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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



Over the past year, the Student Union, Inc. celebrated several successes and faced a few challenges. Through these successes and challenges, we learned about the importance of being flexible, creative, collaborative, and supportive, always keeping in mind the mission of the Student Union, Inc. and how to better serve our students during tumultuous times.

Several of the successes of the past year included: an evening with Dolores Huerta on September 23, 2010; hosting the Dalai Lama on Oct. 13, 2010; Michael Moore receiving the John Steinbeck award at Morris Dailey on Oct. 14, 2010 (Michael Moore still wears his San José State hat at many of his television interviews); the groundbreaking of the new Student Union Expansion and Renovation Project on November 17, 2010, with record attendance of over 4,000 faculty, staff, and students; the SJSU club Ice Hockey team

hosting 16 teams for the 2011 National ACHA National Tournament; installing new fitness equipment in the weight room of the Sport Club; renovating the south dressing rooms in the Event Center arena; and high usage numbers from both clubs and organizations reserving meeting space in the Student Union, as well as use of the Sport Club.

While we celebrated the groundbreaking of the new Student Union, one of the challenges the organization faced was the delay in construction due to pile test failures that occurred, along with discovering steam and water lines that were not visible in any campus underground infrastructure plans. In order for the piles to pass the load capacity test, piles needed to be driven 90 feet deep and 24 inches in diameter, an increase of 10 feet in depth and 6 inches in diameter for all 298 piles that cover the east and west side of the Student Union building. None of this pile and footing work could begin until the steam and water lines were completely redirected first.

As we move into the coming year, the Student Union is working with Academic Scheduling, Spartan Shops, Housing, and campus facilities to create a "one-stop" event planning and scheduling office for all events on campus. This will offer better customer service for our students, faculty, staff, and community members as the need for campus facilities continues to grow from the increasing number of participants at campus events. Additionally, the organization is working with campus planning to begin work on the renovation of the Aquatic Center due to the scaling of the plaster causing constant maintenance issues. And in February 2012, the Student Union Inc., in support of the Center for Steinbeck Studies, will present Rachel Maddow as the recipient of the John Steinbeck Award.

The organization looks forward to a successful year as we continue to work with interior designers for the new Student Union and as we provide programs and services for the record number of students using all of our facilities.

Sincerely,

Catherine A. Busalacchi

Catherine A. Busalacchi

Executive Director



GROUND BREAKING

When a dozen glimmering golden shovels pierced raw dirt at the former site of the Old Cafeteria building on November 17, 2010, the San José State University campus changed forever. The Student Union, Inc. officially began construction on a project years in the making, aimed at continuing its legacy of putting students first. The goal – to create a unified destination for student services, reinvigorating campus life – is not small. But then, neither are the students and graduates of SJSU. They are the men and women who fuel ingenuity and forge a bright future for the world from the basket of innovation, Silicon Valley. The Student Union Expansion & Renovation Project will give this extraordinary community all it deserves.

The groundbreaking event drew a student audience larger than any other midday event in recent memory. Some came for the thousands of free shirts and the celebratory cake, while others came to listen to the live local music and grand speeches, but they all came to witness history. Twenty-five years from now, alumni will tell their children during New Student Orientation, “I remember when they were building this student union,” and twenty-five years after that, they’ll be telling it to their grandchildren. Just as the original Student Union was born from the students of the 60’s, the New Student Union represents the legacy of this generation’s students.



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 operations at San José State University in October 1969 and became incorporated in March 1982. Facilities include the Student Union Building, the Aquatic Center, the Event Center, and an ATM Kiosk. The non-profit corporation has been in business for over 41 years and receives no state funding. Revenue is derived from student fee collection as well as revenues earned from various service and facility rental fees. 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 also acts as a bridge to the greater campus community, whose members makes use of recreational facilities and attend diverse concerts and events on the SJSU campus.

The Student Union is governed by a Board of Directors composed of eleven (11) voting members:

Students - Six (6)

Faculty - Two (2)

Administrators - Two (2)

Community Member - One (1)

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 Student Union Executive Director is administratively responsible for the corporation and manages its day-to-day operations. There are four sub-committees of the Board, addressing personnel, facilities & programs, the annual audit, and the finances & reserves of the corporation.

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 and ensure 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 with construction of the Student Center Facilities Project. Construction for the project's initial phase, the expansion portion of the new Student Union facility, broke ground on November 17, 2010, with completion scheduled for late 2012 or early 2013. The second phase of the project, the renovation of

the old Student Union building, is scheduled for completion in late 2013 or early 2014. The project also includes future plans for the renovation of the Aquatic Center and the Event Center Sport Club. 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 \$246 per semester in 2010's fall semester. Collected student fees (including interest) totaled approximately \$14.4 million for fiscal year 2010-2011. A portion of these student fees paid for the annual bond debt of approximately \$1.65 million, a mandatory annual transfer of \$155,000 for the repair & replacement reserve, and CSU Chancellor's Office administrative charges.

In addition to the payment of the annual bond debt and CSU Chancellor's Office fees, student fees totaling \$4,813,427 were returned to the Student Union for its 2010-2011 operations. The Board-approved budget for the 2010-2011 fiscal year included revenues totaling \$7,405,287 (including the \$4,813,427 in student fees returned for operations) and operating expenses of \$7,083,174 plus \$322,113 in minor capital projects. 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.

Generating income from programs, services, and space rentals continues to be essential due to the continuing operational needs of existing facilities. At year-end June 30, 2011 revenues totaled \$8,005,906, with operating expenses at \$7,663,091. This resulted in net operating income of \$342,815. Investment income of \$1,007,562 and the net operating income of \$342,815 resulted in an increase to net assets of \$1,350,377. A total of \$551,506 was expended from Local Reserves for leasehold improvements and equipment, of which \$434,406 was capitalized. Major capital projects included an upgrade to the arena sound system, replacement of the domestic water pump & low-flow toilets in the Event Center, non-skid flooring & new stainless steel doors in the Aquatic Center, a new one-meter dive board & stand, and new cardio/fitness equipment in the Sport Club.

Providing quality services & programs and maintaining existing facilities continues to be a top priority for the Board of Directors and Student Union staff. The addition of the Student Center Facilities Project, currently under construction, anticipates the needs and expectations of future students and will enrich and energize campus life at the university.

STATEMENT OF REVENUES, EXPENSES AND CHANGES IN NET ASSETS

For the Student Union of San José State University (A California Auxiliary Organization)

Years Ended June 30, 2011 and 2010

	2011	2010
OPERATING REVENUES:		
Student Union Fees	\$ 4,813,427	\$ 4,743,464
Service Fees	347,839	371,509
Reimbursement of Event Costs	562,957	520,105
Rental Income	1,704,428	1,576,551
Reimbursed Wages and Benefits	388,932	371,743
Commissions	111,342	205,728
Other	76,981	58,442
TOTAL OPERATING REVENUES	8,005,906	7,847,542
OPERATING EXPENSES:		
Wages and benefits	3,747,932	3,481,280
Insurance	209,258	220,023
Supplies	239,530	221,840
Communications	39,281	38,789
Repairs and Maintenance	179,916	179,841
Utilities	929,519	955,437
Event Costs	640,725	594,629
Small Equipment Purchases	55,967	57,878
Depreciation	338,235	278,068
Business Services	1,136,493	995,769
Miscellaneous	37,121	38,891
Project Expenditures	109,114	141,231
TOTAL OPERATING EXPENSES	7,663,091	7,203,676
OPERATING INCOME	342,815	643,866
NONOPERATING INCOME:		
Investment Income, Net	1,007,562	796,272
INCREASE IN NET ASSETS	1,350,377	1,440,138
NET ASSETS:		
Beginning of Year	7,767,494	6,327,356
End of Year	\$ 9,117,871	\$ 7,767,494

STATEMENT OF NET ASSETS

For the Student Union of San José State University (A California Auxiliary Organization)

Years Ended June 30, 2011 and 2010

ASSETS	2011	2010
CURRENT ASSETS:		
Cash and Cash Equivalents	\$ 458,115	\$ 700,510
Investment	294,823	298,581
Accounts Receivable, net	203,079	120,237
Prepaid Expenses and other	44,923	43,012
TOTAL CURRENT ASSETS	1,000,940	1,162,340
NONCURRENT ASSETS:		
Restricted Cash	25,000	25,000
Investments	7,510,604	5,615,539
Funds Held in Trust	132,265	127,882
Capital Assets, net	2,571,165	2,500,430
TOTAL NONCURRENT ASSETS	10,239,034	8,268,851
	\$ 11,239,974	\$ 9,431,191

