

STUDENT

UNION

2009

2010

ANNUAL REPORT

INC

EAST VIEW OF NEW STUDENT UNION





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MISSION STATEMENT

The Student Union Corporation offers quality services and programs that promote social, recreational, cultural, and educational development. The Student Union Corporation of San José State University is committed to operating a financially responsible business, facilitating and enhancing the learning experience of a diverse campus community. The Student Union Corporation invests in the well-being of San José State University students to be socially responsible leaders and productive individuals who meet the challenges of an ever-changing world.

EXECUTIVE DIRECTOR'S MESSAGE

This past year, the Student Union, Inc. staff focused on the following: maintaining expenditures and generating revenue; collaborating and offering support to university initiatives and programs as the university faced furloughs and budget cuts; renovating support areas of the Event Center; and working with the campus facilities department to ensure that the Student Union expansion and renovation project continued to move forward and receive trustee approval for bond funding.

The staff of the Student Union, Inc. organization understood the financial climate of the university and the state, and therefore was extremely judicious with the use of student fees the corporation received to help operate the various departments. The staff was prudent with their expenditures, and continued to focus on ways to generate revenue, ending with a net operating income of \$650,000. A portion of the net operating income came from the Event Center Arena's very successful year, hosting various concerts, campus events, off-campus graduations, and Athletics events.

Some of the minor and major capital improvements that took place in the arena over this past fiscal year included: complete renovation of the south support rooms, resurfacing of the concourse floors, and tiling of north and south hallways of the arena. The Sport Club completely replaced all selectorized equipment and refinished the floors in the fitness room, and also added new Stairmaster and elliptical machines.

As we move into the 2010-2011 academic year and the beginning of construction for the new Student Union, it will be imperative that a strong communication plan is in place to keep the campus community informed of construction traffic patterns, building milestones, and potential operational interruption of the current Student Union. Also necessary will be the work we do with academic scheduling to find academic classrooms for student groups during the third year of construction, when the current Student Union is closed and being completely renovated. And finally, it will be necessary to continue to be fiscally prudent with the use of student fees for operations during a time of relative instability across the country, as we resurrect discussion regarding the expansion and renovation of the Sport Club, which was part of our commitment to students in 2007, when the Student Union fee was approved.

Sincerely,

CATHERINE A. BUSALACCHI

Executive Director



FINANCIAL SUMMARY

The Student Union of San José State University is a California State University auxiliary organization that manages and maintains three major facilities at the San José State University campus located in downtown San José, California. The Student Union began its operations at San José State University in October 1969 and became incorporated in March 1982. The facilities include the Student Union Building, the Aquatic Center, the Event Center Building, and an ATM Building. The non-profit corporation, celebrating over 40 years of operations, receives no state funding. Revenue is derived from student fees collected from the prior year as well as revenues earned from various service fees and rental of the facilities. Students interact with the Student Union on a daily basis, either through the use of facilities, participation in sponsored events, or through a Student Union program. The Student Union acts as a bridge to the greater campus community, whose members make use of recreational facilities and attend the diverse concerts and events on the San José State University campus.

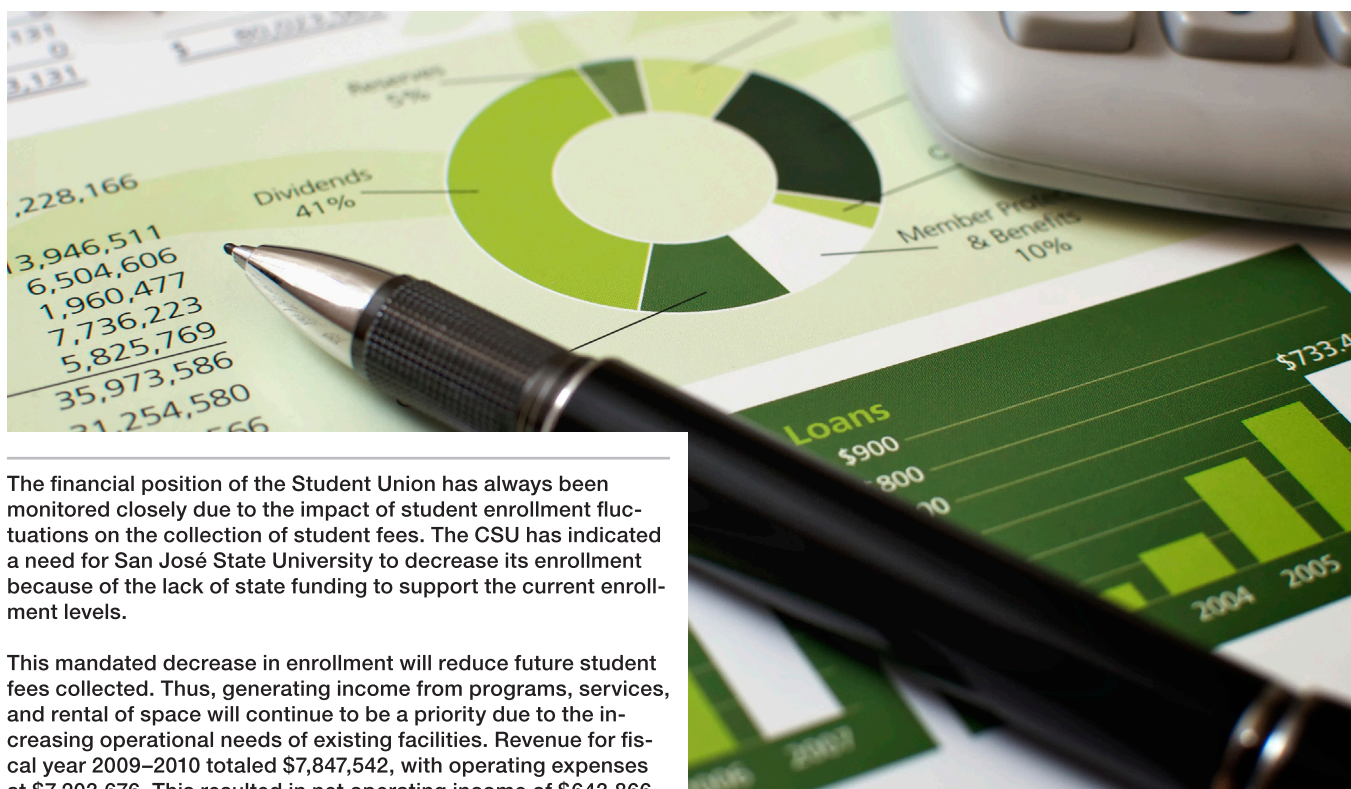
The Student Union's Executive Director acts as the Board Secretary, a non-voting position. The Board of Directors meets at least once quarterly, reviews & develops policy, and approves the annual budget. The Executive Director is administratively responsible for the corporation and manages its day to day operations. There are four subcommittees of the board that address personnel, facilities & programs, the annual audit, and the finances & reserves of the corporation.

The Student Union is governed by a Board of Directors composed of eleven voting members:

- Six Students
- Two Faculty
- Two Administrators
- One Community Member

The Student Union financial reserves consist of Local Reserves, held locally by the Student Union, and the balance of the collected student fees held in trust by San José State University. These reserves are reviewed annually by the Board of Directors to maintain a prudent financial position as well as ensuring adequate funding for the corporation's future.

In anticipation of the needs of future students and the campus community, the Student Union received approval to proceed on the Student Center Facilities Project. The construction project includes a new student center and renovated facilities, including the old Student Union building, the Aquatic Center, and the Event Center Sport Club. The approval of the project resulted in progressive fee increases over a period of five years and annual cost-of-living adjustments thereafter. Student fees increased to \$216 per semester in Fall 2009. The collected student fees were approximately \$13.2 million for fiscal year 2009-2010. A portion of the student fees paid the annual bond debt of approximately \$1.64 million, a mandatory annual transfer of \$155,000 for the repair & replacement reserve, as well as CSU Chancellor's Office administrative charges. In addition, \$4,743,464 was returned to the Student Union for its operations. The balance of the collected student fees are held in trust by San José State University to offset project costs for the Student Center Facilities Project, to build reserves that will lower the bond payment when it is financed, and to continue to build reserves for future capital improvements.



The financial position of the Student Union has always been monitored closely due to the impact of student enrollment fluctuations on the collection of student fees. The CSU has indicated a need for San José State University to decrease its enrollment because of the lack of state funding to support the current enrollment levels.

This mandated decrease in enrollment will reduce future student fees collected. Thus, generating income from programs, services, and rental of space will continue to be a priority due to the increasing operational needs of existing facilities. Revenue for fiscal year 2009–2010 totaled \$7,847,542, with operating expenses at \$7,203,676. This resulted in net operating income of \$643,866. Investment income of \$796,272 and the net operating income of \$643,866 resulted in an increase to net assets of \$1,440,138. A total of \$1,055,216 was expended from Local Reserves for leasehold improvements and equipment, of which \$810,013 was capitalized. Major capital projects included purchase and installation of a portable basketball floor, arena dressing rooms remodeling project, remodel of the arena concession stands, and upgrade of audio visual equipment to wireless.

