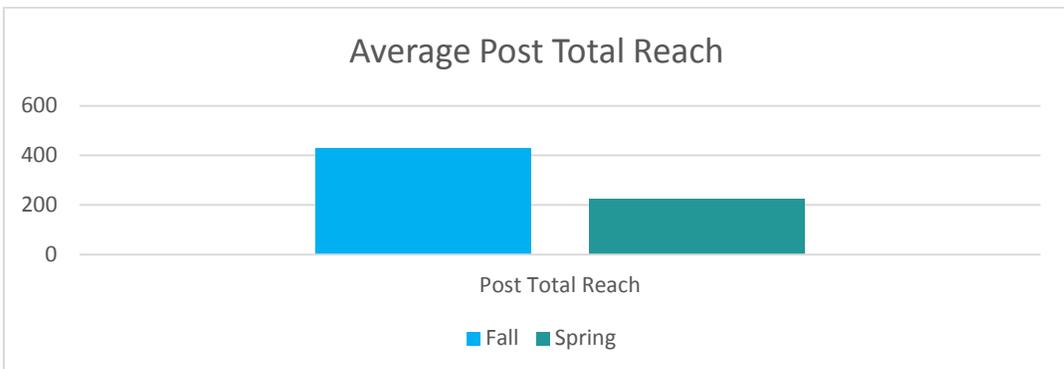
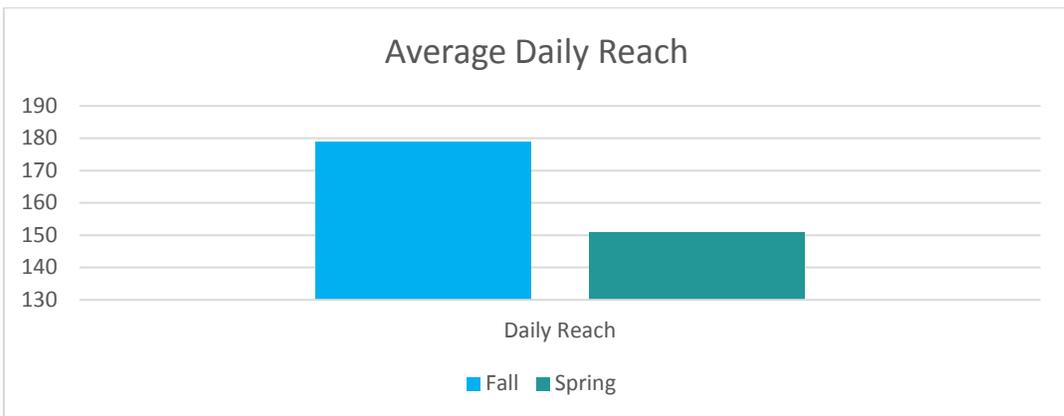
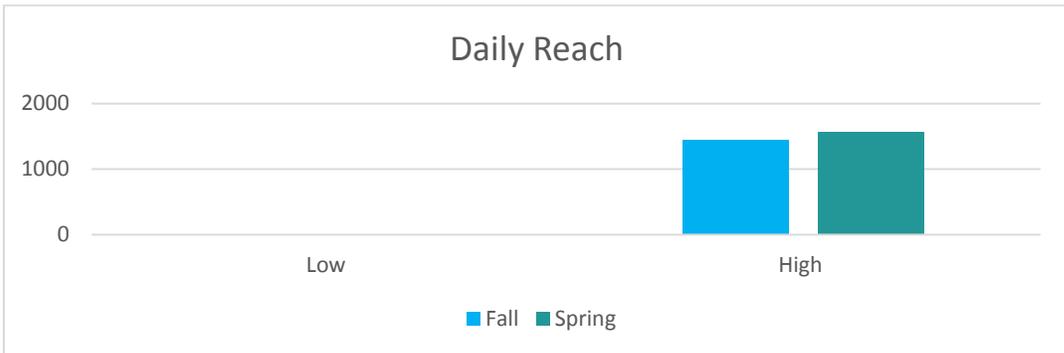
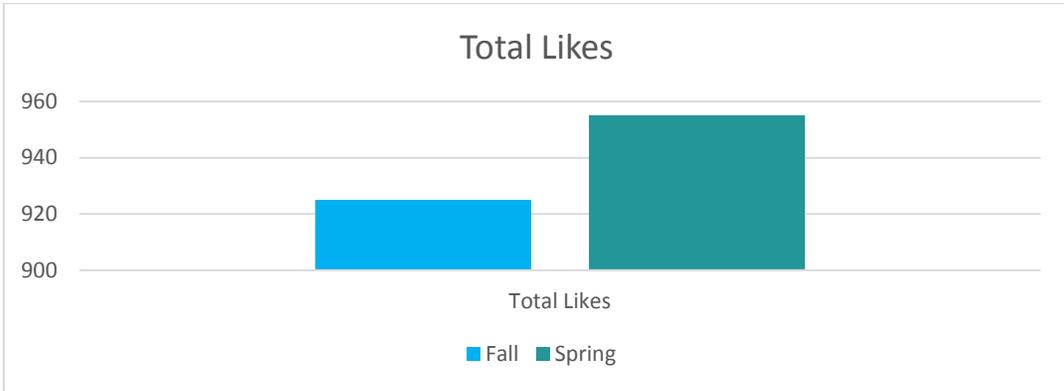


- Created client management system
- Developed project intake form
- Implemented early client check-in to reduce number of drafts/alterations and thus expedite design process

## Project Completion



## Otter Student Union Facebook



## Top Performing Facebook Posts Fall

 **Otter Student Union**  
August 20, 2017 · 🌐

Let us know what items you'd like in your future convenience store!  
Complete this brief survey (about 5 mins. of your time):  
<https://goo.gl/forms/3b4thc56bmscMIID3>

And as a thank you, some names will be randomly drawn to win some great prizes, including: CSUMB gear, gift packs, and more!  
Survey closes on Mon, Aug. 28 @ 4 pm! 😊



5 Likes 5 Shares

Spring



**Otter Student Union**

March 26 · 🌐

Last artist playing at #Otterlands2018 are the Ying Yang Twins! Tickets on sale now at Student Center & [bit.ly/otterlands2018](http://bit.ly/otterlands2018) for \$10!