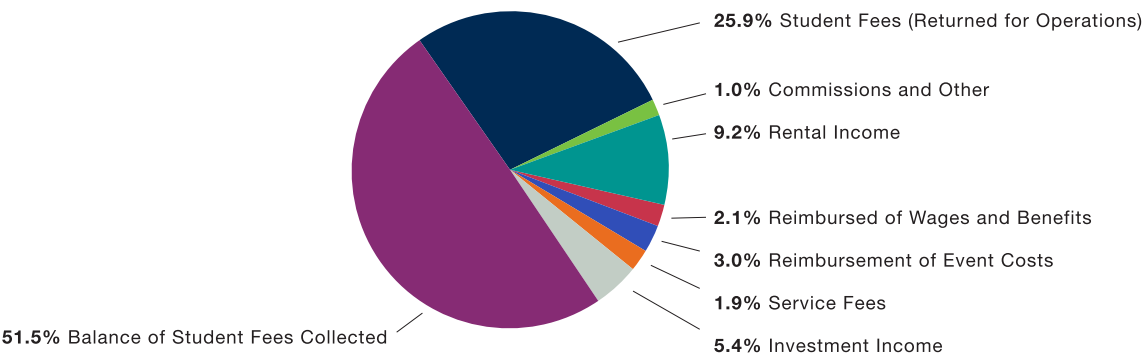
LIABILITIES and NET ASSETS

CURRENT LIABILITIES:		
Accounts Payable	712,820	606,850
Accrued Payroll and Related Expenses	481,955	376,533
Other Accrued Liabilities	102,038	60,389
TOTAL CURRENT LIABILITIES	1,296,813	1,043,772
Funds Held in Trust Liability	132,265	127,882
Other Postretirement Benefit Obligation	693,025	492,043
TOTAL LIABILITIES	2,122,103	1,663,697
NET ASSETS:		
Investment in Capital Assets	2,571,165	2,500,430
Unrestricted:		
Board-designated	1,372,141	1,569,118
Unrestricted	5,174,565	3,697,946
TOTAL NET ASSETS	\$ 9,117,871	\$ 7,767,494

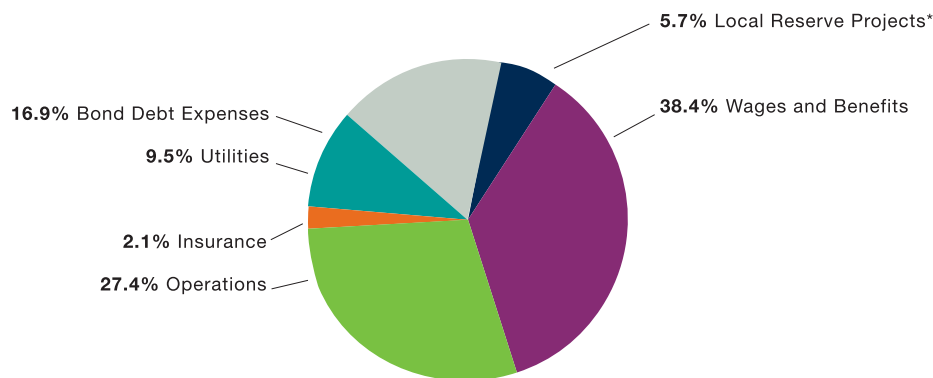
FISCAL YEAR CHARTS

2010 / 2011

Revenue \$18,568,610 (Includes all Student Union Fees Collected)



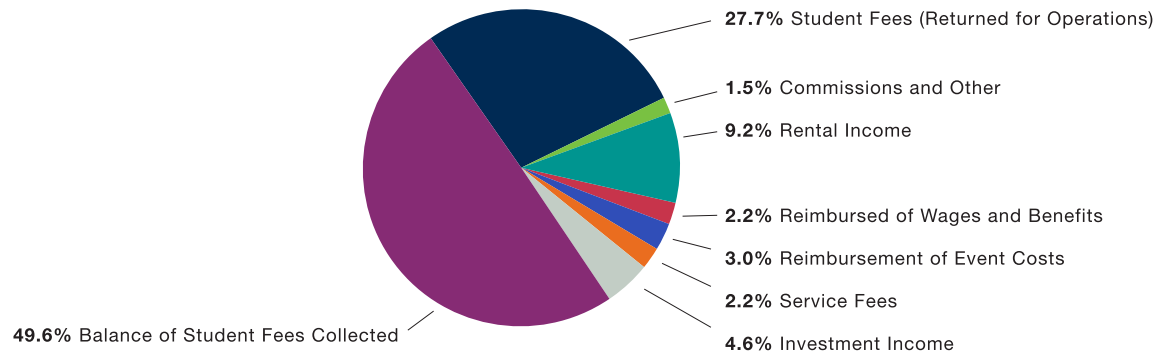
Expenses \$9,753,858 (Includes Local Reserve Projects and Bond Debt Expenses)



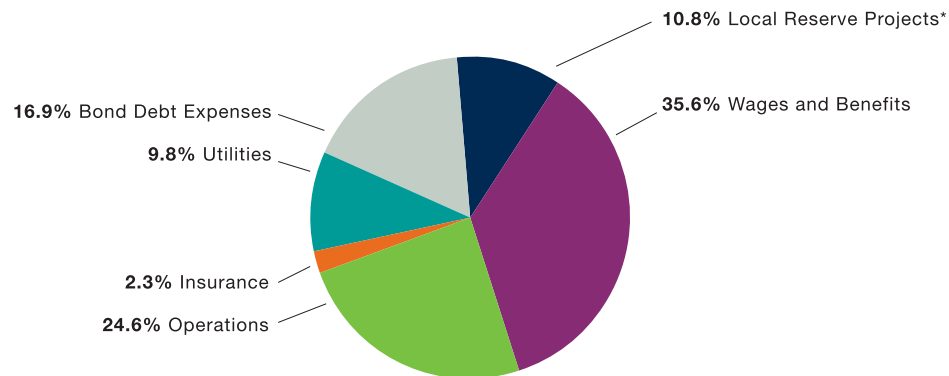
*Includes \$434,406 Capitalized Leasehold Improvements and Equipment

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

COLLABORATIONS & CONTRIBUTIONS

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.

DIVISION OF STUDENT AFFAIRS

- Associated Students*
- César E. Chávez Community Action Center*
- Career Center*
- University Housing*
- MOSAIC Cross Cultural Center*
- Orientation and Transition*
- Student Conduct & Ethical Development*
- Student Health Center*
- Student Involvement*
- Women's Resource Center*
- VP of Student Affairs*

UNIVERSITY COLLEGES & ACADEMIC DEPARTMENTS

- College of Applied Sciences and Arts*
- College of Business*
- College of Education*
- College of Engineering*
- College of Humanities and the Arts*
- College of Social Sciences*

OTHER SJSU DEPARTMENTS & ORGANIZATIONS

- Academic Technology*
- Center for Literary Arts*
- Dr. Martin Luther King, Jr. Library*
- Faculty Affairs*
- Human Resources*
- Intercollegiate Athletics*
- International and Extended Studies*
- SJSU Alumni Association*
- Office of the President*
- University Police*
- SJSU Research and Foundation*
- Spartan Shops*
- Student Academic Success Services*

STUDENT CLUBS

- AIESEC*
- Akbayan Club*
- Alpha Kappa Delta Phi*
- Alpha Kappa Omega*
- Ballroom Dance Club*
- BASE (Black Alliance of Scientists and Engineers)*
- Beta Alpha Psi*
- Black Student Union*
- Chi Epsilon*
- Delta Sigma Pi*
- Delta Zeta*
- Gamma Zeta Alpha*
- Grupo Folklorico*
- Indian Student Organization*
- Lambda Theta Phi*
- MESA*
- Pi Kappa Alpha*
- Q-Tip*
- Sigma Alpha Zeta*
- Sigma Chi*
- Sigma Nu*
- Sigma Pi Alpha*
- Society for Computer Engineering*
- Society of Leadership and Success/ Sigma Alpha Pi*
- SUERTE*
- Vietnamese Student Association*



COMMUNITY

East Side Union High School District

KFOG

Democratic Party of California

FIRST Robotics

Leadership Public School

Genesis Preschool

Kidango Cureton

CORN, After-school Program

FLY – Fresh Lifelines for Youth

Northern California Junior Sports Camp

C5 Youth Foundation, Los Angeles

Hunger Takes No Holiday Program

County of Santa Clara Registrar of Voters

Sacred Heart Community Services

ADMINISTRATION

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

STAFFING

Midway through the 2010 fall semester, the Student Union lost its Event Services Manager. The Operations and Scheduling supervisors quickly assumed the responsibilities of the empty position and began working diligently with customers to ensure the success of all scheduled events.

In January, one of the Student Union's former Audio-Visual supervisors with extensive knowledge and experience in both Student Union and Event Center operations was hired as Event Services supervisor. This immediately implementable background enabled the department to restructure some functions and create a more efficient coordination of event operations services. Operations and Event Services staff worked closely with Student Involvement to support the success of this past summer's New Student Orientation program, a challenge due to issues related to the Student Union Expansion and Renovation Project. The

Student Union moves forward into the expansion and renovation project with a highly dedicated and professional full time staff who work efficiently to meet the needs of its customers.