Providing quality programs, services and maintaining facilities continue to be top priorities for the Board of Directors and the Student Union staff. The addition of the Student Center Facilities Project anticipates the needs and demands of future students and will enrich and energize campus life at San José State University.

**STATEMENTS OF REVENUES, EXPENSES, & CHANGES
IN NET ASSETS FOR THE STUDENT UNION OF SAN JOSÉ
STATE UNIVERSITY**

(A California State University Auxiliary Organization)

Years Ended June 30, 2010 and 2009

	2010	2009
Operating Revenues:		
Student Union fees	\$4,743,464	\$4,396,233
Service fees	371,509	400,732
Reimbursement of event costs	520,105	700,339
Rental income	1,576,551	1,622,029
Reimbursed wages and benefits	371,743	321,558
Commissions	205,728	243,164
Other	58,442	36,921
Total Operating Revenues	7,847,542	7,720,976
Operating Expenses:		
Wages and benefits	3,481,280	3,411,613
Insurance	220,023	216,059
Supplies	221,840	245,746
Communications	38,789	44,451
Repairs and maintenance	179,841	183,410
Utilities	955,437	979,580
Event costs	594,629	784,202
Small equipment purchases	57,878	89,843
Depreciation	278,068	216,089
Business services	995,769	1,007,911
Miscellaneous	38,891	49,018
Project expenditures	141,231	223,823
Total Operating Expenses	7,203,676	7,451,745
Operating Income	643,866	269,231
Nonoperating Income (loss):		
Investment income (loss), net	796,272	(4,829)
Increase in Net Assets	1,440,138	264,402
Net Assets:		
Beginning of year	6,327,356	6,062,954
End of year	\$7,767,494	\$6,327,356

**STATEMENTS OF NET ASSETS FOR THE STUDENT UNION
OF SAN JOSÉ STATE UNIVERSITY**
(A California State University Auxiliary Organization)

Years Ended June 30, 2010 and 2009

Assets

Current Assets:	2010	2009
Cash and cash equivalents	\$700,510	\$460,239
Investments	298,581	242,248
Accounts receivable, net	120,237	457,945
Prepaid expenses and other	43,012	34,724
Total Current Assets	1,162,340	1,195,156
Noncurrent Assets:		
Restricted cash	25,000	25,000
Investments	5,615,539	4,429,757
Funds held in trust	127,882	361,696
Capital assets, net	2,500,430	1,858,508
Total Noncurrent Assets	8,268,851	6,674,961
	\$9,431,191	\$7,870,117

Liabilities and Net Assets:

Current Liabilities

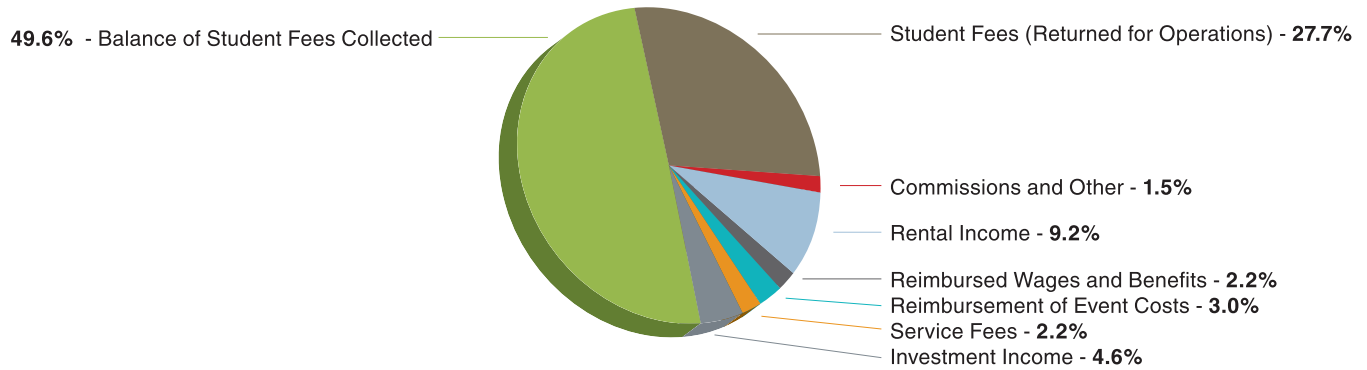
Accounts payable	\$606,850	\$769,789
Accrued payroll and related expenses	376,533	335,514
Other accrued liabilities	60,389	33,473
Total Current Liabilities	1,043,772	1,138,776
Funds Held in Trust Liability	127,882	88,298
Other Postemployment Benefits Obligation (OPEB)	492,043	315,687
Total Liabilities	\$1,663,697	\$1,542,761

Net Assets:

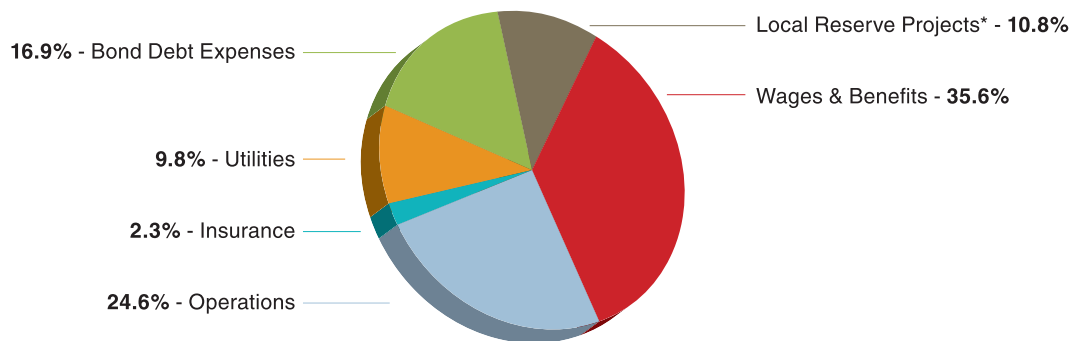
Investment in capital assets	\$2,500,430	\$1,858,508
Unrestricted:		
Board-designated	1,569,118	1,551,539
Unrestricted	3,697,946	2,917,309
Total Net Assets	\$7,767,494	\$6,327,356

FISCAL YEAR 2009–2010

Revenue \$17,129,591 (Includes all Student Union Fees Collected)



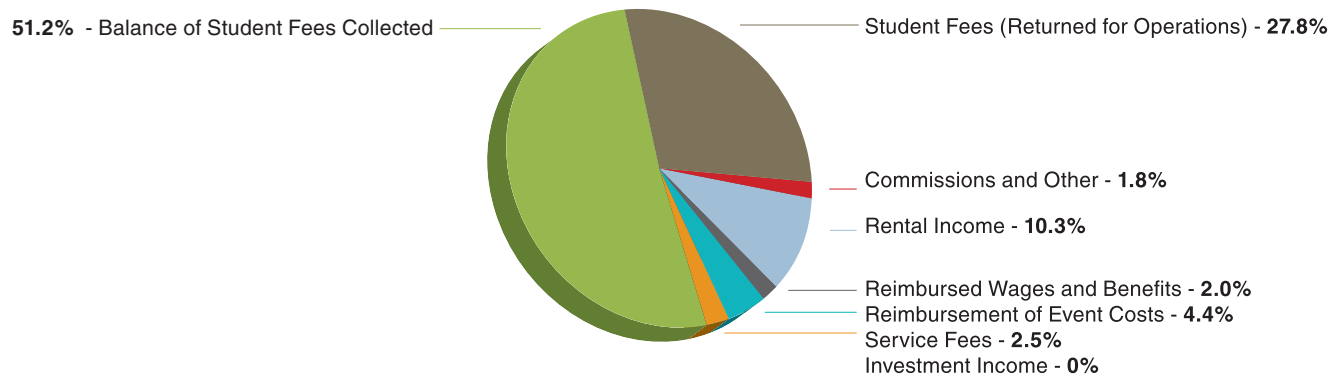
Expenses \$9,765,685 (Includes Local Reserve Projects and Bond Debt Expenses)



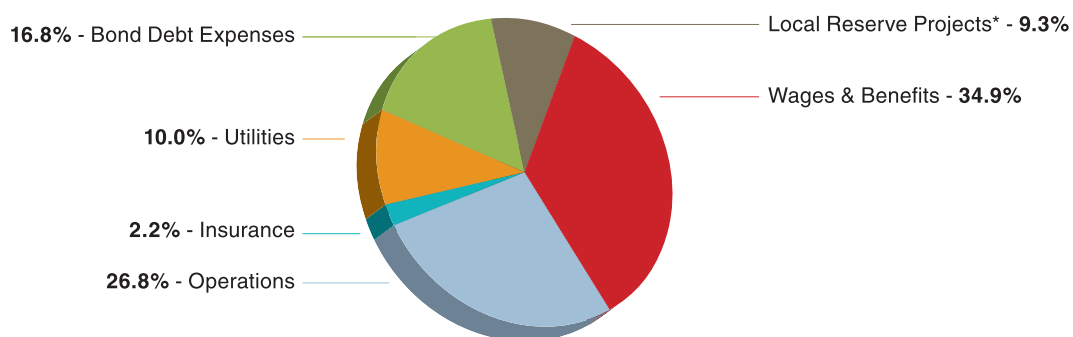
*Includes \$810,013 capitalized leasehold improvements and equipment

FISCAL YEAR 2008–2009

Revenue \$15,795,702 (Includes all Student Union Fees Collected)



Expenses \$9,783,001 (Includes Local Reserve Projects and Bond Debt Expenses)



*Includes \$688,355 capitalized leasehold improvements and equipment

COLLABORATIONS AND CONTRIBUTIONS TO THE SJSU COMMUNITY

The Student Union, Inc. has a strong belief that student needs are best met through generous collaborations and contributions between many departments. By collaborating with and contributing to the university, the Student Union, Inc. supports the university's mission and strengthens its own commitment to student development and the San José State University community.