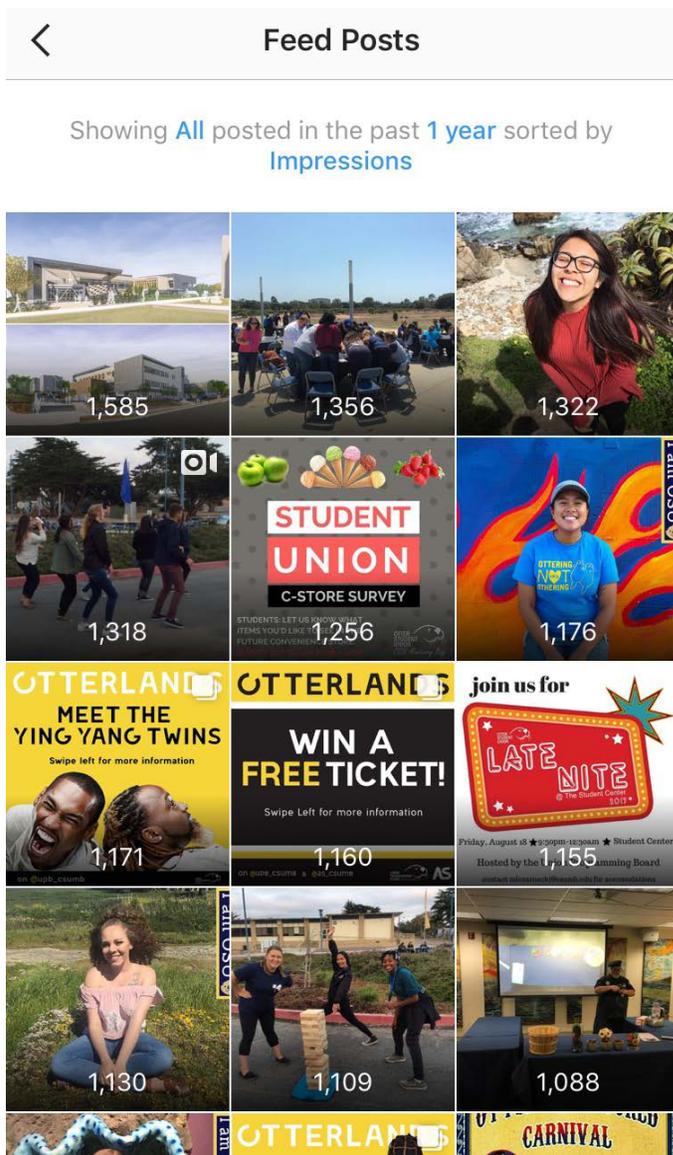
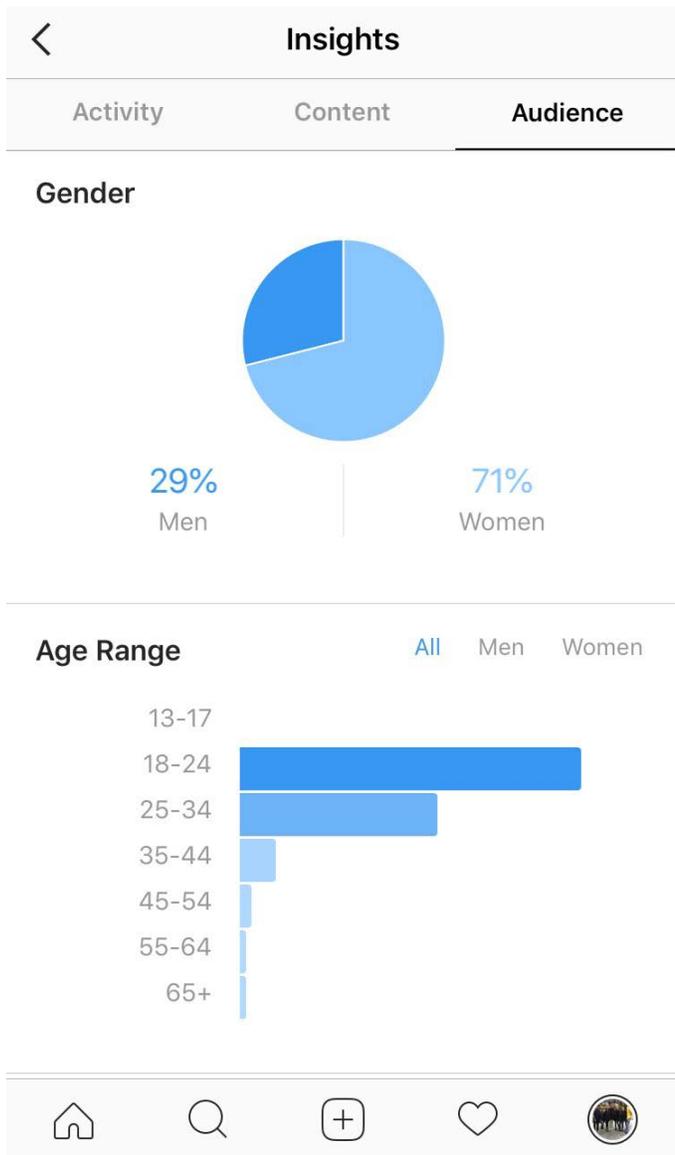
1.9K Views