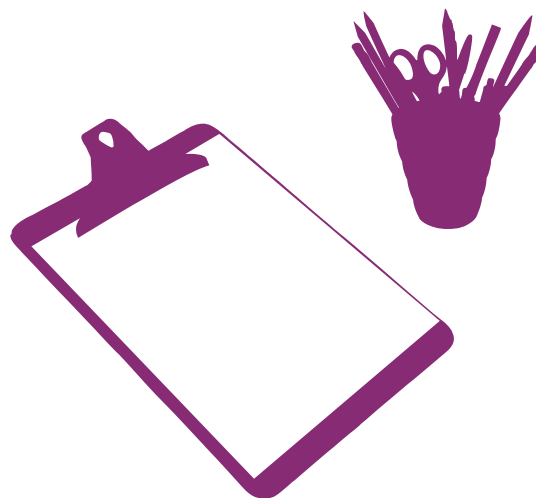
The Event Services student staff has doubled in size over the past year in order to meet the expanding needs of the organization, campus departments, and other campus community customers. All of those staff have received training and certification in First Aid & CPR and receive ongoing customer service training. Many also continue to receive advanced audio-visual training to supplement their required regimen. Staff continue to provide oversight for long-term space rental client The River Church Community, which will again provide significant revenue for the Student Union during the 2011-2012 fiscal year.

MAINTENANCE

During the 2010-2011 fiscal year, under direction of the Student Union Facilities Engineer, work continued on maintaining the infrastructure of a 42 year-old building at optimal functioning condition. The primary focus of efforts over the past year has been on providing quality customer and employee comfort during the initial phases of construction of the Student Union expansion and to help determine what will be necessary to maintain that comfort during the renovation phase of the current Student Union building.

Also during the 2010-2011 year, lanes one through four in the Bowling Center were closed for safety and liability reasons, as necessitated by demolition work taking place directly above those lanes on the ground level. Maintenance responsibilities for the Bowling Center continued to be overseen by the Student Union Facilities Engineer, which has

proven to be successful. With improved internal communication and maintenance needs of the Bowling Center being handled in a timely and efficient manner, customers are the beneficiaries.



OPERATIONS

Operations staff continued to be the backbone of Student Union building daily operation. Down one full time employee for two years, they have supplemented their efforts with student staff from the Event Services Department and found new 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's reliable, responsible, and dedicated individuals are the unheralded heroes of the Student Union, working tirelessly to provide exceptional 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 San Jose State, providing a valuable service to the campus 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 from the Student Union. Staff worked with more than 100 local businesses to provide door prizes for the Division of Student Affairs Professional Development Day 2011. Throughout the 2010-2011 fiscal year, the Student Union Associate Director worked with the architects, construction management staff, FD&O staff, general contractor, and myriad consultants & subcontractors on the Student Union Expansion and Renovation Project.



CLUB SPORTS

This year Club Sports grew from 16 club teams to 21, consisting of over 500 student athletes and 40 coaches. Players on club teams stepped into not only player roles, but leadership roles as well. During the 2010-2011 fiscal year, Club Sports teams raised funds totaling over \$300,000 through a combination of player dues, sponsorships, donations, and allocations.



EVENTS

SAFETY OFFICER TRAINING

Teams' Safety Officers joined together in October 2010 to attend the second Annual Club Sports Safety Officer Training. Over 20 members in attendance spent two hours learning about travel procedures, inclement weather hazards, risk management, and injury & incident reports. The training was led by Susie Phegley, the Executive Cabinet Safety Officer.

BUDGET & LEADERSHIP TRAINING

These two events were held towards the end of the spring semester on two separate days in the A.S. Computer Lab. Led by the Executive Cabinet Treasurer, Budget Training showed team leaders how to budget for their sport-related expenses. Items covered included setting up a correct budget, checking out & using Club Sports credit cards, submitting receipts, and depositing & using money in their different bank accounts. During Leader's Training, team presidents were trained

on overall operations regarding their team and how to operate as a part of Club Sports. They were trained and familiarized on topics like signing players up on the online system, team insurance, different types of meetings, and more.

SPARTA AWARDS

Co-hosted with Student Involvement, this second annual awards ceremony recognized campus clubs' successes throughout the year. Club Sports' Executive Cabinet Communications Liaison and Bowling Team President Julieta Rodriguez was one of the masters of ceremonies for the event. Club Sports had their very own section of the awards ceremony recognizing outstanding teams and individuals, as voted on by the Club Sports Executive Cabinet.

TEAM ACCOMPLISHMENTS

BALLROOM DANCESPORT

The major regional dancesport event of the year, the Cardinal Classic, was held on April 23. The SJSU Dancesport Team competed against schools like Stanford, Berkeley, and San Diego State. Many SJSU members made it into the semi-finals, including Chris Li and Ming Sum, who placed second and third in Silver Cha Cha/Rumba and Samba Latin Events, respectively. Lillian Luu and Chris Li also made the semi-finals in Advanced and Open Standard Events.

BOWLING TEAM

Consistently a strong performer and one of the best organized teams in Club Sports, the SJSU Bowling Team had another stellar year. During the West Coast Collegiate Team Championships, held in Davis, CA, SJSU had four bowlers in the Top 25, including Michael Grzyb, who finished third individually out of 83 bowlers. At the Carmillo Open, SJSU had seven bowlers in the top, with Grzyb again performing well, finishing 19th out of 104 competitors. However, the teams' best performance came at the Rebel Invitational, finishing 8th and 11th out of 22 teams. SJSU's Michael Claus had the high tournament game of 280 while Bryan Porte finished behind him with a 277.

The SJSU Bowling Team sent three members and a coach to Arlington, Texas in March 2011 to train at the Team USA Training Facility, and in June, eight players and two coaches went for two full days of specialized training by Team USA coaches at this state of the art facility. They received specialized lesson plans that included physical game training, mental game sessions, video analysis, team building activities, classroom sessions, and various other training elements used by Team USA. The SJSU Bowling Team was the first collegiate team in the country to train there for a full two-day session.

BOXING

San José State has a long tradition of intercollegiate boxing excellence. In February 2011, the Boxing Team traveled to Berkeley to compete against fighters from all across the western United States at the Berkeley Fight Night. Luc Mai, the most experienced fighter representing SJSU at the Fight Night, started SJSU's dominance by defeating his arch rival from the University of Santa Clara, propelling SJSU to a stellar showing at the competition. The SJSU Boxing Team earned five victories in six matches, proving themselves a strong and disciplined team.

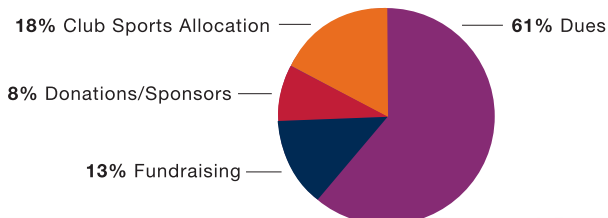
ICE HOCKEY

Celebrating its 20th season, the SJSU Ice Hockey team continues to be very popular among the student and community population. This year, the hockey-playing Spartans hosted the 2011 American Collegiate Hockey Association Division II National Tournament. Sixteen teams traveled to San José to compete in the five-day event. On home ice, the Ice Hockey team gave up only nine goals over the course of their run in the tournament to land them 9th place, their highest national finish to date.

MEN'S RUGBY

Almost a complete turnaround from the previous season, the 2010-2011 Men's Rugby Team started the season dominating opposing teams, including rivals Santa Clara University and Stanford. They continued their great season by winning the McBeath Cup, a trophy battled over with UC Santa Cruz since 1987, with a last-minute score. They spent much of the year highly ranked nationally and in first place in the Northern California Rugby Football Union.

CLUB SPORTS TEAM INCOME 2010-2011



AQUATIC CENTER

One of the largest heated outdoor swimming pools on this side of the country, the Aquatic Center is a world-class facility. Its waters have been swam by swimmers ranging in caliber from first timers to Olympians. Inviting programming, well-trained staff, and a laid-back style all help the Aquatic Center integrate seamlessly into the greater campus community.



EVENTS

More than just a day-to-day recreational venue, the Aquatic Center hosts numerous events throughout the year. The marquee event of the 2010-2011 fiscal year was the return of the Spartan Triathlon. Students, faculty, staff, and community members all participated in the event fully hosted by the Aquatic Center. Competitors spent 15 minutes at each event, swimming laps in the pool, running on a treadmill, and cycling on a stationary exercise bike. Winners were those who traversed the greatest distance before the clock ran out.

PROGRAMS

Aquatic Center staff serve the community through a number of ongoing programs, the most popular of which being swim lessons. These lessons range from "Single Lesson Sessions" to large-group, intense "Swim Clinics." The diversity of program options allows Aquatic Center patrons to learn and develop their swimming potential as they prefer. In spring, spin bikes are brought poolside at the Aquatic Center. The "Bike by the Pool" program entices many students whose dorms overlook the pool to get out of their rooms and exercise outdoors in the beautiful weather.

Many groups reserve and utilize the Aquatic Center for their own events. Spartan Athletics women's teams and the men's water polo club team use the facility to train and compete. In March 2011, the Women's Water Polo team hosted the Mountain Pacific Sports Federation conference championships. The top seven NCAA Intercollegiate teams in the nation competed for the conference title in the Aquatic Center's blue waters.