Student Union Collaborations

- | | |
|------------------------------------|---|
| Division of Student Affairs | <ul style="list-style-type: none">• Associated Students• Career Center• César E. Chávez Community Action Center• Division of Student Affairs• MOSAIC• Orientation & Transition• VP of Student Affairs• Student Conduct & Ethical Development• Student Health Center• Student Involvement• Women's Resource Center |
|------------------------------------|---|

- | | |
|---|---|
| University Colleges & Academic Departments | <ul style="list-style-type: none">• Child & Adolescent Development• College of Business• College of Education• College of Engineering• Computer Engineering• Counselor Education• Economics• Educational Leadership• Elementary Education• Health Science• Intercollegiate Athletics• Kinesiology• Management Information Systems• Nutrition, Food Science, & Packaging• Occupational Therapy• Political Science• School of Art & Design• School of Social Work• Sociology• Television, Radio, Film, & Theatre |
|---|---|

Other SJSU Departments & Organizations

Other SJSU Departments & Organizations

- Human Resources
- Mineta Transportation Institute
- Office of the President
- University Advancement
- University Police
- Spartan Shops

Student Clubs

- Akbayan Club
- Alpha Kappa Omega
- Ballroom Dance Club
- Chicano Student Association
- Grupo Folklorico
- Indian Student Organization
- Lambda Sigma Gamma
- Nigerian Student Association
- Nutrition Food Science Club
- Pi Sigma Alpha
- Q-tip
- Sigma Chi
- Society of Human Resource Management
- Vietnamese Student Association

Community

- Community Solutions
- County of Santa Clara Registrar of Voters
- East Side Union High School District(6 High Schools)
- FIRST Robotics
- Fischer Middle School
- Sacred Heart Community Services
- YWCA

EVENT CENTER

Once again, the Event Center had a tremendous year, exceeding revenue projections and accommodating over 120,000 event attendees. Events for the past year have been diverse and community-oriented. The Event Center continues to support the mission of the Student Union by hosting numerous high-profile university programs as well as approximately 29 basketball games. We are proud to be the home of Spartan Men's and Women's Basketball.

Entertaining the Masses

A full-capacity George Lopez show in July 2009 and a sold out Conan O'Brien concert in May 2010 bookended a phenomenal year for entertainment at the Event Center. Other notable performances by the Zac Brown Band, Demi Lovato, Slipknot, Kelly Clarkson, and Rob Thomas contributed to a very successful concert season. Venues Today ranked the Event Center fourth in California among mid-size venues in 2009.

Bay Area College Activities Network

Event Center staff stepped outside regular daily roles by developing the Bay Area College Activities Network (Bay Area CAN). This network of Bay Area universities, students, and campus programming boards formed with a focal mission of cross-collaboration. The goal to create entertainment events by and for students tapped into over 200,000 college students all over the Bay Area region. The network hosted an inaugural Battle of the Bands at the Event Center in April 2010, with the winner being awarded the opportunity to perform during a national tour at Shoreline Amphitheatre.

Campus, Community, and National Programming

Support of campus programming is an integral function of the Event Center. The hosting of seven commencement ceremonies, the annual honors convocation, two career fairs, and the ALAS conference illustrate this commitment. We pride ourselves on supporting these important events and providing an unforgettable experience for all our patrons.

Providing a venue for regional and community-based programming and entertainment remains an important role for the Event Center. The Buddhist Judo Tournament and Campbell Spring Music Festival both returned for their annual events. Once again we also provided a venue for six local high school graduation ceremonies. These important events showcase the university and all of the opportunities higher education represents to the surrounding community.

Two events with national and international reach in the technology realm were hosted in the Event Center last year. The International Science and Engineering Fair overtook the city of San José and utilized the Event Center to host opening and closing ceremonies, as well as a number of keynote speakers throughout the week-long program. The return of the annual FIRST Robotics competition helps establish the Event Center as a central part of the city's technology-based identity.

Current Status of Live Entertainment

The concert and live entertainment industry fluctuates alongside the tides of the economic climate. Ticket prices climb high, talent demands more money, and promoters don't see the profits they experienced in the past. These effects affect the entire industry, with national tours being cancelled mid-season and some bands deciding not to tour at all. The Event Center recognizes these challenges and works hard to maintain strong relationships with national and local promoters by continually finding ways to make the facility better and more economical.

Future Efforts

Event Center staff will continue to identify ways to position the building as a leader in the entertainment industry. This encompasses a number of new initiatives, including a waste diversion and recycling program aiming for 100% participation. Economic updates to the facility will provide a more attractive, comfortable, and clean facility. Staff are also in the process of evaluating the facility's infrastructure and major systems to ensure continued safe and effective operation well into the future.

2009–10 Event Center Events
Alternative

- Brand New
- Demi Lovato
- Kelly Clarkson
- Rob Thomas

Comedy

- George Lopez
- Conan O'Brien (Sold Out)

Community

- Andrew Hill H.S. Graduation
- Campbell Spring Music Festival
- Evergreen H.S. Graduation
- FIRST Robotics Competition
- Mt. Pleasant H.S. Graduation
- Piedmont Hills H.S. Graduation
- Santa Teresa H.S. Graduation
- Yerba Buena H.S. Graduation
- ISEF Conference

Country

- Zac Brown Band

Filipino

- Heartthrobs and Friends

Heavy Metal

- Dethklok and Mastodon
- Rob Zombie
- Slipknot

Latin

- LaKalle Explosion IV

Youth

- Disney Live!

Rock

- The Big Show
- Battle of the Bands

Spartan Athletics

- Men's Basketball
- Women's Basketball

Sports

- SJ Buddhist Judo Club Tournament
- America's Best Championship Cheerleading

Taiwanese

- Superband (Sold Out)
- Mayday

University Events

- Business Fall Commencement
- Business Spring Commencement
- Career Center Fall Career Fair
- Chicano Commencement
- Engineering Fall Commencement
- Engineering Spring Commencement
- Honors Convocation
- Nursing Fall Commencement
- Psychology Spring Commencement
- Social Work Spring Commencement

**Demi Lovato****Conan O'Brien**
Sold Out**Brand New**

BOX OFFICE

Primary point of contact for most Event Center patrons, the Event Center Box Office handles ticketing for many events, both on campus and beyond. Ticketing for student events and providing front-line customer service are just two primary functions of the Box Office that make it integral to student life at SJSU.

Expanded Ticketing

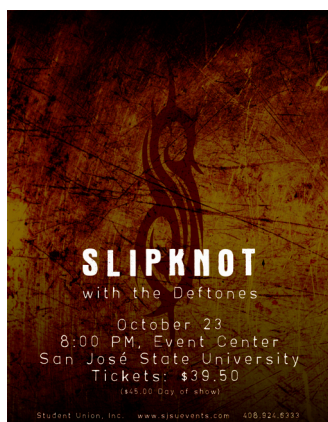
While the Box Office has long provided ticketing for Event Center shows and for years has been a Ticketmaster outlet, only recently new, local ticketing opportunities have begun to be offered. The Box Office now sells tickets and vouchers for AMC movie theatres shows. Vouchers are purchased at a price lower than ticket value and redeemed at the theatre before the show. Additionally, the California Academy of Sciences began offering tickets at discounted rates when purchased at the Event Center Box Office.

The Box Office provides ticketing services for many on-campus groups of all types. Spartan Athletics tickets for basketball home games are all printed by the box office, and the Spartan Ice Hockey team, one of the most popular club teams on campus, sells season tickets through the Box Office. Other events the Box office ticketed for include the Gospel Music Festival, the America's Best Championship Cheerleading competition, honors convocations, and *Los Monólogos de la Vagina*. Dance & theatre performances in the University Theatre were ticketed by the Box Office once more. The list of colleges utilizing the Box Office's services for their graduations continues to grow, this year adding psychology to the list already including social work, engineering, business, and more.

Big Shows, Big Tickets

Fall 2009 was one of the busiest concert and event seasons in recent memory, with ten major events taking place in a narrow three-month span beginning with Demi Lovato and ending with Rob Zombie. Big-selling shows included *La Kalle Explosion IV*, Slipknot, and George Lopez, but the highlight of the season was Super Band's sellout performance.