24 Likes 6 Comments 18 Shares

 Share

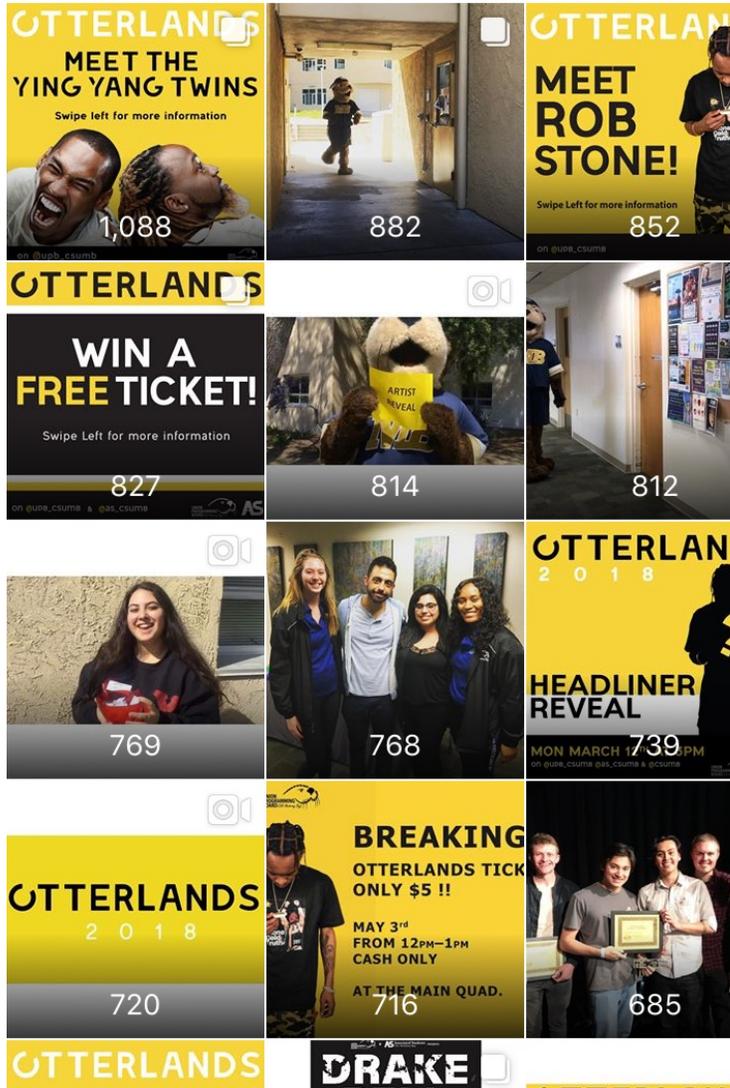


## Otter Student Union Instagram



## Union Programming Board Instagram

Showing **All** posted in the past **1 year** sorted by **Impressions**

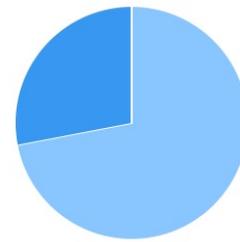


Activity

Content

**Audience**

### Gender

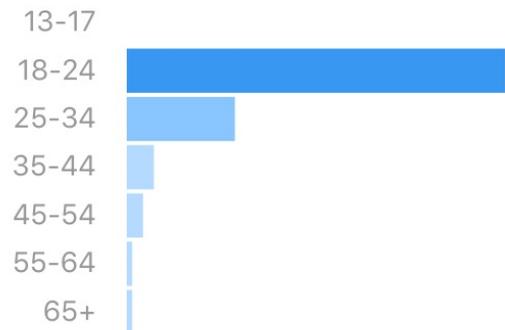


28%  
Men

72%  
Women

### Age Range

All Men Women

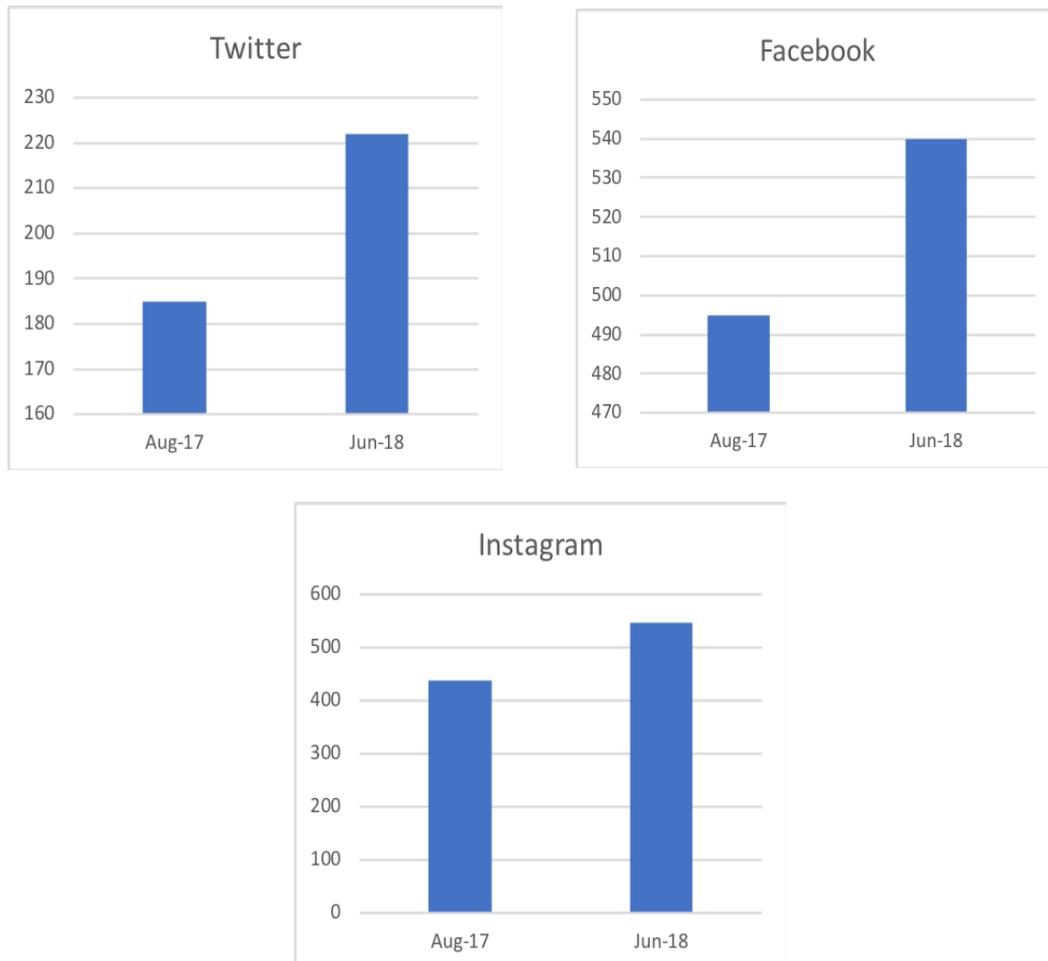


## OC3 Social Media

This year, a key goal for the Otter Cross Cultural Center was to better tell the OC3 story through the use of social media. This goal also aligns with [Student Affairs 2017-2018 goals of:](#)

- [Develop and implement a plan to “tell our story”](#)
- [Create an intentional plan to market and promote outcomes achieved from assessment initiatives, including the use of social media](#)

As such, the OC3 employed Hootsuite to not only track analytics, but also give better control of storytelling and scheduling social media posts and engagements. Here is an overview of social media accounts:



### ***Brief overview of Social Media***

- **Instagram, 20% increase**
- **Facebook, 9% increase**
- **Twitter, 17% increase**

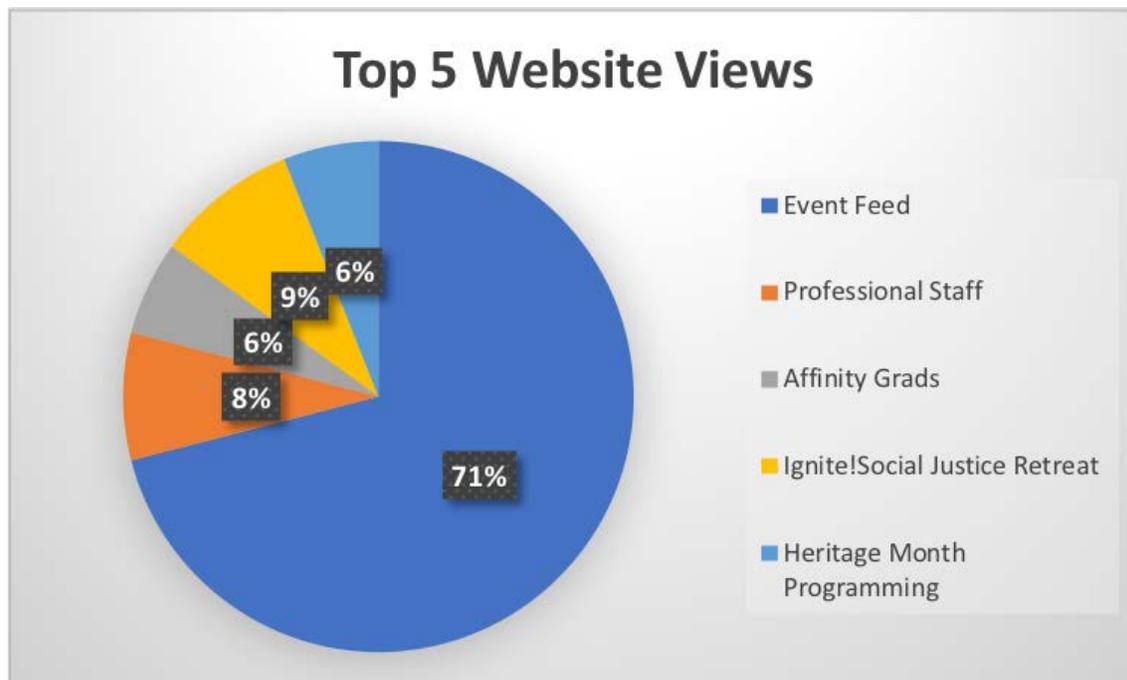
For almost all accounts the most popular posts included: affinity graduations, undocumented/DACA issues and visibility, cross-campus collaborations and programs, and conference attendance.

## Website

This year in effort to better tell our story as well as increase our marketing presence, the OC3 website was completely reconstructed. Through this reconstruction, we added:

- An events feed on the front page
- A tab that directly links to the Otter Student Union
- Resource guides (formerly housed in Admissions) for affinity groups
- Report Bias button
- A tab for all affinity graduations
- Photos of our student staff
- An about section that highlights our mission, vision, values and learning outcomes
- A revised 'Programs' section that highlights our signature programs (Safe Zone, Ignite! Social Justice Dialogues, etc.

Our website analytics show that these changes were very productive with increasing our traffic and time spent on our website (average 1:51). Our top five traffic sites were:



## Review of Marketing Goals

The following goals were set for marketing/communications as the unit was created in July 2017. Goals were set with no historical context available for the Otter Student Union overall.

Goals below are evaluated with metrics on whether or not they were achieved and commentary on reasons why they were or why they were not. Moving forward, we now have one year of data with which to make more realistic goals for the department.

## Goals

### 1. In collaboration with University Communications, implement updated CSUMB branding/style guide in all OSU communications.

OSU participated in the CSUMB Digital Agency, which is the campus communications committee. However, CSUMB is planning on undergoing a rebrand/redesign, especially in light of the impending 25<sup>th</sup> anniversary. Instead, OSU began to develop its own graphic identity to honor its status as an auxiliary that supports CSUMB.

### 2. Increase social engagement across the OSU and its departments' social media presences by 25 percent.

OSU Facebook: 929 likes → 1161

UPB Facebook: 0 likes → 100

Focused on UPB Instagram with resources available and were rewarded with an enormous increase of followers.

OC3 FB: 496 likes → 620

OSU Instagram: 1179 followers → 1474

UPB Instagram: 0 followers → 100

OC3 Instagram: 438 followers → 548

UPB Snapchat: 0 → 100

Plans for 2018-2019:

- Develop and implement a plan to tell the OSU story to students, faculty, and staff and begin to lay the groundwork for its story to be told to alumni and the larger Monterey Bay/global community.
- Aim for 200 opt-ins to on campus text service per semester.
- Investigate opportunities to utilize on campus text service to increase social engagement and create buy-in for event ideas by testing surveys on users. (Texting was effectively used to get students to buy concert tickets/visit our concert-ticketing site. However, the social engagement piece can be more broadly tested this upcoming year.)

## Recommendations for Marketing in 2018-2019

1. OSU strategic communications strategy to include:
  - a. OSU newsletter creation;
  - b. OSU social media (including OC3 & UPB);
  - c. OSU website redesign/reorganization;
  - d. OSU visual representation in Building 12
2. Completion of OSU style guide;
3. Piloting of new marketing department structure (a UPB specific staff member, a graphic designer, and social media/video manager).

# Facility Use



## Facility Use Summary

The Otter Student Union Operations Specialist processes all requests for space for student organizations. Additionally, OSU manages the Student Center and Black Box Cabaret and schedules numerous events on the Main Quad. In 2017-2018, total requests exceeded 1,200 for fall 2017 and 1,300 for spring 2018.

Data on previous year usage was not available. OSU, therefore, intends to begin tracking use data for all managed spaces and to implement assessment tools to further analyze usage in fiscal year 2018-2019.