TRAINING

Monthly training meetings keep staff at the Aquatic Center in top life-saving condition, emphasizing water rescues, CPR, and first aid techniques. Aside from the Emergency Action Plan, additional training sessions include operations like the "fully clothed rescue." During this session, staff are required to simulate a water rescue while wearing a full uniform of winter wear, including sweat pants, a sweatshirt, and shoes.

SPORT CLUB

A 40,000 square foot facility, the Sport Club remains campus' primary recreation facility for students, faculty, staff, and the community. Featuring eight racquetball courts, three fitness studios, a mini-gym, and an aerobics room, this fitness destination offers so much more than weights and treadmills. Over 200,000 patrons enter the Sport Club every year, and the facility continues to expand its client base by creating and tailoring new programs, services, and equipment.

FACILITY & SERVICE CHANGES

In an effort to consolidate all on-campus recreation options under the singular banner of "Spartan Recreation," the Sport Club has found space for myriad departments from across the university. In the new services area of the Sport Club, students now have access to everything from the jointly-operated Club Sports program to the Associate Students Campus Recreation department.

Equipment upgrades made during the previous fiscal year proved to be very successful. Many patrons comment positively on the new weight equipment and exercise machines. Additionally, the space formerly occupied by the climbing wall has developed into a full-on stretching space so that patrons have a safe, strain-free workout.

EVENTS & PROGRAMS

Always bustling, the Sport Club is a hub for fitness education. Through a partnership with the Kinesiology department, the facility offers space for many university classes as students visit the club to earn their necessary physical education credits. And for those students looking for a little more, Spartan Recreation offers over a dozen different multi-session classes throughout the semester ranging from meditation to cardio funk.

The Sport Club works hard to integrate the community into the campus' fitness efforts. Every year, the department hosts a Summer Kids Camp. In 2010, over 150 kids participated by swimming, biking, exercising, doing arts & crafts, and more. The program consistently receives a resoundingly positive review from community parents.

Another staple program at the Sport Club is personal training. The department's four staff personal trainers coach patrons of all levels on how to meet their fitness goals. Their fields of expertise complement one another, so that any client will find what they need.

Spartan Recreation, as a University member of NIRSA, worked with the Sport Club to host National Intramural-Recreational Sports Association (NIRSA) Day on February 22, 2011. During the event, over 250 students participated in various activities ranging from push up competitions and basketball free throw competitions, to s'more making.

ON-CAMPUS DEPARTMENTS RESERVING FACILITY

- Equal Opportunity Department
- Student Conduct & Ethical Development
- University Athletics
- University Police Department
- Club Sports Department
- Kinesiology Department
- Student Involvement
- Associated Students

SPARTAN RECREATION GROUP FITNESS CLASSES

Step/Sculpt	Zumba Toning
Straight Up Strength	Pilates Sculpt
Cardio Funk	Masala Bhangra
Cardio Lift	Aqua Aerobics
Tahitian Cardio	Aqua Zumba Aerobics
Yogilates	Bollywood Fusion
Meditation	Bootcamp
Advanced Yoga	Power Pump
Pilates Reformer	Spin Class

BOWLING CENTER

Consistently popular, the Bowling Center continues to draw students onto campus and into the Student Union. Its diverse options of bowling, table tennis, billiards, and arcade provide something fun for everyone. Despite numerous facility changes resulting in reduced services, the Bowling Center maintained high usage numbers, totaling over 180,000 customers.

EVENTS & CONNECTIONS

Staff at the Bowling Center are collectively charged to come up with innovative events and programs to keep customers coming back. As part of this Learning Outcomes initiative, staff were split into groups, each responsible for planning, marketing, creating, and executing events while staying within budget. Each event is evaluated through input given by fellow staff members and from customer evaluation forms, and then discussed at staff meeting. Events in the 2010-2011 year included SeptemberFest, Halloween Fest, I'M Thankful For, Holiday Bash, Luau 2011, Leprechaun Bash, Spring Eggstravaganza, and CARNIVAL.

Fundraising and philanthropy are points of pride at the Bowling Center. In October 2010, the Bowling Center raised over \$500 during "Bowl for

the Cure," a nationwide program benefitting Susan G. Komen for Cure. Another event, "Hunger Takes No Holiday," collected over 200 cans of food that were donated to the Sacred Heart Community Center. The food helped feed local families in need during a very difficult time.

The Bowling Center is also beginning to push into the online marketing space with the creation of a facebook page. While the department already utilized an e-mail list marketing system, social media use continues to grow among the college population and requires ever more attention. The facebook page distributes information regarding events, specials, and programs.

CONSTRUCTION IMPACT & UPGRADES

Noise and safety concerns forced the closure of lanes one through four in the early part of 2011. At first thought to be a temporary installation, the closure was eventually determined to be necessary for the duration of construction. A temporary wall was installed to further protect patrons. The result was forced reduced usage numbers, leading to reduced income. The closure also removed lounge space, pushing the Bowling Center's seating closer to the entry desk, eliminating space for foosball tables.

However, many new amenities were also installed and upgraded in the 2010-2011 fiscal year. The aging television set was replaced with a new 47" flatscreen HD TV, and a new projector was purchased for use by the kinesiology bowling class instructors. Returning patrons will also notice that new safe lockers were installed. These additions will improve the overall customer experience, keeping the facility as up-to-date as possible before the upcoming renovation.

STAFF

While turnover is always expected on a college campus, staff turnover at the end of the spring semester was exceptionally high and will prove to be a challenge in the coming fiscal year. This loss of experienced student staff is compounded by the department's loss of a professional

bowling equipment mechanic in February. Staff have worked extremely hard to keep the Bowling Center running as smoothly as possible with the guidance and assistance of Todd Klipfel.

INFORMATION CENTER

Outstanding customer service and a never-say-die attitude characterize Information Center staff. They aim to answer every question asked of them, whether it's about a new university policy change or a historical factoid from decades of yore. For many, the Information Center is a go-to resource for brochures, fliers, and event info. They answer thousands of calls and countless walk-ups, offering a reprieve from endless phone systems.

Construction of the Student Union Expansion & Renovation project has caused an increased volume in questions at the Information Center. Close to the west entrance of the Student Union means all foot traffic heading to the Spartan Food Court must first enter the Student Union, with a large majority going directly by the Information Center. Aside from all-new questions pertaining to the construction and new facility, students who never knew about the Information Center now pass by it on a daily basis. Where call and walk-up volume used to have peak and off-hours during the day, questions now come at a steady, high pace.

The increased visibility and greater chance to showcase the Student Union's most polished customer service department keeps staff excited to come to work.

Information Center staff take their skills outside the building as well, working Student Union information tables during marketing & student outreach events, such as Admitted Spartan Day and Fire on the Fountain. It's Information Center staff who represent most students' first interaction with the Student Union during New Student Orientation over summer, and it's the Information Center that bids them farewell when they call asking about commencement information. Staff also took it upon themselves during the fall semester of 2010 to work at tables outside both the north and south entrances of the Student Union and provide an open forum for any questions about the construction of the new Student Union facility. Students greatly appreciated the Information Center's efforts to keep the campus community informed.

MUSIC ROOM

One of the most unique locales on campus, the Music Room's well-curated atmosphere provides the perfect space for students to relax, socialize, and enjoy the culture of sound. Staff in the Music Room sculpt playlists revolving around lesser-known artists while offering up magazines and games for rental. As part of this continual process, staff evaluated the room's traffic flow and re-arranged the room to better compliment patrons' group gathering needs. The new configuration also took the possible boarding up on windows on the east side and installation of a new emergency exit on the south side for construction into account. Seating now allows for greater control over crowd distribution & noise output, keeping the music the primary focus.

The Music Room's collection of over 1,000 CDs and hundreds more vinyls demand a well-structured organizational system. In August, the

Music Room installed new storage options, relieving existing cabinets that were literally bursting at the seams. Keeping the collection accessible is necessary in meeting patrons' needs, both for the main lobby and for selection in the three private listening booths. A new amp was installed mid-2011 when the old amp went out after over a decade of service.

Even though the new Student Union facility does not have space for the Music Room, patronage during the 2010-2011 fiscal year remained on a steady rise. Without any advertising, the Music Room's popularity refuses to wane, thanks largely to the staff's incredible hands-on customer service. The following year looks to be a stellar last hurrah for this hidden gem on campus.



TECHNICAL SERVICES

The Technical Services department provides professional audio/visual equipment and services to enhance events within and around the campus community. Known for their experience, versatility, and thorough production support, Technical Services dedicates itself to upholding high standards, adapting to new technologies, and strengthening the Student Union's role as an integral resource for San José State University.

STAFF TRAINING

The Technical Services training program provides classroom-style training that exceeds standard academic learning. Technicians use their training in campus venues and beyond, creating a solid foundation for a career in the entertainment industry. Training sessions constantly adapt each semester, to match the growth of the department and to changes in technology.

Some of the training sessions provided in the 2010-2011 fiscal year included:

- Concert Audio and Sound Processing*
- Video Projection and Source Switching*
- Lighting Design and Operation*
- Truss and Chain Motor Rigging*
- Power Tools and Advanced Shop*
- Emergency Evacuation and Patron Safety*
- Customer Service*

EVENT CENTER

Supporting all productions held in the Event Center Arena, including concerts, convocations, and sporting events, Technical Services coordinates and implements in-house personnel and equipment based on specific event needs. The Event Center's services were reinforced this

year by upgrades to the arena sound processing system, and further improvements to source switching abilities for the closed circuit TV system seen along the concourse level and in the support rooms.