During the winter months, big names continued to roll through San José. Kelly Clarkson and the Dethklok/Mastodon shows both sold very well, while Men's and Women's Spartan basketball marched on with their seasons. Games against conference rivals like Hawaii are consistently well attended. The spring 2010 concert season was punctuated by another sellout performance, this time by on-tour comedian Conan O'Brien.



EVENT CENTER

UPCOMING CONCERTS

SLIPKNOT
OCT 23, 8:00 PM
With: Deftones
Tickets: \$39.50
General Admission, \$45.00 Day of Show

Vatos Locos Tour
HOLLYWOOD UNDEAD/ATREYU
NOV 18, 7:00 PM
With: Escape the Fate, The Sleeping
Tickets: \$26.50
General Admission, \$79 Four-Pack

BRAND NEW
OCT 16, 7:30 PM
With: Manchester Orchestra, The Builders and the Butchers
Tickets: \$25.00
General Admission, \$28.00 Day of Show

DETHKLOK / MASTODON
NOV 21, 6:30 PM
With: Converge, High on Fire
Tickets: \$34.50
General Admission

ROB THOMAS
OCT 18, 7:00 PM
With: OneRepublic, Carolina Liar
Tickets: \$39.50 - \$65.50
Reserved Seating

KELLY CLARKSON
NOV 29, 7:30 PM
With: The Veronicas, Parachute
Tickets: \$55
Reserved Seating

ROB ZOMBIE
NOV 3, 7:30 PM
With: Necromantix, Captain Clegg
Tickets: \$35.50
General Admission

TICKETS AVAILABLE AT EVENT CENTER
BOX OFFICE 408.924.6333 OR
TICKETMASTER.COM

SAN JOSÉ STATE UNIVERSITY
STUDENT UNION, INC.
WWW.UNION.SJSU.EDU

INFORMATION CENTER & MUSIC ROOM

Information Center

A primary point of contact for many students, staff, faculty, and community members, the Information Center emphasizes exemplary customer service when handling the thousands of questions it receives annually. The center stores, catalogues, and references a wealth of knowledge about all aspects pertaining to the university and local community in a continual effort to be able to answer any question. It is their duty to make sure Student Union, Inc. and San José State University visitors feel more informed.

Though the construction process for the new Student Union building didn't start until the end of the 2009-2010 fiscal year, all Information Center staff were required to be knowledgeable about every aspect of the project. They read up on topics ranging from the project's impact on campus foot traffic flow to CSU Chancellor's Office approval and funding procedures. Aside from curious current students and inquisitive prospective students and parents, campus faculty and staff came to the Information Center asking about the project. The staff strove to be informative, courteous, and enthusiastic when handling all matters relating to the project.

Information Center employees occasionally leave the Info Desk to work at outreach events of all kinds, including Fire on the Fountain, New Student Orientation, and the Staff Benefits Fair. They are the Student Union, Inc.'s primary face and representation at numerous events throughout the school year. In addition, they are trained to be reliable in emergency situations, being rehearsed in safety procedures and acting as checkpoints during fire and emergency alarms.

Music Room

Long a place for music connoisseurs to come and enjoy music, the Music Room offers patrons a place to enjoy their day to the tune of classic hits or modern songs encompassing a vast array of musical genres. Aside from the 600 or more CDs and 1,000-plus vinyl records, patrons also come to enjoy the available playing cards and board games, as well as the great variety of magazine subscriptions covering many topics.

During the 2009-2010 fiscal year, the Music Room restructured its storage options to give better access to CDs purchased over the last few years. Previously, these CDs were only stored in stacks which quickly become disorganized. The new storage solution allows solves this problem and has room for the next few years of continued operations. Additionally, a digital media conversion plan was researched and mapped for the future transfer of the Music Room's property into a more accessible format.

The popularity of the Music Room has remained constant over recent years. Not only do music aficionados come to revel in the wonderful music, but groups of friends also come to socialize and enjoy the off-radio selections. For more than 30 years, the Music Room has been a place for students to not only learn about music past and present, but to also relax and unwind the pressures of school and busy modern life, even if it is only a few moments of their time.

Part of the reason patrons continually return to the Music Room is the high level of customer service. Staff have a wealth of music knowledge and extensive aural backgrounds. The shared enthusiasm for music between staff and patrons leads to a unique, welcoming customer service experience. Music Room employees are also cross-trained as Information Center staff in order to create a well-rounded, informed skillset.



SPORT CLUB

The Sport Club aims to provide a total fitness solution for students, faculty, staff, and the community. Aside from equipment and space, the facility offers and houses a slew of programs and events to promote a healthy lifestyle.

Events and Programs

Workshops, camps, and tournaments remain common events at the Sport Club. In June, the American Council of Science and Medicine held a pair of workshops in the Sport Club. Both SJSU Men's and Women's teams held basketball camps in the facility, and the Sport Club hosted a pair of Fitness & Sports Summer Camps. A November Racquetball Tournament, along with the Downtown College Prep Girls Volleyball's 6-game series, was also held in the Sport Club.

In support of the community, the Sport Club operates a Kid's Camp during the long summer, providing a recreational outlet for neighborhood children. From June 21 to July 2, 180 kids went wall climbing, biking, and swimming, along with a slew of other activities. The camp's twelve counselors also helped organize games of soccer, hockey, racquetball, and more.

Equipment & Personnel Upgrades

The Sport Club strives to provide modern, quality equipment to its patrons along with a stable of competent and able staff. To that end, a point-of-sale system was installed to better handle membership transactions, and the front desk began selling intramural signups for student teams. The number of personal trainers on staff offering individual and group workouts increased to six. Many new pieces of equipment were also installed, including:

- Two dual adjustable pulleys
- Three recumbent bikes
- Three upright bikes
- Two cross-trainer elliptical machines
- One barbell rack
- Two Stairmasters
- Twenty-one pieces of Signature Strength equipment

Programs Offered Through Spartan Recreation

- Abs Express
- Body Sculpt
- Cardio Circuit
- Cardio Kick
- Cardio Salsa
- Cardio Sculpt
- Cycling
- Flex Appeal
- Hip Hop
- Hollywood Training
- Kick Boxing
- Massage Therapy
- Pilates
- Sculpt N Stable
- Spin N Sculpt
- Step Jam
- Yoga
- Zumba

Kinesiology Classes Reserving Facility

- Aerobics
- Beginning Handball
- Beginning Racquetball
- Beginning Hatha Yoga
- Body Sculpting
- Cardio Kickboxing
- Intermediate Hatha Yoga
- Intermediate Racquetball
- Pilates

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- Sculpt N Stable
- Spin N Sculpt
- Step Jam
- Yoga
- Zumba

Clubs Reserving Facility

- Akbayan
- Alpha Phi Omega
- Ballroom Dance Club
- Delta Gamma
- Grup Folklorico Lunay Sol
- Indian Student Organization
- Kendo
- Nigerian Student Association
- Pikes
- Pride of the Pacific Islands
- Racquetball
- Service & Meditation
- Sigma Alpha Epsilon
- SJSU Athletics
- SJSU Dance
- Vietnamese Student Organization
- Women's Lacrosse
- Wrestling

CLUB SPORTS

Operating through a partnership between the Student Union, Inc. and Associated Students, Club Sports provides support and guidance for San José State University's sixteen club teams. Over 450 students participate as part of a club team, making leadership and organization primary foci of the Club Sports department. Teams fundraised a total of \$401,598 through grassroots work, dues, sponsorships, donations and allocations in the 2009-2010 fiscal year, a \$95,583 improvement over last year.

As part of the department's efforts to continually improve club teams at SJSU, Club Sports worked with Kinesiology, Nutrition Counseling, Student Involvement, and Student Conduct & Civility on a number of programs. Departments met with teams to discuss and workshop various topics, including nutrition, leadership, and what it means to be a role model on the SJSU campus. The department also hosted the Sammy Awards in conjunction with Student Involvement. The Sammys recognize contributions and successes of SJSU students and the over 300 student organizations involved on campus.

Club Sports Coordinator Sam Edelman gave a presentation at the National Intramural-Recreational Sports Association Conference, which highlights club sports programs from across the country. The department also achieved acclaim by winning the first place prize in the nation for the program's t-shirt's design and creativity.

Team Accomplishments

The Club Sports program shares in the triumphs of the teams it supports. The department encourages growth of not just team, but individual athletes and leaders. Each success on the field, in the ring, or on the court is a reflection of the success of the Club Sports program.

Bowling

In February 2010, the bowling team hosted the Silicon Valley Classic, a competition featuring 14 teams and 10 schools from the bay area. The men's team placed second in the tournament, narrowly missing the top seed on the first day by one pin, and the women's team placed third in the tournament and were able to improve upon their previous high score.

Boxing

Boxing competed in the western regionals in San Francisco in March to try and qualify for a national competition. Charles Parra won and advanced to nationals as the first place seed. Two more athletes went to nationals, including a second place seed.