The Hours of Operation for the Student Center are as follows:

### Fall and Spring Semester Hours

Monday-Thursday 7 a.m.-Midnight  
 Friday 7 a.m.-10 p.m.  
 Saturday 10 a.m.-10 p.m.  
 Sunday Noon-10 p.m.

Holiday and Break Hours vary.

During the spring 2018 semester, OSU conducted a survey to determine regular hours for the 2018-2019 academic year. Due to survey results, OSU will be expanding Sunday hours to 10 a.m. to 10 p.m.

## Black Box Cabaret Use

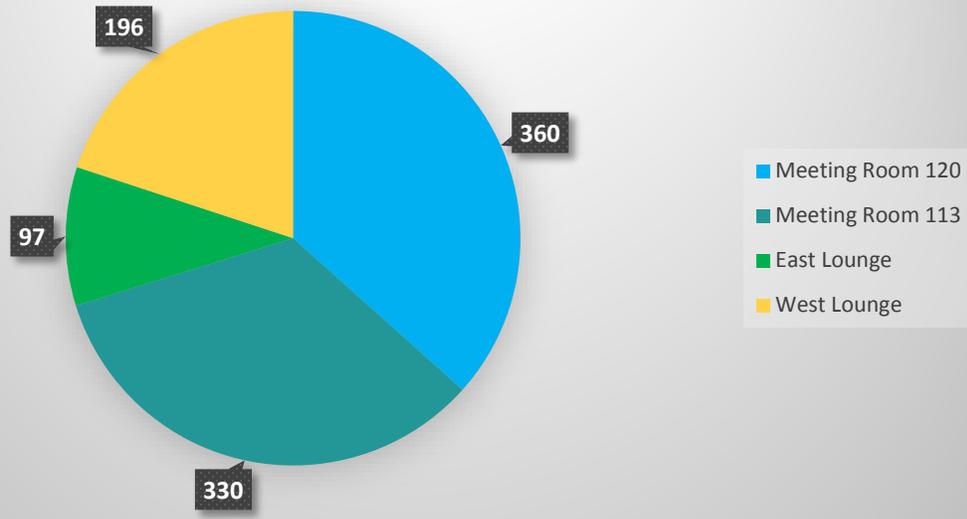
Black Box Cabaret (BBC)	Fall 2017	Spring 2018
Number of Events	80	76

The BBC is a fee based facility- those who use it pay a fee for staffing. We are pursuing opportunities in the 2018-2019 school year to really partner with departments and community members for us of the BBC. All recognized campus clubs received a \$300.00 semester credit toward the cost of the BBC.

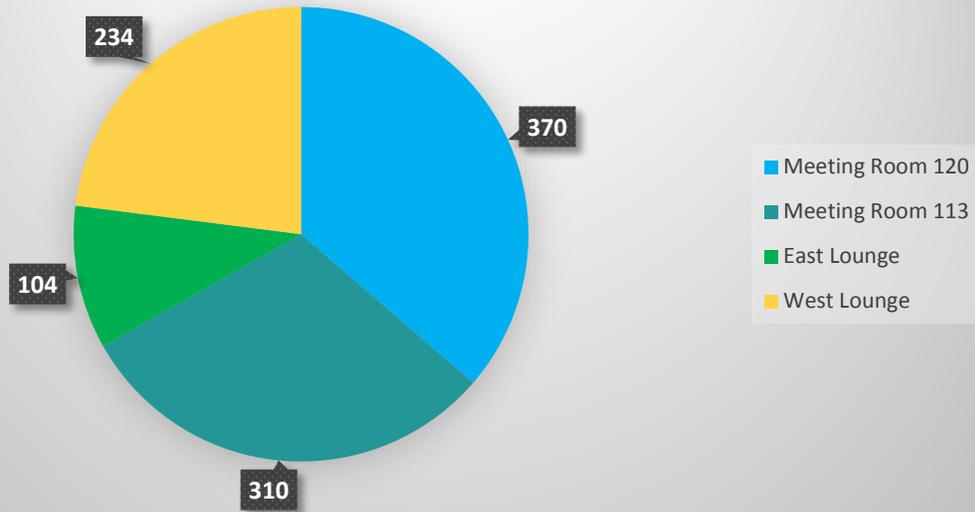
## Student Center Use

The Student Center is the most heavily used of the spaces managed by OSU. While much of the use is through reservations, there is use of spaces by numerous customers without reservations. In particular, there is use of computer lab, study, and game spaces in addition to impromptu meetings that is not easily calculated.

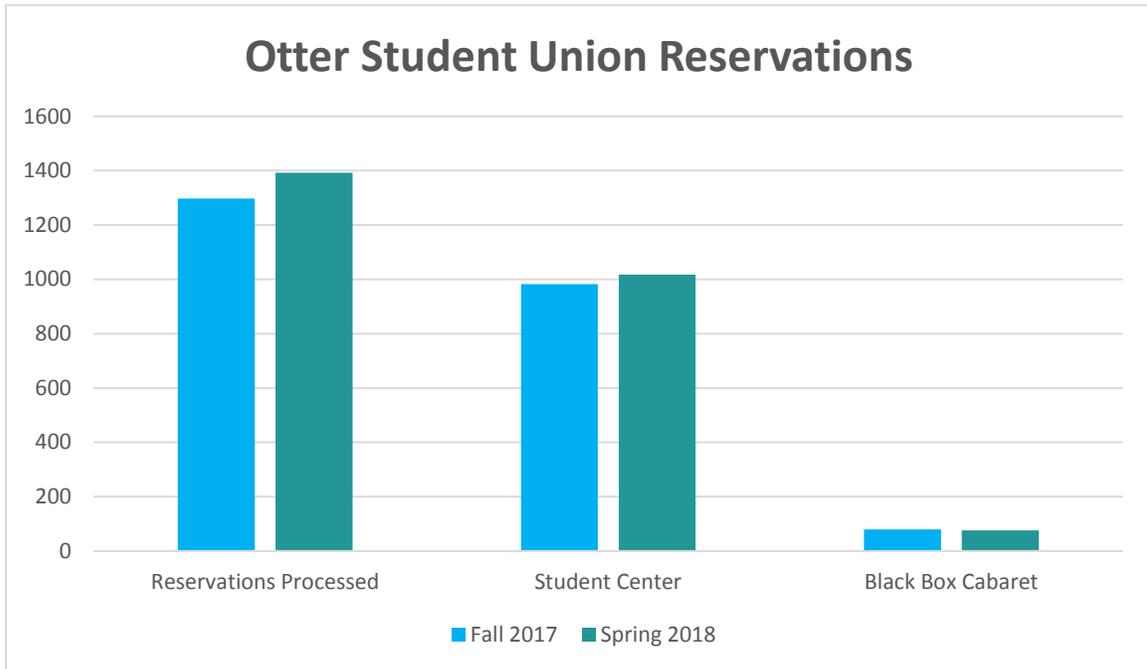
### Student Center Fall 2017 Reservations



### Student Center Spring 2018 Reservations



OSU employs 13 students to work the Front Desk and for set-ups in the Center and in the Main Quad. An additional six to seven students work in the Black Box Cabaret (BBC) and for events that are held throughout campus facilities, including the Student Center, BBC, University Center, and Main Quad.



For 2018-2019, OSU will collect a variety of data, both quantitative and qualitative, to better understand use of the facilities as well as future needs. This information will serve especially helpful as the OSU begins construction of a new, 70,000-square-foot facility in summer 2018, which will open in 2020.



# Technical Production



## OSU Audio Video Technical Production Summary:

The Audio and Video production department for the Otter Student Union expanded its resources, supported a growing student employment team and a growing OSU professional staff, and provided a variety of audio/visual support for internal and external programs in 2017-2018.