EVENT HIGHLIGHTS

October was a record month for the arena. In four weeks, the Event Center transitioned from concert venue to rally hall, from a spiritual center to a banquet hall, then back to concert venue. Most notably, Technical Services provided full in-house audio/visual services to the Democratic Party of CA Rally that featured Gavin Newsom, Jerry Brown, and Former President Bill Clinton; the Amitabha Permission Initiation with the Dalai

Lama; and SJSU's own Capital Campaign fundraising dinner. Staff technicians agreed that it was an experience of a lifetime implementing their own designs and equipment for such high-profile events and clients.

MORRIS DAILY AUDITORIUM

The campus' historical event venue, Morris Dailey Auditorium, has become a popular place for student groups and faculty to hold a variety of events such as lectures, talent showcases, and graduations. There was an increase in the number of events and satisfaction among clients this year as technicians continually adapted and integrated new technology

into the auditorium. Strong interaction between clients and technicians has been a point of dedication and pride in the venue that keeps events coming back every year. With these continued trends, Morris Dailey Auditorium is expected to have another successful year.

EVENT HIGHLIGHTS

In October, Morris Dailey hosted “An Evening with Michael Moore,” during which the Academy Award-winning documentarian was presented with the John Steinbeck Award. The event drew a large crowd of staff, faculty, and students who were eager to hear the controversial director speak. March brought a special treat to the campus with a free Los

Lonely Boys performance hosted by local radio station KFOG and the Mexican Heritage Plaza. All audio equipment and support, as well as lighting design, was provided by technical services staff.

OUTSIDE EVENTS

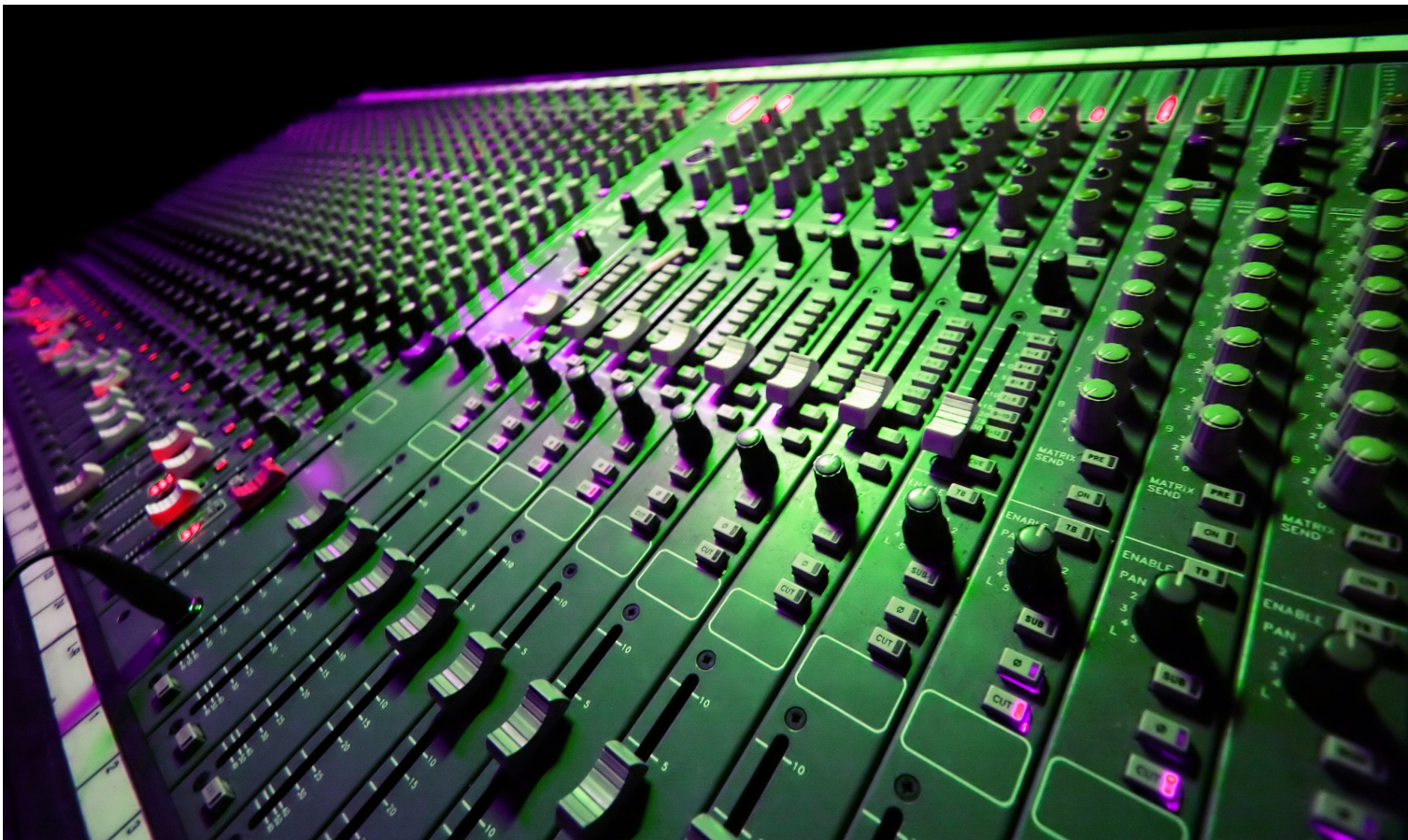
Technical Services qualifies any event that does not happen inside the Event Center or Morris Dailey Auditorium as an “Outside Event.” Technicians have adapted to other spaces around campus, including South Campus, the Student Union Ballroom, Campus Village, Spartan Chapel, Tower Lawn, and Engineering 189. The flexibility and capability of Technical Services staff has been an asset to many departments on campus, including SJSU Athletics, the Engineering department, Associated

Students, and the Martin Luther King, Jr. Library. Technicians have been able to demonstrate creativity in lighting, audio, and staging for places on campus that are not inherently equipped for production. Technical Services staff looks forward to continuing to improve on its ability to transform spaces all around campus into venues with unique production experiences.

EVENT HIGHLIGHTS

In November, “gogoNET Live!,” a professional conference on IPv6 services and products, expanded the scope of the department’s video production services. Technical Services filmed, recorded, edited, and

produced all video footage for the conference’s mass media, which was distributed online worldwide.



COMPUTER SERVICES

The Computer Services Department provides wide-ranging technology services to internal and external patrons of the Student Union. Maintenance of a secure corporate infrastructure, allowing reliable & confidential electronic data transfer, is a primary charge of Computer Services staff. The department continues to provide consulting for Student Affairs and other university departments on general technology concerns and possible improvements.

ON THE WEB

As one of the most widely used platforms for distributing information, the Student Union, Inc. website continues to be an important source of information. It details all of the company's services and facilities available to SJSU students and community members, and distributes information regarding everything from hours to handbooks. Other than the basics of providing a standard Section 508-compliant website, Computer Services has been instrumental in maintaining websites and applications many programs, including:

Club Sports

Bay Area CAN

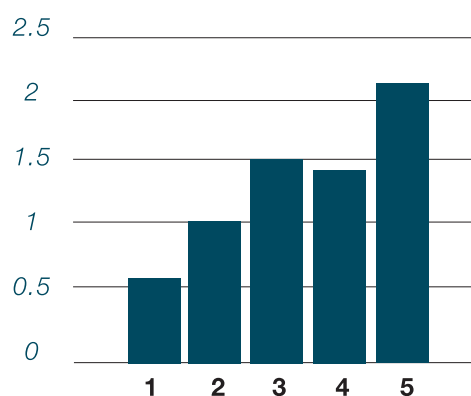
Sport Club Management System

Event and Activities Display System

More Campus Life

Corporate and campus organization web presence continually trends toward greater importance. The success of the company's websites is driven by staff throughout the organization who help monitor content and changes, resulting in up-to-date, relevant content. Some of the most popular content requires constant updating, such as corporate student employee registration forms, programming information, technical brochures, the annual report, and more.

Page Views by Fiscal Year *(in millions)*



1. **2006-2007** 530,020
2. **2007-2008** 1,014,014
3. **2008-2009** 1,506,277
4. **2009-2010** 1,488,817
5. **2010-2011** 2,103,613



TECHNOLOGY IMPROVEMENTS

Computer Services engages in an ongoing effort to increase the reliability and availability of its systems. Major operating system and application upgrades took place this fiscal year. Along with updates to currently implemented recovery technology, the department has been able to minimize network and computer interruption by maintaining up-to-date virus and security software.

SERVER AND WORKSTATION UPGRADES

Upgraded extensions to hardware and software.

Upgraded over 50 workstations to Windows 7 Enterprise.

Upgraded 90% of the production of the production servers to Server 2008.

Deployed Office 2010 and McAfee Enterprise 8.8.