Ice Hockey

Ice Hockey travelled to Simsbury, CT, to compete in their sport's national competition. Although the team narrowly lost their first two games, the first to Ohio State in overtime, the last game was a victory over Central Connecticut, ending their season on a positive note. The team finished tenth in the nation out of 185 teams. After not qualifying for nationals last year, this was a major accomplishment for the team, which looks forward to hosting the American Collegiate Hockey Association Nationals at Sharks Ice next year.

Judo

As one of the top judo programs in the country, the judo team is sending four Judoka (Jose Bencosme, Allison Clifford, Marti Malloy, and Connor Driscoll) to compete in the Senior World Championships in Tokyo, Japan.

Women's Volleyball

Over Spring Break, the women's volleyball team travelled to Louisville, KY, to compete in the National Collegiate Volleyball Federation's National Championship. Throughout the competition, the team had many significant wins, one of which was beating Santa Clara for the first time all season. The team ended up fifth in the nation, tied with Cornell University, Grand Valley State, and Marquette. Chelsea Reilley made second team All-American and Lori Kwock was an honorable mention. Robert Stamps was nominated for Coach of the Year.

Wrestling

Competing in the National Collegiate Wrestling Association Nationals in Hampton, VA, the wrestling team placed 17th as a Division I competitor. Individual performances included Jose Pinal placing ninth, and Gurbaksh Sohal and Derek Marrero placing in the top sixteen. Sonia Beri for the women's team placed third individually and achieved All-American status.

AQUATIC CENTER

A premiere destination for both fitness and recreation, the Aquatic Center is an unparalleled facility in Northern California and is one of the largest heated outdoor pools in the western United States. The Aquatic Center's programming and event schedule show commitment to the facility's role in campus life, while usage numbers demonstrate a resounding community response.

Events

More than just a day-to-day recreational venue, the Aquatic Center also hosts a number of events throughout the year to promote fitness in the community. Returning in 2009 was the "Swim for Pancakes" event, where students, faculty, staff, and the community competed in continuous lap swimming. All participants were rewarded with a healthy, complete pancake breakfast. Also making a return during the 2009-2010 fiscal year was the Spartan Triathlon, an event open to all students and the community.

Additionally, many groups reserve and utilize the Aquatic Center for their own events. Men's and women's athletics teams use the facility to train and compete, with the SJSU women's swim team hosting a WAC shootout to open the season. Sorority Delta Gamma reserved the pool for its annual philanthropic fundraising Anchor Splash event.

Programs

Staff at the Aquatic Center endure to serve the community through a number of ongoing programs. Most popular of these programs are various types of swim lessons. The Aquatic Center provides offers ranging from "Single Lesson Sessions" to "Swim Clinics." The diversity of program options allows all Aquatic Center patrons to learn and develop their swimming potential as they prefer. Additionally, the Aquatic Center is a go-to location in the community to inquire about CPR and lifeguard training opportunities, with sessions being held intermittently over the past few years.

During Spring Break, spin bikes are brought poolside at the Aquatic Center to help encourage students to remain active even if they aren't going away for break. The "Bike by the Pool" program provides a good reason to get out of the dorm.

Training

The Aquatic Center's highly trained staff participates in monthly meetings in order to maintain effective and essential lifesaving skills, including water rescues, CPR, and first aid. Staff training in fall 2009 focused on the Emergency Action Plan and the care of spinal injury management. In January, staff completed "fully clothed rescues," which required they simulate a rescue while wearing a full winter uniform of sweats, sweatshirt, and shoes.



BOWLING CENTER

The Bowling Center is a primary campus life destination at SJSU, offering bowling, billiards, up-to-date arcade games, table tennis, and foosball. Patrons are enticed back time again by well-maintained facilities, unbeatable pricing, weekly specials, and great promotions.

Programs Galore

As part of its efforts to continually offer new programs and events to patrons, the Bowling Center challenged its employees to host one new event per month. Teams were formed out of the entire staff, and each team had to display leadership, event planning, budgeting skills, creativity, accountability, and time management abilities in order to pull off each event. Staff soon discovered that better teamwork lead to more successful events. These efforts will continue into the 2010-2011 fiscal year.

One program run at the Bowling Center last year was “Fund Raiser Mondays,” a program that allowed SJSU clubs and organizations to raise money. Eight groups registered for the program, drawing patrons to the Bowling Center and raising money for their organization. In November, the “Turkey Shoot” program for league bowlers offered a lowered rate of \$1.00 for three games. If the bowler got strikes on the third, sixth, and ninth frames, they won a \$10.00 gift card from Safeway, ostensibly for a turkey or Thanksgiving fixings. During the baseball season, bowlers could buy a package that included a pair of tickets to four San Francisco Giants or Oakland Athletics games and a special jersey.

Emphasis on Sustainability

One of the main focuses for the Bowling Center in 2009-2010 was sustainability. The department analyzed its usage of resources and determined where waste could be most efficiently cut. The result was a more online-driven advertising campaign, with event fliers and league information sent via email, cutting paper usage by over 30%. Daily numbers tallying and other office calculations also moved to paperless options, cutting down by 50% the Bowling Center's consumption of receipt tape. Staff also remains mindful of everyday paper usage, opting to reuse old flyers as scratch paper and make desk & office forms double-sided.

Groups and Patrons

While overall patronage at the Bowling Center dropped in the 2009-2010 fiscal year by fifteen percent, group reservations remained strong. The number of league teams was unchanged year-to-year. Additionally, more and more groups are using the Bowling Center as a venue to conduct team building, have club outings, or just enjoy a little group recreation. The list of groups reserving the Bowling Center includes:

- University Housing
- College of Engineering
- Learning Assistance Resource Center
- International & Extended Studies
- University Library Staff
- SJSU Football
- Counseling Services
- Martin Luther King, Jr. Library



TECHNICAL SERVICES

Technical Services delivers professional grade audio/visual equipment and production support to clients, creating specialized, polished events. Experience, quality standards, and attention to detail mark the department as dependable and versatile for all types of event needs. Technical Services Staff support events all across campus and throughout the community, strengthening the Student Union's role as an integral resource for San José State University.

Staff Training

The training program for Technical Services provides classroom-style training to technicians beyond standard academic learning. Not only do technicians use their training in campus venues, but they also receive a solid foundation for a career in the entertainment industry. All of the training sessions are constantly adapting to the growth of the department and to changes in technology. Some of our training sessions include:

- Entertainment Lighting Systems
 - Concert Audio and Troubleshooting
 - Video Camera Operations and Source Switching
 - Truss and Chain Motor Rigging
 - Technician Safety Training
 - Stage Building
 - Customer Service
-

Event Center

Technical Services supports all productions held in the Event Center, with staff and equipment based on specific production needs. In-house equipment services were improved and broadened by a few changes this year. Not only were eight new Selador LED lighting fixtures added to the equipment inventory, but the closed-circuit TV system was enhanced by a transition from analog to digital, and with fourteen new 32" LCD TVs. These changes have created a better experience for both patrons and production staff.

The Intel International Science and Engineering Fair

The world's largest international pre-college science competition, ISEF was a large-scale production that took over the Event Center for an entire week. Technicians worked closely with outside production staff from setup to take down, ensuring that every aspect of the ceremonies and award presentations went smoothly.

Battle of the Bands Finals

Bay Area college student bands competed for a chance to perform live at the Shoreline Amphitheatre with a national tour. Technical staff showed off their skills just as much as the contestants, with in-house production that included professional concert audio, elaborate concert lighting, and a video system complete with three video screens and four cameras.

Student Union

The Student Union had another solid, successful year of events. This year saw a lighting board upgrade to the ballroom's permanent installation and a further refinement of the audio and video system. Staff focused energy on customer service, optimizing capabilities in the ballroom, and training Event Services Staff in technical equipment so that they could have a stronger knowledge base to assist clients.

College of Business Donor Banquet

This annual banquet was brought back to campus in the Barrett Ballroom after being held at off-campus locations for several years. Staff assisted with this semi-formal event by creating a classy ambiance and providing special lighting to highlight several student projects on display.

20th Annual Computers Freedom Privacy Conference

The 20th Annual Computers Freedom Privacy Conference was held this year in the Barrett Ballroom to give computer experts a forum to discuss a bill of rights for social network users. The four-day conference's setup was very video and power intensive for Technical Staff, who ran power to 40 tables and set up a 10' x 14' projection screen alongside the permanent 18' x 24' screen. The technology-savvy conference planners were extremely satisfied with the ability of Technical Services to accommodate their needs and create a professional conference setting.

Morris Dailey Auditorium

The campus' historical venue, Morris Dailey Auditorium, has become a popular place for student and faculty groups to hold a variety of events, such as lectures, talent showcases, and graduations. The number of events and satisfaction among the clients increased this year as technicians continually adapt and integrate technology into the auditorium. The staff also worked hard on maintaining top quality customer service, helping shows run smoothly and keeping clients coming back for other events. With these consistent trends, Morris Dailey Auditorium is expected to have another successful year.

Campus Movie Fest

The annual homecoming event aspiring filmmakers look forward to every semester, Campus Movie Fest was held in the Auditorium this year. Staff enjoyed creating a memorable SJSU version of a Hollywood premiere, complete with red carpet, and a silver screen for displaying student work.