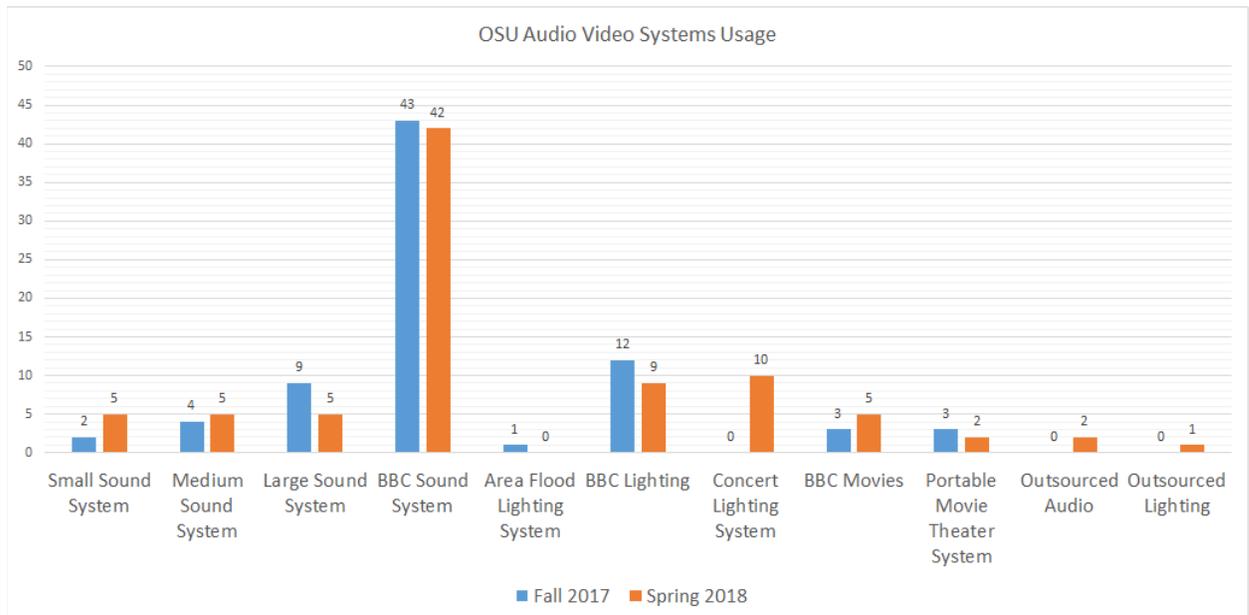
### Resource Expansion

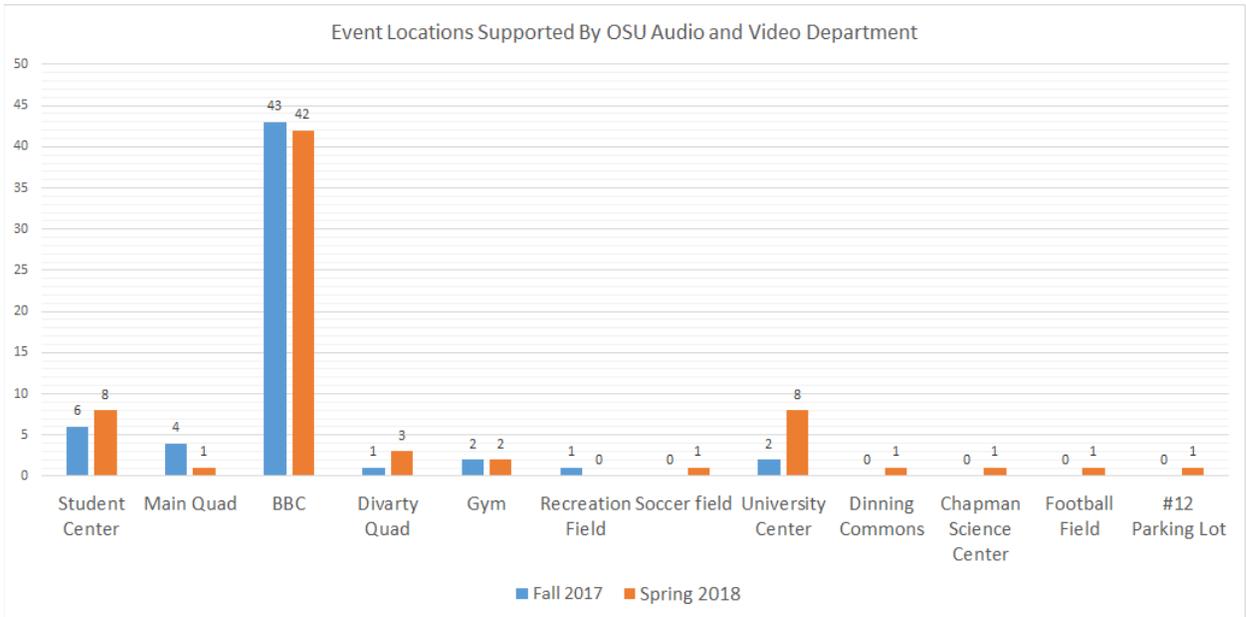
1. Expanded Portable Production Capabilities
  - a. Concert Lighting System
  - b. Area Flood Lighting
2. Expanded gear:
  - a. Two Supply Roadcases
  - b. Two Portable Audio Amplification Racks

### Event Support

The department can now support up to four small events with audio at the same time or two large events at the same time, including the use of the permanently installed audio and lighting system in the Black Box Cabaret.

The OSU provides space for over 400 meetings and events each semester, which includes equipment maintained by OSU staff. The following graphs shows the amount of times the OSU AV Production Department equipment supported events and where events were supported on campus.





### Improvements for 2018-2019

OSU will have an additional two student assistants for a total of seven available AV/technical student assistants for the 2018-2019 academic year. OSU will also purchase additional equipment to enhance services, including wireless microphones and potentially additional lighting for the Black Box Cabaret.



# Finances



## Finance Summary

The Otter Student Union had a successful year, generating more revenue than projected and ending the fiscal year with more fund equity, which can be transferred to debt service for the construction of the new Otter Student Union facility. Construction of the new facility will begin in summer 2018, at the beginning of the 2018-2019 fiscal year.

Additionally, the Otter Cross Cultural Center was able to secure funds through the Material Services Fee, as well as an additional \$37,513 from one-time MSF funds and a CSU Graduation Initiative 2025.

## Student Union Fee and Otter Student Union Generated Revenue

Fiscal year 2017-2018 began with a scheduled Student Union Fee increase from \$400 to \$600, which accounts for the majority of funding for the Otter Student Union (OSU). OSU also generated revenue through departmental services provided by Black Box Cabaret, after-hours use of the Student Center, and audio visual/technical support. In addition, revenue was collected through ticket sales for large campus events such as Otterlands, the spring concert. Below is a breakdown of what was projected vs. actuals as of June 30, 2018. Note that fiscal year-end is still pending and so actuals are not final at this time until fiscal year-end is closed.

Revenue	Projected	Actuals as of June 30, 2018
Student Union Fee \$600 (based on 7022 FTE)	\$ 4,213,200.00	\$ 4,081,636.67
Revenues - Other	\$ 6,000.00	\$ 16,151.70
Fund Equity		\$ 136,618.01
	Total: \$ 4,219,200.00	\$ 4,234,406.38

Departmental generated revenue of \$13,888.79 for this fiscal year was double budget projections. In planning for next fiscal year and meeting the current needs of Otter Student Union and customers, an updated fee structure has been developed and will be implemented for fiscal year 2018-2019. A new services confirmation process has been created and implemented to streamline reservations and invoices for services, providing more transparency for customers.

## Operational Budget Expenses

The operational budget for OSU (TP052-1184) had major functional changes for fiscal year 2017-2018. OSU continued to operate stateside using TP052-1184. However, a major change occurred by having new professional staff salaries moved to the University Corporation of CSUMB. This was in preparation for the newly incorporated OSU and the upcoming new business unit with the CSU Chancellor's Office. Another change was the allocation of the majority of the Student Union Student Fee revenue towards the Student Union construction project. For 2017-2018, a total of \$2,901,000 was contributed to the construction fund (TS052). Below is a breakdown of what was projected vs. actuals as of June 30, 2018.