SECURITY UPGRADES

ACCPAC accounting software was upgraded to the latest version and databases were moved to a more secure hardware and software platform. To enhance the security of the data, several layers of encryption were added.

GMAIL MIGRATION

Employees migrated from a traditional on-site e-mail platform to Gmail's well known enterprise version. Now, employees are able to use Google Apps, integrating webmail, instant messaging, calendaring, and much more. This change in infrastructure provides services that are far superior to traditional e-mail platforms. A large number of employees have been able to access Google from their smart phones – a feature not previously available.

E-FAX AND SCAN-TO-EMAIL

Samsung multifunctional printers were added to the Student Union and Event Center to help reduce paper waste, lower cost, increase efficiency, and produce a more scalable environment. Staff can now take advantage of the ability to receive faxes from remote locations through devices that include desktops, laptops, and smartphones.

DYNAMIC INVENTORY

An internal database was modified, and PHP codes were added to allow for inventory tracking. This change also allows inventory tracking from the same system which tracks system updates.

DAY OF SERVICE PROJECT

Programming staff upgraded the Day of Service application to better manage the roughly 800 entries for the 2010 Day of Service. The changes improved the sign-up process while maintaining functionality for the administrator to create badges, assign individuals to teams, and assign teams to busses.

PROFESSIONAL DEVELOPMENT DAY

The 2010-2011 Student Affairs Professional Development Day went seamlessly, a result of updates to the in-house Donation Tracking System and training provided to Student Union Administration staff. This in-house system, developed by Computer Services, was key in ensuring that donations and gifts were easily tracked and reported.



TECHNOLOGY IMPROVEMENTS

As a central point for technology implementation and development, Computer Services constantly strives to find technology that supports some of the most successful departments on campus. During the 2010-2011 fiscal year, department staff worked in collaboration with other departments and community partners to use technology to solve problems, increase security, and improve efficiency. As an active member in CISC, the IT department assisted in the identification and analysis of campus-wide information security exposures and provided recommendations regarding guidelines, procedures, and training to more effectively manage risks associated with the collection, use, maintenance, and release of protected information. The department also worked with Spartan Shops, Associated Students, MOSAIC, and the Career Center on system upgrades and technology troubleshooting.

HUMAN RESOURCES

The Human Resources department performs and administers job recruitment analysis, employee development, equal employment opportunity, wage & salary benefits, and employee relations. The department also plans and administers Student Union organizational development through specific programs, such as new hire orientations and staff workshops, and supports and promotes the missions of both the Student Union and San José State University.

"Power is the ability to do good things for others."— Brook Astor

CORPORATE TRAINING & DEVELOPMENT

Spring and Fall New Hire Orientations were well attended in 2010-2011. Student, Hourly, Corporation, and Full-time staff were given the latest information on corporate policies. Some of the topics updated since the previous fiscal year included: At-Will Status, Sexual Harassment Policies, Standards of Conduct, Attendance, and Appearance. Additionally, the transition program CalPERS PERT4U (Public-Employer Readiness Team) launched in June 2011. Training for the new system upgrade will be done through either CBT (computer based training) or ILT (Instructor-led training). The web-based training program Targetsolutions, formerly TargetSafety, is now openly available to Student Union managers and supervisors in order to "develop solutions that allow their businesses [departments] to run more efficiently." The program topics are varied and "geared to help reduce costs, streamline operations, and increase efficiency even with limited resources."

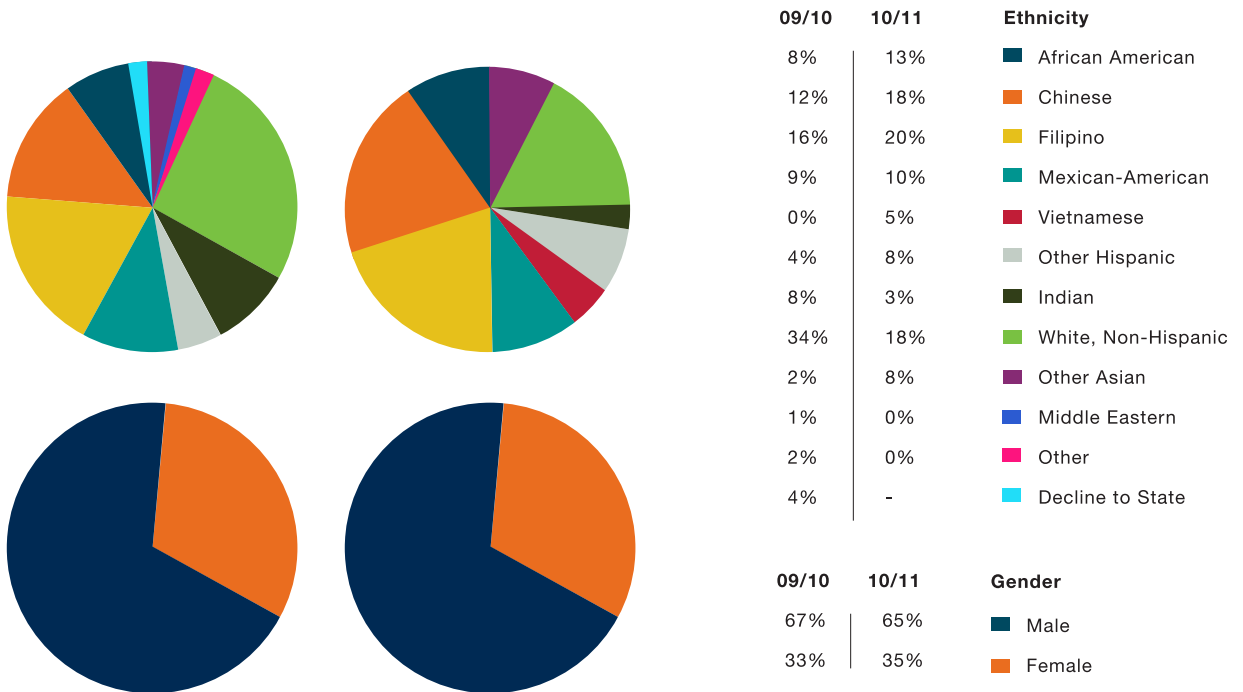
During Fall 2010, the Student Union Intercultural & Development Committee (IDC) sponsored their fourth annual Food & Clothing Drive in conjunction with the Sacred Heart Community Service Center. Over nine barrels full of food and clothing were collected from bins located at the Student Union, Sport Club, and Aquatic Center. These donations come at a crucial time of the year, when less fortunate local families struggle to find warm clothing and food.

In Spring 2011, the IDC continued to provide quality corporate workshops to Student Union, Inc. employees. The committee, comprised of several full-time employees and student staff employees, strives to create diversity awareness while furthering the professional development of the company's staff. The first workshop in the spring series, "Maintaining Mental Health," was geared to arm staff with the techniques to manage their mental health. Warning signs and prevention methods for more serious disorders were discussed, and University Counseling materials were circulated. "Different Personalities within the Workplace," the second workshop in the series, aimed to illuminate differences in work styles and cultural associations found in the workplace. To highlight generational trends, staff were given an exercise wherein they projected future societal changes in the realms of politics, social relationships, and entertainment. The final event in the series highlighted the staff's cultural diversity through food. Over 70 full-time and student staff attended the Cultural Banquet with each staff member or similar culturally-identified group bringing dishes from their heritage to share. This year's event, held at the Aquatic Center, also featured an annual water balloon toss, a watermelon eating contest, and a sketch artist for entertainment.

DIVERSITY

Diversity continues to be a central focus for the Student Union, the Student Affairs Division, and San José State University in general. The company's cultural hues and contributions continue to be two of its greatest strengths. Student Union Human Resources promotes the celebration

and appreciation of diversity within the organization. The department is committed to ensuring that all populations are given equal access and opportunities.



REFLECTIONS

The following was taken from the article, "Quick Way to Track Staff Successes" by **Michael Angier**, adapted from "Your Win List."

"As a manager, setting goals for employees is part of the job. But measuring employees' success in meeting those goals may be the most important thing. Of course, it's hard to find the time to do it, and tracking work progress can be difficult when you're close to the day-to-day work. For help, you might try this technique.

Create a Win List – A win list can be a simple text file you create on your computer. Every few days, update it with your employees' latest successes, including:

- Breakthroughs: when you or they discover or achieve something new*
- Goals achieved: completed projects, and*
- Events: occurrences that have impact on your staff's progress.*

For each entry, list the month and date when it happened. It'll make it easier to remember these accomplishments at a later date. List inspires workers to do better – The "win list" can help you focus on what's working and remind you how far you've come. But it also can serve as a pick-me-up to employees, inspiring them to improve even more."

EVENT CENTER

Another amazing year, 2010-2011 in the Event Center drew over 120,000 attendees to campus and surpassed revenue expectations despite the weak economy. With 11 concerts, 15 university events, 31 basketball games, and 15 community events, the Event Center proudly fulfilled the University's mission by offering culturally diverse programming.