Angela Davis

Renowned activist and retired professor Angela Davis visited Morris Dailey Auditorium to give a lecture encouraging students to take action in politics and the community. The high-profile event drew a packed house, and was supported by the Technical Services department's professional quality in-house audio and visual elements.

Outside Events

Outside Events include any event that doesn't happen inside the Event Center, Student Union, or Morris Dailey Auditorium. Some of these outside spaces have included Spartan Stadium, the University Room, Campus Village, Spartan Memorial, Tower Lawn, and Engineering 189. The outside event portion of the department grew in strength and numbers this past year. The flexibility and capability of the Technical Services department has been an asset to many departments on campus, including the Engineering department, Associated Students, and the MLK Library. Technicians have been able to demonstrate creativity in lighting, audio, and staging for places on campus that are not inherently equipped for production. Staff look forward to continuing to improve the ability to transform spaces on campus for unique production experiences.

Fire on the Fountain

The Associated Students-sponsored Fire on the Fountain homecoming event that takes place on Tower Lawn in the fall. Technical Services helped Associated Students usher in the new semester and football season with a professional concert audio and lighting set up that impressed students and faculty and boosted school spirit.

Graduation

Graduations are nothing new to the department, but the spring 2010 graduation season was significantly busier than normal. Technical services were provided to over 40 graduations all over campus, 20 of which were over a single week with several overlapping in a single weekend. Staff pulled together and demonstrated their ability to plan, adapt, and work as a unified team.



COMPUTER SERVICES

The Computer Services Department provides wide-ranging technology services to internal and external Student Union patrons. Secure corporate infrastructure maintenance by Computer Services allows for reliable and confidential electronic data transfer, and consulting with Student Affairs and other university departments on general technology concerns and improvements strengthens interdepartmental relationships.

On the Web

As one of the most widely-used platforms for information distribution, the Student Union, Inc. website continues to be a fount of knowledge about facilities and services for students and the SJSU community.

Other than the providing a standard Section 508-compliant website, Computer Services has been instrumental in maintaining or creating the following websites and applications:

- More Campus Life Website
- Club Sports Website
- Bay Area CAN Website
- Sport Club Management System
- Event and Activities Display System

As the table below shows, it is important for an organization to maintain a web presence. Staff drive the success of Student Union websites throughout our organization by monitoring the content and requesting changes, resulting in up-to-date and relevant content. Some of our most popular content that requires constant updating includes our corporate student employee registration forms, programming information, technical brochures, the annual report, and more.

Statistics

Visitors 2010

- Total Visitors 381,586
- Average Visitors per Day 1,045
- Total Unique IPs 115,387

Page Views by Fiscal Year

- 2006-2007: 530,020
- 2007-2008: 1,014,014
- 2008-2009: 1,506,277
- 2009-2010: 1,488,817

Page Views 2010

- Total Page Views 1,488,817
 - Average Page Views per Day 4,078
 - Average Page Views per Visitor 3.90
-

Collaborative Partnerships and Projects

As a central point of implementation and development of technology, Computer Services constantly strives to find the technology that supports some of the most successful departments on campus. During the 2009-2010 fiscal year, Computer Services Department staff worked in collaboration with other departments on the following projects:

20th Annual ACM Conference

In support on the university, staff from the Student Union – including Computer Services, Audio Visual, and Event Services – partnered with San José State University departments to ensure technology requests were provided during the conference:

- Wireless: UTS
- Laptops: Associated Students
- Video Streaming: IRC
- Technology Coordination: Student Union Computer Services
- Sound and Lighting: Student Union
- Computer Services

Club Sports Management System

As part of the software maintenance process, Computer Services worked with Club Sports to incorporate feature improvements. Changes included modifications to the database schema, competition proposals, and competition reports.

Technology Improvements

Computer Services engages in an ongoing effort to increase reliability and availability of its systems. Major updates to the system recovery architecture and patch management system included support for a newly-developed SAN architecture, implemented after months of product evaluation and beta testing. With this technology addition in place, Computer Services developed plans to replace the tape and direct attached storage solutions currently used in the system recovery process. Along with these recovery technology updates, the department has minimized network and computer interruption by maintaining up-to-date virus and security software.

Virtualization

Several production servers were migrated to a Hyper-V (Microsoft Virtualization Platform) platform. These migrations marked the first production use of Hyper-V. In the future, it's projected that 90% of servers will run on virtual platforms, lowering the number of physical servers and reducing hardware maintenance costs. In addition, by leveraging server consolidation through the use of virtualization, there is a projected increase in space utilization efficiency and reduction of energy usage.

Day of Service Project

To help manage the approximately 1,500 participants for this year's Day of Service, Computer Services created an application to manipulate data downloads from Associated Students' website. This application allowed administrators to create reports and utilize features within the program that reduced otherwise-extensive overhead costs had tracking and reporting been done manually. The application includes functionality for administrators to create badges for approximately 1,500 entries & over 120 teams, assign individuals to teams & teams to busses, and handle change requests not available online, among other features.

Professional Development Day

The 2009-2010 Student Affairs Professional Development Day went seamlessly, thanks to updates to the in-house Donation Tracking System and training provided to Student Union Administration. This in-house system, developed by Computer Services, was essential in ensuring the easy tracking and reporting of donations and gifts

Accounting System Upgrade

APAC upgrade tests occurred during the month of June 2009, and the IT department and Trio Consulting completed an initial migration test of the latest version of the ACCPAC accounting system. The test was initiated on the latest SQL 2008 and Server 2008 platforms. Improvements in database design and core functionality will be incorporated during the fall 2010 upgrade.

Disaster Recovery Updates

Documentation updates were completed to meet new requirements from the CSU audit group and other standards organizations.

E-Fax

During summer 2010, an e-fax solution was deployed in a production environment. To meet our present and future sustainability objectives, we continue to replace all copiers and scanners with e-fax solutions. This change will reduce paper waste, lower costs, increase efficiency, and produce a more scalable environment. Other advantages include the ability to receive faxes from remote locations through devices that include desktops, laptops, and PDAs.

Display Board System Maintenance

The management interface and player modules for the Student Union facility display boards were upgraded to the latest version. In addition, over 39 graphic ads were uploaded, and over 500 text-based events were shown on the system during the 2009-2010 fiscal year.

Windows Update Server

Improved reporting and custom queries have provided better monitoring of systems belonging to the organization.

Web Site System Upgrades

A product server is now running new versions of PHP, MySQL, and Apache in a virtualized environment.

STUDENT UNION ADMINISTRATION

Responsible for oversight of day-to-day operational functions within the Student Union building, the Student Union Administration Office maintains cooperative relationships with Spartan Shops, Associated Students, and the MOSAIC Cross Cultural Center for operation of their areas within the building. The Administration Office oversees the Event Services Department and directs the efforts of the Student Union Maintenance and Operations Departments to ensure delivery of quality service to both internal and external customers.

During the 2009-2010 fiscal year, under direction of the Student Union Facilities Engineer, work continued on Phase III of the Student Union infrastructure project, restoring the infrastructure of the building to optimal functioning condition. The primary focus of that project over the past year has been restoration of the controls for the HVAC systems and providing a balance between improvements necessary for quality customer and employee comfort for the coming two years of new construction on the Student Union expansion and what will be remedied during the renovation phase for the current Student Union building.

Maintaining Excellence

Operations staff remained the backbone of Student Union building operations. Down one full-time employee for more than a year, they have supplemented their efforts with student staff from the Event Services Department and found ways to efficiently perform necessary daily custodial functions throughout the interior and exterior of the facility. They also assist in the set-up and breakdown needs for the large volume of scheduled events within the Student Union building, often responding to unforeseen needs of an immediate nature. The Operations Department employees are reliable, responsible, and dedicated individuals who are the relatively unheralded heroes of the Student Union, as they work tirelessly to provide an exceptional level of customer service to all those who enter the building for any reason.

The Administration Office continued to serve as the central “Lost and Found” site for SJSU, and the staff continues to provide a valuable service to the community by handling lost and found transactions for all areas of campus other than the Library and the Event Center. Administration staff continued to work with various bank vendors to provide a highly used service to the campus community at the ATM facility across the 9th Street Pedestrian Mall from the Student Union, and they again worked with more than 100 local businesses to provide door prizes for the Division of Student Affairs Professional Development Day 2010. The Student Union Associate Director worked throughout 2009-2010, and will continue to work throughout 2010-2011, with the architects, construction management staff, FD&O staff, general contractor, and myriad consultants and subcontractors on the Student Union Expansion and Renovation Project.



Staff Stepping Up

Also during the 2009-2010 year, maintenance responsibilities for the Student Union Bowling Center, which were formerly handled solely by the Bowling Center staff, were assigned to the Student Union Facilities Engineer. That engineer now oversees the work of the Bowling Center Mechanic and all the student maintenance assistants in the Bowling Center. The reorganization has proven successful, with improved internal communication and the maintenance needs of the Bowling Center now being handled in a more timely and efficient manner, much to the delight of the customers.