Expenses	Projected	Actuals of June 30, 2018
Personnel & Benefits	\$ 675,426.45	\$ 523,171.72
Operating Expenses	\$ 419,835.01	\$ 132,779.61
Travel & Professional Development	\$ 44,000.00	\$ 28,091.58
Professional Recruitment	\$ 0	\$ 13,096.48
2% Reserves	\$ 84,264.00	\$ 84,264.00
8% Admin Fee	\$ 91,140.92	\$ 59,669.00
Student Union Construction Project: TS052	\$ 2,901,000.00	\$ 2,901,000.00
Fund Equity	\$ 3,533.62	\$ 492,333.99
<b>Total:</b>	<b>\$ 4,219,200.00</b>	<b>\$ 4,234,406.38</b>

## Personnel

Five new positions were created in OSU. This brought our professional staff team to a total of eight. List below are the five newly created positions:

1. Student Events and Marketing Specialist, July 2017 promoted to Assistant Director, Programs & Communications, June 2018
2. Assistant Director, Otter Cross Cultural Center, July 2017
3. Affinity Coordinator, Otter Cross Cultural Center, July 2017
4. AV and Technical Services Coordinator, July 2017
5. Director, Otter Student Union, December 2017

To meet the impact of our team doubling in size and provide them with intentional on-boarding information and process, Standard Operating Procedures documents were created that outlined University processes and procedures for areas such as, contracts, service agreements, travel and professional development, defensive driving, purchasing, personal reimbursement, procurement card uses, catering, and more.

In addition to professional staff, OSU also employed 40 student staff that supported the functional areas of OSU. Functional areas include:

1. Student Center
2. Black Box Cabaret
3. Otter Cross Cultural Center
4. AV and Technical Services
5. Union Programming Board
6. Graphic and Marketing

## Travel and Professional Development

Otter Student Union allocated approximately \$44,000 to fund travel and professional development expenses this year for professional staff and student leadership. Less than 65 percent was utilized due to the departure of one employee mid-year and the lack of a director for part of the year. The staff were also able to attend some conferences that required no expense on the part of OSU.

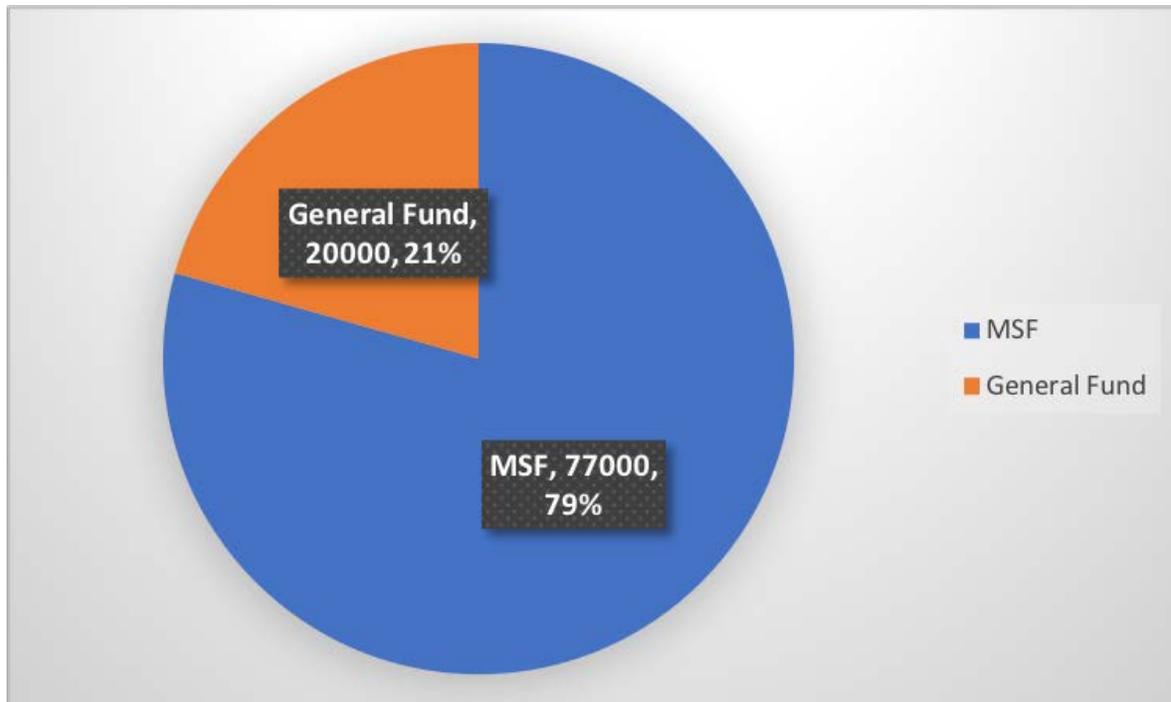
Listed below is a snapshot of how this allocation was utilized and how our team was represented throughout higher education affiliations on both state and national level.

1. NACA West Showcase Selection Committee, Salt Lake City, Utah
2. Student Union Campus Visits, Central California
3. CaCCCHE Fall Drive-In Conference, Orange, CA
4. National Coalition Building Institute, Pacific Grove, CA
5. NACA West Regional Conference, Reno, NV
6. Live Design | Pro Training Conference, Las Vegas, NV
7. National Communications Association Conference, Dallas, TX
8. Social Justice Training Institute, San Diego, CA
9. AOA Annual Conference, Sacramento, CA
10. CaCCCHE Student Conference, Davis, CA
11. CSU East Bay Queer Conference, Hayward, CA
12. North Bay Women of Color Conference, Rohnert Park, CA
13. ACUI Annual National Conference, Anaheim, CA
14. National Conference on Race and Ethnicity in Higher Education, New Orleans, LA
15. Pedagogy and Theater of the Oppressed Conference, Indiana, PA

### Otter Cross Cultural Center (OC3)

For the academic year 2017-2018, below is a breakdown of the OC3 budget and spending. With new staff in the Otter Cross Cultural Center, the volume of programming and services increased.

#### Overall OC3 Budget



## Affinity (Cultural/Identity) Graduation Celebration Budget Analysis

For the first time, the Otter Cross Cultural Center centralized coordination of Affinity (Cultural/Identity) Graduation Celebrations, with a budget allocation of \$43,500. While data was not available from previous years, the anecdotal information indicates that there was a significant increase in participating students, particularly with the Chicanx/Latinx graduation celebration. There is an anticipation that involvement with the Affinity (Cultural/Identity) Graduation Celebrations will increase in fiscal year 2018-2019 due to a variety of enhancements to the processes.

	Allocation	Expenses	% of Allocation Used	% of Total Allocation	Graduates in Attendance	Guests
General		\$1,603.24	4.20%	3.96%		
Chicanx/Latinx	\$9,800	\$12,110.30*	123.57%	27.84%	48**	300
Black	\$7,450	\$6,326.19	84.92%	14.54%	51**	600
Asian Pacific Islander	\$3,650	\$3,267.54	89.52%	7.51%	32	200
Native	\$3,350	\$4,881.53	145.72%	11.22%	15	75
Undocu-Otters	\$3,555	\$5,054.12	142.17%	11.62%	13	100
Students with dis/Abilities	\$2,380	\$2,668.42	112.12%	6.13%	25	80
Veteran	\$3,213	\$1,884.49	58.65%	4.33%	14	30
Rainbow	\$4,750	\$3,902.27	82.15%	8.97%	35	125
<b>Totals:</b>	<b>\$38,148</b>	<b>\$41,698.10</b>		<b>95.86%<sup>^</sup></b>	<b>233</b>	<b>1510</b>

\* Includes additional funds provided by Chican@ Latin@ Graduation Association.

\*\* Chicanx/Latinx and Black Graduations followed Commencement Ceremonies, therefore, students were able to pick up stoles before Commencement. For Chicanx/Latinx, 252 students were interested in participating, many of whom picked up their stoles before Commencement Ceremonies. For Black Grad, there were 86 student interested. Some of these students were then unable to attend these graduations following Commencement Ceremonies.

<sup>^</sup> It is anticipated that the full allocation will be spent. Final charges are being processed.