CONCERTS

Event Center concerts generated nearly \$2 million in gross ticket sales, with concerts spanning a variety of genres, from pop to country to world music. Enrique Iglesias, Nelly, and Jay Sean were a few of the artists who performed at the Movin' 99.7 Triple Ho Show in front of a sold out Event Center crowd. Other big draws included Lady Antebellum, Alice in

Chains, Thirty Seconds to Mars, and Martin Lawrence. Cultural concerts continued to be successful, with both the San José Mariachi Festival and the Star Magic Tour returning to the Event Center. Successful world music newcomers to the venue included Rahat Fateh Ali Khan and JYJ.

CAMPUS & COMMUNITY EVENTS

Returning annual events like the Career Center's EXPO, the Honors Convocation, and departments' convocations all highlight the Event Center's continued efforts to support campus events & programming. Associated Students held a free Rock the Vote concert, University Advancement sponsored a fundraiser to kick off its Capital Campaign, and in addition to Men's and Women's Basketball, SJSU Athletics hosted the WAC Gymnastics Championship in the Event Center.

Events were also programmed that served the diverse community which surrounds campus. At the end of the spring semester, the Event Center hosted six local graduation ceremonies for the East Side Union High School district. The Campbell Union High School Music Festival, the FIRST Robotics regional competition, and the San José Sensei Judo Tournament were all held in the Event Center. The California Interscholastic Federation hosted its girl's high school volleyball tournament, featuring some of the best young volleyball players in the state.

A WEEK TO REMEMBER

October provided one of the most exciting and exceptional weeks in the history of the Student Union Event Center. During a four-day period in mid-October, the Event Center and its staff brought to campus author and Academy Award-winning filmmaker Michael Moore, His Holiness the Dalai Lama, and a Democratic Party rally featuring Bill Clinton.

The Dalai Lama visited the Event Center for a morning teaching session with over 4,000 patrons in attendance. Event Center technical staff produced the entire event in-house and set up an FM translation system so the event could be translated into three languages. Just a few days later, the Democratic Party of California hosted a gubernatorial rally supporting Jerry Brown and Gavin Newsom. Former president Bill Clinton gave a rousing speech to the crowd of over 3,000. Within the same week, Michael Moore was honored with the John Steinbeck Award.

Two prominent events honoring recipients of the John Steinbeck Award, Dolores Huerta and Michael Moore, were supported by Event Center staff. Presented annually by Steinbeck's eldest son, the award is given to individuals who have contributed to society by capturing "the spirit of Steinbeck's empathy, commitment to democratic values, and belief in the dignity of the common man." For the first time ever, the award was given to two individuals in the same year. Dolores Huerta spoke in conversation with MALDEF president Thomas A. Saenz, three members of the activist band Ozomatli, and Richard Gonzales of NPR. Michael Moore was interviewed by Metro publisher Dan Pulcrano during an evening event hosted by Cathy Busalacchi. Since then, Moore has worn his SJSU Spartans cap on prominent national television shows such as "Real Time" with Bill Maher and MSNBC's "Rachel Maddow Show."



FACILITY UPGRADES & CORPORATE RELATIONSHIPS

The Event Center works on two fronts in its effort to remain a competitive venue in Northern California. Internally, continual upgrades are performed so that the venue stays up-to-date and comfortable for patrons of all kinds of events. Externally, the venue reinforces its relationships with other industry companies, including local and national promoters

like Live Nation, AEG, and Another Planet Entertainment. In the 2010-2011 fiscal year, the Event Center extended its ticketing agreement with Ticketmaster. The new deal provides for upgraded ticketing equipment, allowing staff to better serve Event Center guests.

EVENT SERVICES

The Event Services department schedules nearly every event on campus. It's the first stop for any department, organization, or company looking to reserve space at San José State. Committed to facilitating the best event planning assistance service possible, Event Services' mission is to set up every event on campus for success.

EVENTS SCHEDULED BY EVENT SERVICES DURING THE 2010-2011 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
Student Groups	1,946	60,326
Departments	352	15,136
Career Center	18	2,160
Orientation	62	7,440
Associated Students	22	2,332
Student Involvement	9	315
Off Campus	653	74,442
Total	3,062	162,151
Total number of Events Scheduled Outside Student Union	1,975	91,173
Student Union Tables	707	
Banners	770	
Total	6,514	253,791

Working with its clientele to determine their needs, Event Services offers advice on which venue to use, when to schedule the event, and which additional service they'll require. Clients work with the department to reserve space in myriad 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. Rental and use of audio, visual, and lighting equipment is also arranged through Event Services.

Operations staff work closely with Event Services to keep the Student Union a well-oiled meeting space reservation machine. They work continually, setting up and breaking down reservations of all kinds, ranging from high-profile major events to outdoor table reservations. Exemplary speedy service and outstanding attention to detail accentuate the vital service that Operations provides.



EVENT HIGHLIGHTS

Orientation & Transition, Freshman Orientation
 School of Social Work, High School Career Day
 International Programs & Services, New International Orientation
 MOSAIC, African American New Student Welcome Reception
 Panhellenic Council, Orientation
 Athletic Department, Sports Hall of Fame
 Vietology Student Group, Vietnamese Cultural Week
 Human Resources, Employee Services
 Delta Zeta, Greek Week Kick Off
 Human Resources, Staff Award Luncheon
 Education Opportunity Program, Welcome
 Political Science Department, Don Edwards Lecture Series
 Indian Student Organization, Raas-Garba 2010
 American Society of Civil Engineers, Career Fair
 SJSU Silicon Valley Center for Global Innovation &
 Immigration Conference
 Student for Sensible Drug Policy, Prop 19 Debate
 Registrar for Voters, Primary/General Elections
 Social Work Graduate Student Association, Community Dialogue
 Public Relations, Student Society of America PR Day
 Entrepreneurial Society, NEAT Ideas Fair

Computer Engineering Department, Student Project Exposition
 HRT Management Society, Green Trade Show
 Society of Latino Engineers & Scientists, Extravaganza
 Black Alliance of Scientists & Engineers, Diversity Career Fair
 Division of Student Affairs, Professional Development Day
 Q-Tip, Queer Dance
 MESA Schools Program, MESA Day
 Masters of Public Health and Student Association,
 Sexual Diversity Event
 Wellness & Health Promotions, Spartapalooza
 Poets & Writers Coalition, Niles Peterson Tribute
 Bay Area California Arts Program, Scholastic Student Art Awards
 MOSAIC, Tunnel of Oppression
 Women's Resource Center, Panel Discussion: Equal Pay for Women
 Art History Association, Symposium
 Economics Department, International Economics Summit
 Pride of the Pacific Islands, 11th Annual Lu'au
 MESA Engineering Program, Awards Banquet
 Computer Engineering Department, Student Project Exposition
 American Society of Colleges & Universities, General Education &
 Assessment Conference

BOX OFFICE

Open all week and during events, the Box Office provides crucial ticket sales and customer services to the greater campus community. Departments and organizations all over campus utilize the Box Office to print and sell tickets for their events, from student-organized concerts to department-run conferences. Staff at the Box Office often are the first and last interaction event-goers have with the Event Center, making them integral to the image and representation of the facility.

BUSTLING CONCERT SEASON

One of the busiest weeks ever for the Box Office happened in October 2010. Rock legends *Alice in Chains* performed with popular modern rock bands *The Deftones* and metal *Mastodon* before a huge crowd on October 11. Just two days later, His Holiness the Dalai Lama gave an Amitabha Buddha Permission Initiation in the arena. The 4,700 Event Center tickets sold faster than almost any event in the venue's history. The very next day, Michael Moore was awarded the John Steinbeck Award before a sold out crowd in the Morris Dailey Auditorium. The week ended with the Vote 2010 Democratic Rally on October 17, an event featuring esteemed political figures such as Bill Clinton, Jerry Brown, and Gavin Newsom. Ticket services were rendered to each event by the Box Office, and staff were primary points of customer services all week long.

A number of other memorable events sold very well in 2010, including the 18th Annual Tahiti Fete, which sold out all three days – 9,000 tickets total. Country rock group *Lady Antebellum* nearly sold out the event Center, and the “Movin’ 99.7 Triple Ho Show” in December packed the Event Center with big name performers like Enrique Iglesias, Nelly, and Taio Cruz. Hollywood star Jared Leto brought his rock band *Thirty Seconds to Mars* to the Event Center in April to perform before a full arena. Ticketing services were also rendered for one of the Event Center’s most culturally-diverse calendar of concerts in recent history. September saw the San Jose Mariachi Festival’s performance of *¡Adelita!*, and in April, Star Magic 18 brought a slew of Taiwanese stars to the Event Center. Other culture-focused shows included the Pakistani performer Rahat Fateh Ali Khan, the South Korean group *JYJ*, Indian singer Sonu Nigam, and the norteño-band *Los Tigres del Norte*.

PARTNERSHIPS

The Box Office continues to work very closely with myriad university departments, most notably Spartan Athletics. The Western Athletics Conference Gymnastics Championship held in the Event Center, featuring squads from all over the western US, was ticketed by the Box Office. The Box Office also continues to provide ticketing services for all Men’s and Women’s Spartan Basketball games. The SJSU Ice Hockey club team also utilized the Box Office to handle ticket sales for season and individual game tickets during the regular season, and again called upon the Box Office during the five-day American Collegiate Hockey Association National Championships.