Midway through the 2010 spring semester, the Student Union lost its Event Services Manager. The Night & Weekend and Scheduling Supervisors quickly picked up the responsibilities of the missing position and worked diligently with customers to ensure the success of all scheduled events, including the many year-end awards banquets and spring semester departmental convocation ceremonies.

All of this was accomplished while the Scheduling Supervisor was taking academic classes toward a degree and the Night and Weekend Supervisor was completing sixteen units, including an internship, toward his spring graduation in Hospitality, Recreation, and Tourism Management, along with coordinating all of the volunteers working at the 2010 SJSU Commencement at Spartan Stadium.

Both of these staff also worked closely with Student Involvement staff to support the success of this past summer's New Student Orientation Program. The Night & Weekend Supervisor has now become the Student Union Interim Event Services Manager and the department is moving forward into the SU expansion and renovation project with fewer personnel, but a highly dedicated and professional full time staff who are working efficiently to meet customer needs.

Event Services student staff increased in size by 50% over the past year to meet the expanding needs of student organization, campus department, and other campus community customers. All of those staff have received training and are certified in First Aid and CPR and receive ongoing training in customer service, with many continuing to receive advanced audio visual training. That staff continues to provide oversight for our long-term space rental client, The River Church Community, which will again provide significant revenue for the Student Union during the 2010-2011 fiscal year.



HUMAN RESOURCES

The Human Resources Department is dedicated to providing accurate information to both internal and external clients. HR takes pride in providing quality service and assistance to everyone, valuing diversity and attempting to incorporate principles in Student Union's standard business practices. The Human Resources Department would like to take this opportunity to spotlight many of its contributions in the form of a retrospective of the department's dedication over the years to the Student Union, Inc. Each excerpt is pulled directly from previous years' Annual Reports.

A Retrospective, 2000-2010

2000-2001:

Horace Mann Elementary School, located only blocks from San José State University, is in a part of town that is currently under 'redevelopment.' The children, many who come from challenging environments, have been denied the resources that most children take for granted. Due to the construction, the children were being bussed several miles from downtown to a temporary school. Sensitive to the position of the children, the Human Resources department decided to gather its resources and forge a partnership with the school. This new partnership created a very unique bond for both the Student Union and Horace Mann Elementary. In December, the first donation of stuffed animals and books were distributed among the children and was met with such enthusiasm that additional stuffed animal and book drives were held in the spring and in the summer for the children.

2001-2002:

"Life Long Learning" was last year's philosophy and this theme manifested through training sessions and collaborative efforts between the Student Union community and the wider University community. Human Resources, with the help of the International Programs and Student Services department, incorporated mixed media techniques to accommodate different learning abilities and styles, with a focus on the international student, in an effort to be inclusive in their training methods.

2002-2003:

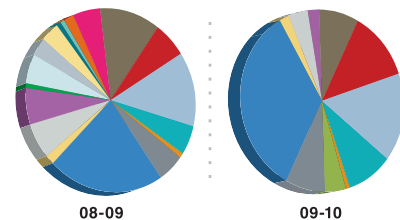
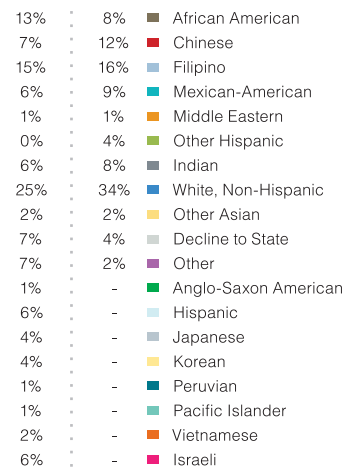
At the fall 2002 workshop, the Student Union Human Resources Department directed the staff to examine their contributions to the university's global mission involving the Student Affairs division, the Student Union, and the university community. Each department was given an opportunity to express through formal presentations or humorous skits its duties and responsibilities regarding their mission. The guest speaker was Dr. Monica Rascoe, the Vice President of Student Affairs. Dr. Rascoe presented the important achievements by the university and the Student Affairs division on its goals of student development and retention.

2003-2004:

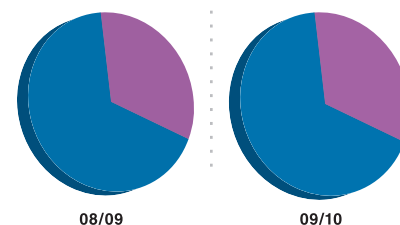
The Student Union Human Resources Department continues to promote the celebration and appreciation of the diversity within our organization. We are committed to act as watchdogs for our organization so that all populations are adequately given equal opportunities. San José State University also sends a strong diversity message by stating, "[it] celebrated the richness of ideas, traditions, and understanding that the diversity brings to the campus community." In lieu of the tragic events of September 11, it has become crucial that the Student Union, Inc., and the campus community in general embrace our strong diversity. It has also become a mantra within the Human Resources profession to promote the safety and well being of staff and guests to our facilities.

Diversity

08-09 | 09-10 | Ethnicity



08-09 | 09-10 | Gender





2004-2005:

This year's focus was on collaborating with the University's Human Resources Group for several training sessions, which are as follows:

- Penny Anderson, Immigration and Nonresident Alien Tax Specialist facilitated a workshop on "University Employment" for hiring International Students.
- Rick Casillo, Worker's Compensation & Benefits Manager, presented information to hiring managers on the processing of worker's compensation claims.
- Wiggys Sivertsen, Director of Counseling Services facilitated a mandatory workshop on Sexual Harassment Prevention training (AB1825) for supervisors and managers.
- The Student Union, Inc.'s Orientation programs have expanded to include a "Safety and Risk" Module.

2005-2006:

The Student Union Human Resources Office recognized and honored seven student employees for their years of service and their dedication to the organization. Certificates of Appreciation along with gift certificates were given to five and six year honorees. The honorees for five years of service were:

- Mashita Arshad, Box Office
- Juan Ramos, Supervisor, Sport Club
- Alma Alquina, Supervisor, Sport Club

The honorees for six years of service were:

- Jesus Angulo, Box Office
- Adriana Espinoza, Supervisor, Student Union Administration
- Remi Fatoke, Supervisor, Sport Club
- LaShante Harris, Bowling Center

We celebrate these honorees for their commitment and dedication to the Student Union, and we take this opportunity to salute our current student staff for their continued support towards the success of the organization.

2006-2007:

Human Resources facilitated a 30-minute "Communication Workshop" for the Sport Club and Aquatic Center employees. The managers and staff of both facilities competed in a "Jeopardy-style" format for the best performance in communicating their departmental policies and procedures. The Aquatic Center won the coveted first annual "Best Departmental Communication" award. Basic Supervision workshop was provided for approximately 44 student staff and 20 full-time staff members. The facilitator was Dr. Patricia Hosegood-Martin, Cal Poly, San Luis Obispo. The Diversity Workshop Series was provided for both student and full-time staff in the form of three training modules involving age, ("Age in the Workplace"), gender, ("Gender in the Workplace"), and cultural differences in the form of a "Cultural Banquet."

2007-2008:

Student Union, Inc., & Spartan Shops, Inc., "Winter Wonderland Holiday Party." Spartan Shops, Inc, worked with the Student Union Diversity Committee in organizing a combined staff holiday party to emphasize community spirit between the two companies. The party was attended by over 200 employees and featured a visit from Santa Claus and his sleigh, prizes, food, and a best costume contest.

2008-2009:

The Student Union Human Resources department continues to promote and celebrate diversity within the organization. The department is committed to ensuring that all populations are given equal access and opportunities. The Student Union, Inc., and campus in general continue to strive toward the improved promotion of strong diversity opportunities, programs, and services.

2009-2010:

In this day and age of economic upheaval, it's nice to read about "tangible rewards" that employees appreciate, as described in an article written by Jennifer Carsen, esq. The article prefaces a rhetorical question, such as: is money the key to retention and productivity? Marilyn Gardner of the Christian Science Monitor states, "[money]...it's not enough." Here are eight factors she uses as evidence:

- Appreciation
- Respect
- Trust
- Individual Growth
- Good Boss
- Compatible Co-Workers
- Compatible Culture
- A Sense of Purpose

EVENT SERVICES

Event Services is the essential first stop for any group looking to plan an event on campus. An integral member of the campus community, Event Services is committed to facilitating the many campus activities taking place at SJSU. The scheduling & planning assistance services they provide are especially vital to the success of student groups, university personnel, and off-campus organizations.

Through Event Services' efforts, these various groups are able to reserve space in a number of facilities, including the Student Union meeting rooms, Amphitheatre, South Campus fields, SPX Gyms, Spartan Memorial, Tower Lawn, Barbeque pits, 7th & 9th Street Plazas, Art Quad, Morris Dailey Auditorium, Paseo de San Carlos, and various classroom locations. In addition to all this, Event Services also arranges for the rental and use of audio, visual, and lighting equipment.

Event Services and Operations staffs work continually behind the scenes preparing Student Union and university facilities for everything from high profile events to outdoor table reservations. Operations staff provides exemplary services setting up & breaking down the Student Union facility and performing vital routine cleaning & maintenance. Their efforts are a valuable contribution to the Student Union and its activities within the university community.