## Additional Funding Secured

One-time Materials and Services Fee:

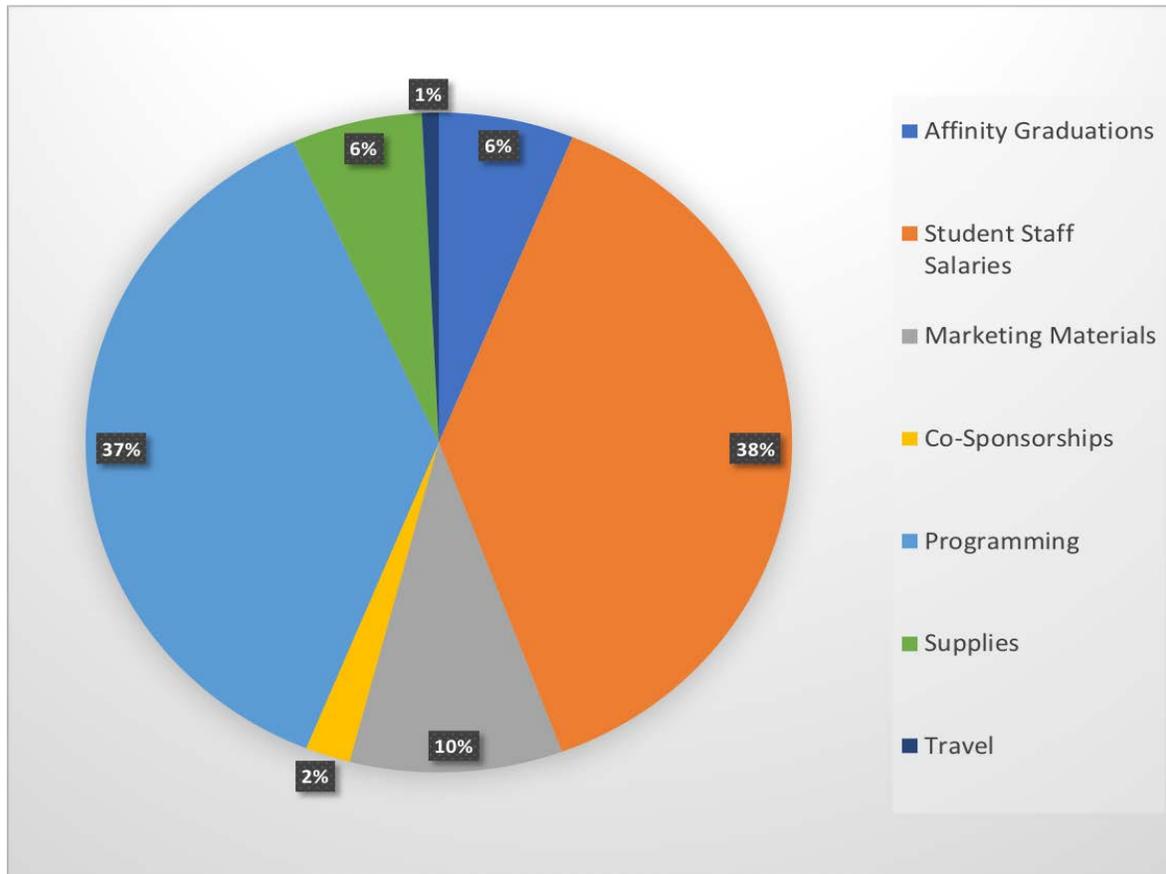
- **\$6,059** to take 10 students to the CSU East Bay Queer Conference, Hayward, CA (March 2018)
- **\$3,954** to take 14 students to the North Bay Womxn of Color Conference, Sonoma, CA (March 2018)

California Graduation Initiative 2025:

- **\$27,500** for Brother to Brother: Student Success Pilot Program

**Total additional funding: \$37,513**

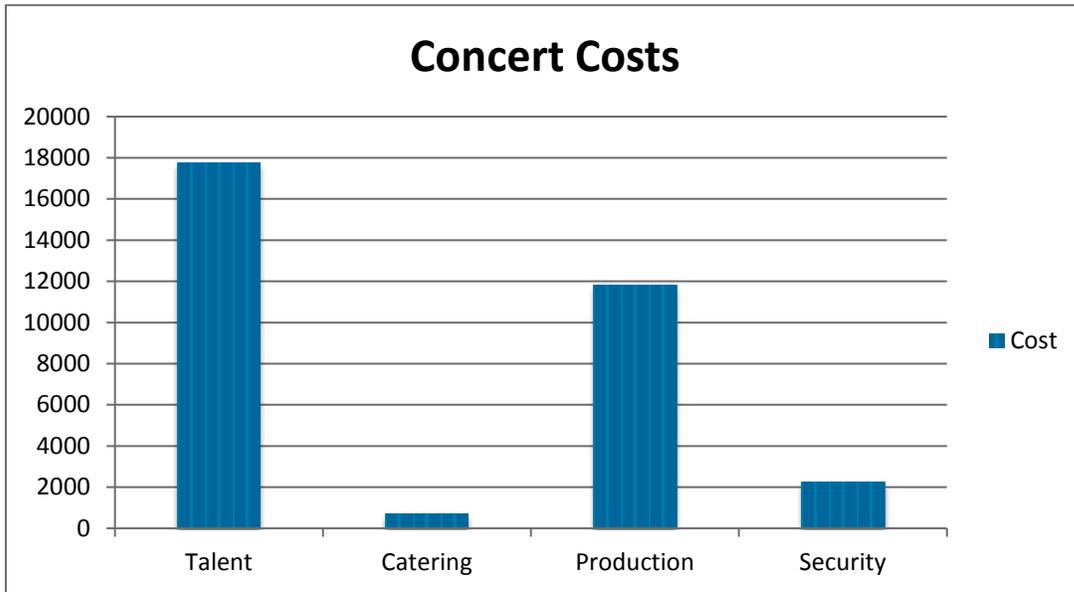
## Breakdown of Total OC3 Spending



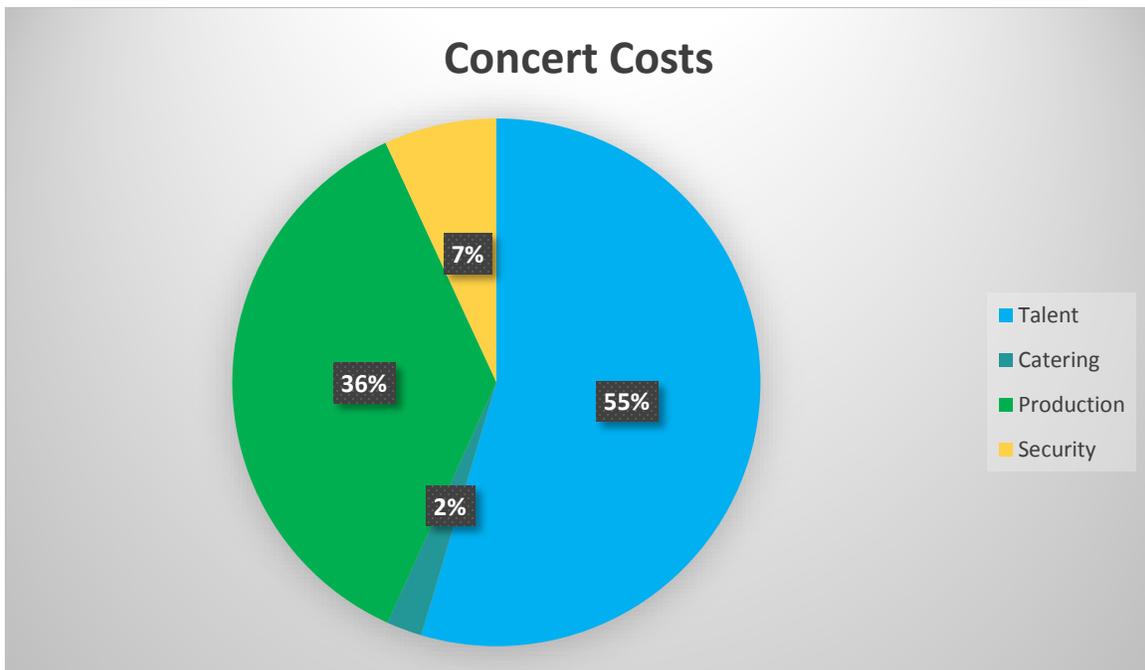
### Analysis of Union Programming Board Budget

The biggest areas of spending came from Otterlands (the spring concert), RAFT weekend, and Otter Days. These areas accounted for 72 percent of the budget for Union programming. Roughly 43 percent of the programming budget—nearly half—is allocated for campus traditions events. If you include the spring concert as a campus tradition, which based on our survey feedback we would argue you should, meaning 75 percent of the Union Programming Board budget supported campus traditions programs. The Union Programming Board exists to serve the student body by providing entertaining events.