University departments and local area high schools are also long-time collaborators with the Box Office. Numerous departments work with the Box Office to provide ticketing for campus events, including graduations and convocations such as Chicano Commencement. Popular events like the Pride of the Pacific Islands’ annual lu’au and QTIP’s drag show are ticketed through the Box Office. And, at the end of the school year, over 23,000 tickets were printed for the six local high school graduations held in the Event Center. The Box Office’s excellent customer service continually brings the high schools back to the facility, drawing entire families to campus every year.

2010-2011 EVENT CENTER EVENTS

MUSIC

Alice in Chains
JYJ
Lady Antebellum
Los Tigres del Norte
Movin' 99.7 Triple Ho Show
Rahat Fateh Ali Khan
Sonu Nigam
Star Magic 18
Thirty Seconds to Mars

UNIVERSITY EVENTS

A.S. Rock the Vote
Career Center Fall Career Fair
Career Center Spring Career Fair
Chicano Commencement
College of Business Fall Convocation
College of Business Spring Convocation
College of Engineering Spring Convocation
College of Engineering Fall Graduation
Honors Convocation
Psychology Department Convocation
Social Work Department Graduation

SPORTS

CIF Volleyball Tournament
Sensei Judo Tournament
Spartan Men's Basketball
Spartan Women's Basketball
WAC Gymnastics Finals

FESTIVALS

His Holiness the XIV the Dalai Lama
Campbell Music Festival
Tahiti Fete
San José Mariachi Festival
Vote 2010 Rally
FIRST Robotics

COMMUNITY

Andrew Hill HS Graduation
Evergreen Valley HS Graduation
Mt. Pleasant HS Graduation
Piedmont Hills HS Graduation
Santa Teresa HS Graduation
Yerba Buena HS Graduation

COMEDY

Martin Lawrence

MARKETING & GRAPHICS

The primary advertising and graphic design house for the Student Union, Inc., the Graphics Department is responsible for the conception, planning, production, and successful implementation of marketing strategies throughout the company. Working closely with almost every other department, Graphics' staff develops advertising strategies targeting departments' specific clientele and their needs. Whether it's interior signage design in the Sport Club, online & print development for the Event Center, or T-shirts and banners at events like Groundbreaking, Graphics executes quality campaigns.

MORECAMPUSLIFE

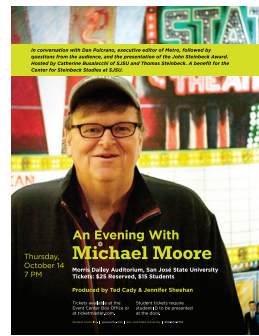
One of the largest ongoing projects, the MoreCampusLife campaign advertising the Student Union Expansion & Renovation Project began in 2009 with a slogan, evolved into a website, and now represents a well-rounded campus-wide marketing push. With the successful development and implementation of the website, information distribution focuses around publishing the site's URL, requiring minimal space while maximizing visual impact. Individual events during the marketing campaign can be highlighted while still falling under the MoreCampusLife

banner. In November, Graphics went into top gear producing material for Groundbreaking. T-shirts bearing a stylized rendering of the new facility were freely handed out, banners hanged throughout the Student Union building, and fliers stuck to bulletin boards across campus. Throughout the event, Graphics staff photographed goings on and helped man information distribution booths. Turnout for groundbreaking was unprecedented by any other midday campus event in recent history.

FALL

The Graphics Department remains one of the lithest departments in the company, producing myriad major ongoing projects in one packed semester. Coinciding with the Event Center's intense fall schedule, Graphics' output hit an all-time high. Each event put on by the Event Center staff requires a flurry of marketing material, including online advertisements, newspaper press releases, event screen slides, print ads, posters, fliers, and banners. So, when the Event Center had its busiest October schedule in years, Graphics had its busiest September as well, followed by a long-tail concert season marked by culturally-centric concert advertising stretching into spring.

Concurrent with and immediately following the concert season, Graphics published the 2009-2010 Annual Report. Representing the culmination of the entire company's work for the fiscal year, the Annual Report is a burden of love. Inside its 36 pages is all the information anyone should need about the company from the previous year, from financial data and diversity statistics to department summaries and staff achievements. Sharing a close deadline with the report, the annually-revised 32-page Employee Handbook reflects the most recent policy changes for the company and new state & federal laws.



SPRING

In spring, the Graphics Department completed its highest-visibility project of all time. While painting the construction fence blue was one easy step toward alleviating eye sore, providing it with tasteful, clear, and effective signage required a skilled, controlled hand. Simple, direct style and a no-frills font make eye recognition almost instantaneous, maximizing signage efficiency. During the long process of application analysis, many options were weighed, including painting directly onto the fence and producing metal signage to affix onto the plywood. In the end, vinyl was chosen for its relatively quick turnaround time, its versatility, and its long-term durability.

To increase online presence and overall visibility, the Event Center website got a complete redesign courtesy of close collaboration between the Graphics and Computer Services departments. The new website's design was complete in mid-spring and will be implemented sometime in the near future. The site features a more venue-friendly layout, brighter colors normally associated with both concert venues & the university,

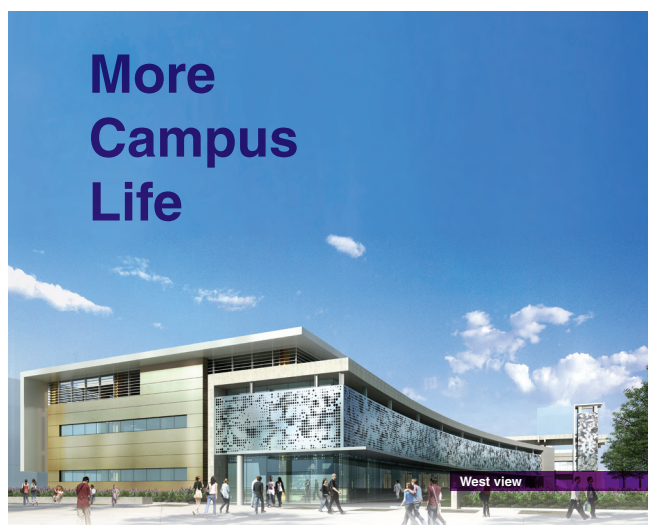
TRAINING & STAFF

All Graphics employees must be familiar with the university's style guide as well as logo usage policies for the various designs found around campus. They must stay knowledgeable about the company's material style and how it intersects with university style. Staff are trained in top-notch customer service and they learn about all aspects of the company

and more easily accessible information. The redesign's necessity was underscored by an unusually busy spring concert season full of events requiring advertising suites of posters, fliers, and ads. Events receiving the full treatment included JYJ, Rahat Fateh Ali Khan, Tahiti Fete, Los Tigres del Norte, Thirty Seconds to Mars, Martin Lawrence, Star Magic 18, Show Luo, and the Mexican Heritage Festival.

Continual maintenance of signage throughout the company also typically occurs in spring. Graphics Department staff work with facility to assess signage needs, whether a facility simply needs to replace dated signs or their space needs have evolved entirely differently. This spring saw new signs put up to discourage bikers and electric carts through walkways surrounding the construction zone as well as new materials in the Sport Club and Aquatic Center. Spring is also when Graphics Department staff evaluate its stock of materials for orientations and other student outreach events.

to better craft material that represents the company and its individual departments. Graphics Department employees are some of the most specialized and well-trained in the entire company, and are required to always represent the image, integrity, and values of the Student Union, Inc. in the highest light.



Student Union Expansion & Renovation

This year the Student Union, Inc. took the first step toward ensuring a thriving campus life for years of students to come with the construction and renovation of a new Student Union building. Students and the community will have access to a single destination providing complete services.

Almost every service and facility currently offered students will be expanded or upgraded. The result will be more space, more services, more activities, more food, more shops — more campus life.

Level 1	Level 2	Level 3
1. Orientation, Office, & Storage	1. International and Extended Studies	1. International and Extended Studies
2. Learning Center	2. Student Union Center	2. Student Union Center
3. Student Union	3. Student Union	3. Student Union
4. Student Union and Music Department	4. Student Union	4. Student Union
5. Student Union	5. Student Union	5. Student Union
6. Student Union	6. Student Union	6. Student Union
7. Student Union	7. Student Union	7. Student Union
8. Student Union	8. Student Union	8. Student Union
9. Student Union	9. Student Union	9. Student Union
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19. Student Union	19. Student Union	19. Student Union
20. Student Union	20. Student Union	20. Student Union

morecampuslife.com

STUDENT UNION, INC.
SAN JOSÉ STATE UNIVERSITY

MOVIN 99.7

TRIPLE HO SHOW 2010

FEATURING

ENRIQUE IGLESIAS
NELLY
JAY SEAN
TAIO CRUZ
FAR EAST MOVEMENT
MIRANDA COSGROVE

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

WEDNESDAY, DECEMBER 1
EVENT CENTER AT SJSU
7:30 PM
TICKETS \$25-\$67.50

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