Events Scheduled By Event Services During the 2009-2010 Fiscal Year

The Event Services Department assisted in thousands of events last year. The number of events and scheduled attendances are as follows:

Total Number of Events Scheduled Inside Student Union	Number of Events	Attendees
	1,931	59,961
Student Groups	357	15,351
Departments	28	3,360
Career Center	58	6,960
Orientation	23	2,438
Associated Students	13	455
Student Involvement	527	60,078
Off Campus		
Total	2,937	148,603

Total Number of Events Scheduled Outside Student Union	1,768	89,188
Student Union Tables	1,161	
Banners	1,011	
Total	6,877	237,791

Event Highlights

- Accounting & Finance Job Fair Career Center
- Admitted Spartan Day College of Humanities & Arts
- Art History Symposium Art History Association
- Ballroom Classic Ballroom Dance Club
- Bridging the Gap College of Social Work
- Civil Engineering Career Fair American Society of Civil Engineers
- CMEA Conference School of Music & Dance
- Comedy on Campus Associated Students
- Community Conference Akbayan
- Cultural Day Nigerian Student Association
- Diversity Career Fair BASE
- Domestic Violence Fair Women's Resource Center
- Governor's Town Hall Meeting University Advancement
- Greek Week Kick-Off Interfraternity Council
- International Summit Economics Department
- MESA Day 2010 MESA Schools Program
- Mineta Transportation Institute Banquet
- MPH Convocation Health Science Department
- NEAT Ideas Fair Entrepreneurial Society
- New Student Orientation International Programs & Services
- Official Polling Location Registrar of Voters
- PR Day Public Relations Student Society of America
- Professional Development Day Student Affairs
- RAZA Day M.E.Ch.A
- ROSHNI Cultural Show Indian Student Organization
- Sorority Forum Panhellenic Council
- SPARC Research Conference Psi Chi
- Spartapalooza Student Health Center
- Spring Job & Internship Fair Career Center
- Staff Management Service Awards University Human Resources Office
- Student Project Expo Computer Engineering
- Tenth Annual Lu'au Pride of the Pacific Islands
- Transfer Orientation University Advancement
- Tunnel of Oppression MOSAIC

GRAPHICS & MARKETING

The Graphics Department is responsible for the planning, production, and execution of marketing materials. In the 2009-2010 fiscal year, that included fliers, posters, brochures, handouts, signage, handbooks, manuals, reports, websites, forms, nameplates, business cards, calendars, logos, event screens, newspaper advertisements, web advertisements, banners, t-shirts, pens, pencils, notepads, stickers, letterhead, tablecloths, tents, slideshows, and more. Additionally, the Graphics Department assists in the editing and design of many materials generated by other departments.

More Campus Life

To market the new construction and renovation of the new Student Union building, the Graphics Department implemented a top-down marketing strategy focusing on the slogan "More Campus Life." By so closely associating the new facility with something that the student body, university employees, and campus community have all been wanting for many years, the campaign effectively creates a mindframe that the new building will give the campus what it needs to fix the "campus life problem." The campaign focuses around a complete website, constructed through close collaboration with the Computer Services Department, which aims to provide all possible information available on the new facility and the construction process. Fliers, banners, electronic media, and more were created to spread the advertising message as well as the website, creating a unified marketing campaign that can be carried forward and expanded upon throughout the construction process.

Concert Advertising

With the Event Center's parade of top-quality shows in recent years, the Graphics Department's volume of advertising work has also increased. Banners, posters, fliers, and print/web advertisements all were created to advertise shows ranging from Slipknot and Demi Lovato to *La Kalle Explosion IV* and Conan O'Brien. Graphics helped direct market Event Center concerts throughout the fiscal year at outreach events and organized materials and resources for numerous promotions. The busy year also meant more recognition in trade journals, for which the Graphic Department created promoter-oriented advertising.

Consistent Branding

Every semester, the Graphics Department creates a packet of materials sent to students and departments across campus. These materials showcase events occurring in Student Union facilities, highlight Student Union programs, and emphasize campus resources and services provided by the Student Union. These materials, along with monthly event calendars and annually-revised promotional materials, help keep the Student Union, Inc. at the fore of the campus community's mind.

The Graphics Department hopes to move this strategy forward into the online space over the coming fiscal year. Aside from regular implementation on sites currently frequented by the campus population, such as www.TheSpartanDaily.com, custom-tailored sites such as those created for More Campus Life and the Bay Area College Activities Network, require maintenance and updating. Advertising for digital and social media requires more than just a snazzy slogan and nifty logo – savvy patrons are looking for usable, entertaining content relevant to their interests and inquiries.



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Major Projects

A pair of 30-plus page documents is produced every year by the Graphics Department. The Student Employee Handbook was revised and edited to include more up-to-date information about Student Union policies and safety procedures. Changes included a redesign of the cover and interior pages, along with minor content additions to augment the two previous years' drastic reductions to the document.

Additionally, the 36-page 2008-2009 Annual Report was compiled, composed, designed, edited, and produced by the Graphics Department staff. The report is a reflection of the Student Union, Inc. – a continually evolving and growing company. As such, every year the report becomes a larger and increasingly involved project to produce.

Training & Staff

Some of the most well-trained, specialized staff in the Student Union are employed by the Graphics Department. All Graphics employees are required to learn top-notch customer service skills for use both at direct marketing outreach events and in meetings with internal and external clients. Additionally, they must be knowledgeable about all aspects of the Student Union in order to better represent the company's many facets in all materials produced by the department. Above all, however, they are trained on how to always best represent the image, integrity, and values of the Student Union, Inc. This high-level interpretation of corporate policy and action must be applied to all visual and written materials and mediums.



STUDENT UNION BOARD OF DIRECTORS

- Elaine Lee
- Veril Phillips
- Megan Baker
- Kim S. Uhlik
- Erika Jackson
- Jovil Clemente
- Mike Morales
- Joe Feurtado
- Jeff Lind
- Kim Pham
- Catherine Busalacchi



STUDENT UNION, INC. STAFF

Executive Director

- Catherine Busalacchi

Administrative Services

- Kristin Kelly

Accounting & Finance

- Kim Hagens
- Connie Guan
- My Tran

Aquatic Center

- Rebecca Harper

Bowling Center

- Sharon Deaver
- Michael Warren

Box Office

- Gloria Acoba

Club Sports

- Samantha Edelman

Computer Services

- Jerry Darrell

Event Center Administration

- Scott Bokker
- Jennifer Sheehan

Event Center Arena

- Ted Cady

Event Center Maintenance

- Michael Jones

Event Services

- Leanne LoBue
- Daryl Ricasa

Human Resources

- Mary Lewis

Information Services

- Gloria Robertson

Sport Club

- Caryn Murray
- André Clemmer*

Student Union Administration

- Terry Gregory
- Amy Guerra-Smith

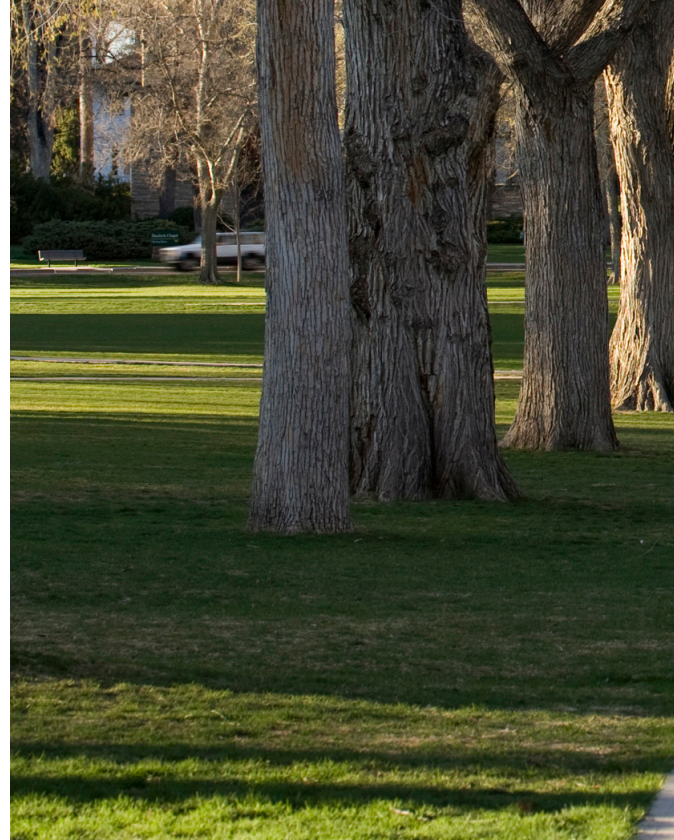
Student Union Operations

- Calvin Brown
- Daniel Sanchez

Technical Services

- Todd Fouyer
- Jon Flemming
- Anthony Ricalde

*André Clemmer is currently on leave serving his country overseas.



Technical Writer
• Andrew Weiglein

Graphic Designers
• Andy Tran
• Jack Pedersen

Apprentice Designer
• Jessica Louie



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