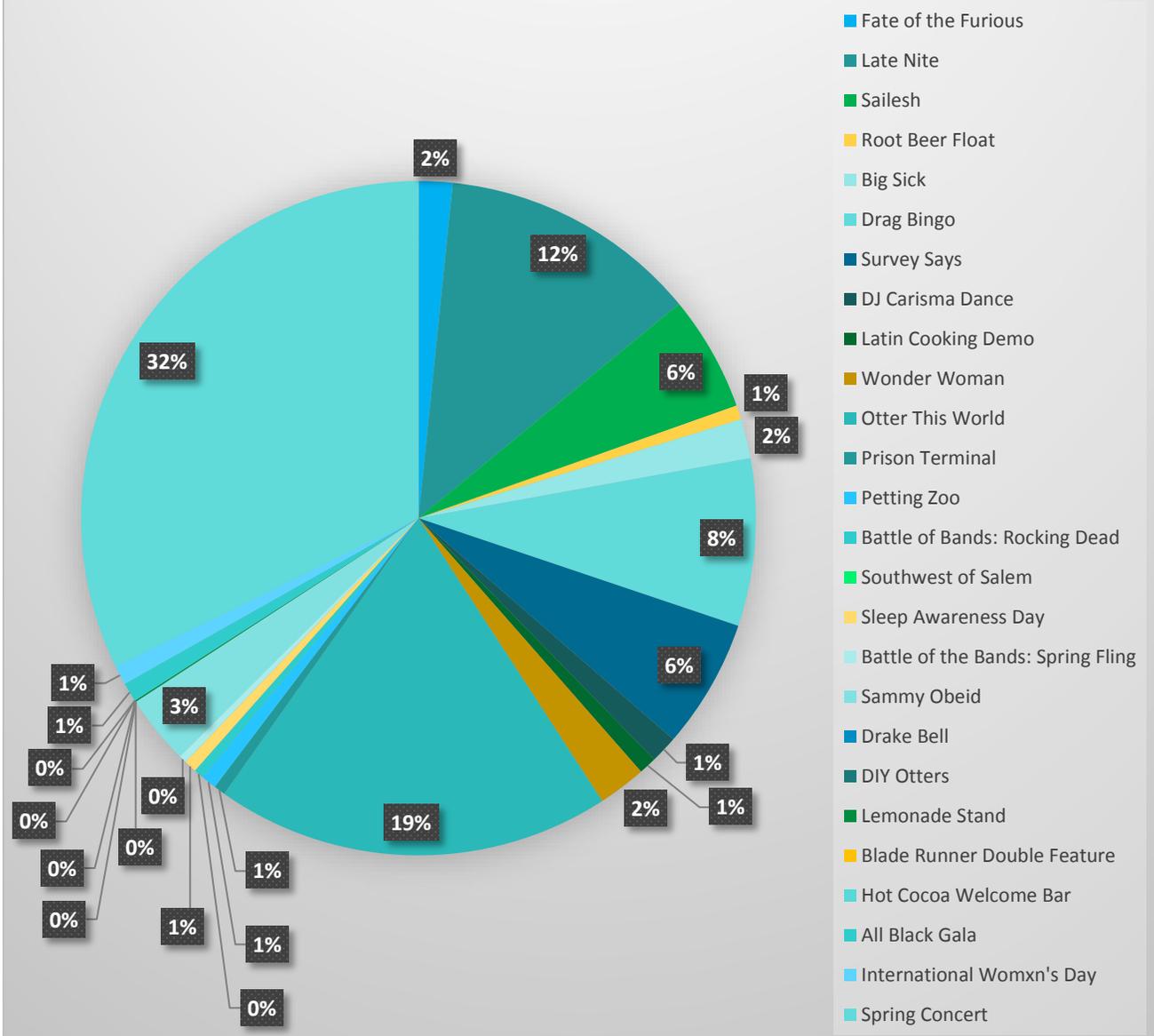
An area of evaluation would be to determine whether or not first-year students traditionally engage in campus traditions as opposed to other years. If this is the case, then we are spending 75% of our budget at least on events that draw primarily first-year students.



Our talent costs were \$5,000 lower than expected because one of the Ying Yang Twins did not show up for the show. Catering also came in lower than expected because some of the artists did not order any food, and Sodexo ended up comping the water provided. Security costs went down due to advice from DC Short on staggering security officers. Overall, the concert came in under projected costs, which is good. Production costs were 67 percent of the costs of talent. Total cost of the concert was \$30,488.



# Event Costs



# Board of Directors



## Board of Directors Summary

In May 2017, the OSU Board of Directors began the process of gaining incorporation as a 501(c)(3) non-profit organization. Full incorporation was received in spring 2018. Over the course of fiscal year 2017-2018, the OSU Board developed a series of policies necessary to complete the incorporation process and to become a fully functioning non-profit organization.

The Board reviewed and adopted a number of policies, resolutions, and charges in 2017-2018. There will be a number of additional policies, resolutions, charges, and processes reviewed and adopted in 2018-2019. Examples include Reserves, Whistleblower, Document Retention and Destruction, and Disability Accommodations along with adoption of the Fair Employment Policy.

Type	Title	Date Reviewed	Date Adopted	Date Amended
Policy	<b>Conflict of Interest</b>	11/2/2017	12/7/2017	
Policy	<b>Delegation of Signature Authority</b>	11/2/2017	12/7/2017	4/25/2018
Policy	<b>Governing Board Meeting Procedures</b>	11/2/2017	12/7/2017	
Policy	<b>Student Director Fee Payments</b>	11/2/2017	12/7/2017	
Policy	<b>Fair Employment</b>	4/25/2018		
Resolution	<b>Join CSURMA (Risk Management Authority)</b>	11/2/2017	12/7/2017	
Resolution	<b>Public Relations</b>	5/2017	5/17/2017	
Charge	<b>Committee and Subcommittee Creation</b>	12/7/2017	2/28/2018	

Spring 2018 was particularly productive with the development and establishment of committees.



### Administration and Finance Committee

- Elections Subcommittee
- Facilities Subcommittee



### Executive Committee



### Engagement Committee

- Art Subcommittee

The OSU Board of Directors also hosted a showcase of plans for the new OSU facility. The Board was also active in the ceremonial groundbreaking of the site for the new Otter Student Union in April 2018.

President Eduardo M. Ochoa of California State University – Monterey Bay approved a new officer recruitment process, which was followed in spring 2018 for the selection of the 2018-2019 officers of the Board of Directors: Chair, Ashley Smith; Vice Chair/Secretary, Selene Yabes; Treasurer, Beth Johnson.

For 2018-2019, OSU staff and the Board of Directors will make recommendations for revisions to the Bylaws among other analysis of changes necessary following incorporation.



# Staff Achievements



## Publications

Pérez II, David, Bianca Zamora, and M. Pontious. "Capitalizing on interpersonal thriving: Exploring the community cultural wealth in Latino undergraduate men's peer networks." *Journal of The First-Year Experience & Students in Transition* (2018), 30(1), 11–32

Martinez, Shantel. "Our education will not save us: A testimonialista's tale of the violence of value." *Chicana/Latina Studies: The Journal of Mujeres Activas en Letras Y Cambio Social*, (2017) 17 (1): 138-142

## National Conference Presentations

Martinez, Shantel. "Turbulent Winds: Addressing 'Climate' at the Intersections of Social Justice and Sustainability." *National Conference on Race and Ethnicity in Higher Education*, New Orleans, LA (May 2018)

Zamora, Bianca. "Bisexual and Brown: Brilliance and Healing in the Borderlands." CSU East Bay Queer Conference, Hayward, CA (March 2018).

Zamora, B. "Decolonizing Love: Building Empowering Romance and Community." CSU East Bay Queer Conference, Hayward, CA (March 2018).

Zamora, B. "Speaking from the heART: Playwriting and Performance as Resistance." CSU East Bay Queer Conference, Hayward, CA (March 2018).

Martinez, S. "No Explanation Needed: A Rally Call for Women of Color Mentorship within the Academy." *National Communications Association Conference*, Dallas, TX (November 2017).

Martinez, S. "Our Legacy, Our Relevance in Latin@ Communication Studies: Theories, Method, and Practice." *National Communications Association Conference*, Dallas, TX (November 2017).

Martinez, S: Selected to attend the Social Justice Training Institute (only 30 of 300 selected), San Diego, CA (December 2017).

## Board Selections

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

Czarnecki, M. United Way of Monterey County Emerging Leaders Society

Martinez, Shantel. Editorial Board, *Journal of International and Intercultural Communication*