

TABLE OF CONTENTS

Mission Statement	3
Executive Director's Message	4
More Campus Life	5
Financial Summary	6
Statements of Revenues & Expenses	8
Statements of Net Assets	9
Fiscal Year Chart 2011-2012	10
Fiscal Year Chart 2010-2011	11
Collaborations & Contributions	12
Event Center	14
Box Office	15
Event Center Events	16
Club Sports	18
Sport Club	20
Aquatic Center	22
Bowling Center	24
Computer Services	26
Technical Services	28
Human Resources	30
Event Services	32
Music Room	34
Information Center	35
Graphics & Marketing	36
Student Union Administration	38
Board of Directors & Staff	39

OUR 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.



A MESSAGE FROM THE EXECUTIVE DIRECTOR

It's my pleasure to share with you the Student Union's 2011-2012 Annual Report. The report highlights the activity throughout the various departments, updates on projects in specific areas, collaborations with campus partners and community organizations, and key events that were sponsored by the Student Union, Inc.

In meeting the culturally diverse needs of the campus, the Event Center booking staff worked diligently with various promoters to ensure the events brought to San José State University would be varied in type and would attract a broad spectrum of the campus' students and community. Some of the cultural events included: the San José Sensei Memorial Judo Tournament, the Brazilian Jiu-Jitsu US Open, Tahiti Fête (a Polynesian and Pacific Islander festival), the San José Mexican Heritage Festival, the Taiwanese performer Show Luo, the Pakistani singer Rahat Fateh Ali Khan, and a show by Sonu Nigam, an Indian singer.

In my message last year, I spoke about the campus excitement around the groundbreaking of the new Student Union. The excitement continues to increase as the students and the campus community can see the formation of the new structure with the steel framing and sheet rocking of the rooms, making the building come to life. We anticipate the east and west portions of the new Student Union to open by June of 2013. The current Student Union will then shut down and be renovated, with an anticipated opening date of June 2014. During this

time, the Event Services staff of the Student Union will relocate to a room on the first floor of the east wing of the new portion of the building, and a majority of the Student Union staff will be housed in a construction trailer on 9th Street. Along with the construction, the staff of the Student Union has been busy working with consultants on the furniture for the areas throughout the building, and with an IT consultant and campus IT to ensure the state-of-the-art equipment installed in the new building is compatible with campus IT infrastructure. Some of the new technology includes: video conferencing, digital displays, megapixel IP camera system, electronic locks, intelligent building monitoring, solar panels, and high-tech sound & lighting systems.

Along with the Student Union project, the Event Center and Sport Club spent last year developing plans to completely enhance both areas with Spartan Pride. Some of the work that has been done this past summer includes: repainting the entire interior of the arena and the lobby of the Sport Club, refinishing the concourse floors throughout the arena, re-carpeting the lobby of the Sport Club, installing a new Sport Club entry desk, incorporating new signage in both areas, and purchasing new free weight equipment in the Sport Club fitness room.

As the university continues to be challenged with the state budget crisis, the role of the Student Union as a campus partner and contributor to the co-curricular education of our students becomes critical to student success and the vitality of the campus community. The Student Union will need to increase its support with our colleagues across the campus to ensure that campus life programs continue to meet the increasing needs of our students and on-campus residents.

The organization looks forward to a successful year of meeting the out-of-classroom needs of our students, and resuming conversations regarding a new Aquatic Center and the renovation & expansion of the Sport Club.

Sincerely,
Catherine A. Busalacchi
Executive Director



MORE CAMPUS LIFE

Once merely a flicker of a hope as an idea that could raise the bar for campus life at San José State University, the Student Union Expansion & Renovation project stands proudly now as three framework floors of steel, concrete, pipes, sweat, and ambition. The first girder showed up on the eastern side in February, and the west followed just a few months behind in May. Anchored deep into the ground, the network of beams grew rapidly, bracing against the now historic 40 year old Student Union building. Before long, passersby could glimpse in and see floors, walls, stairwells, and vents. The future is coming.



The new building already sweeps dramatically through the heart of SJSU's storied campus. Student excitement swells with the myriad possibilities of what's to come: a bigger ballroom, more meeting rooms, improved student services, and a central home for campus life. The new indoor theatre will host concerts, lectures, and movie screenings. The ballroom will have banquets, fairs, and festivals. The outdoor spaces will be perfect for rallies and recruitment. The building will bring More Campus Life to SJSU.



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. 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 Kiosk. The non-profit corporation has been in business for over 42 years and receives no state funding. Revenue is derived from student fees collected 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-sponsored program. The Student Union also 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 is governed by a Board of Directors composed of eleven voting members:

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

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 subcommittees of the Board that address 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 stable financial position as well as ensuring adequate funding for future capital improvements and the expansion of the facilities.

In anticipation of the needs of future students and the campus community, the Student Union received approval for a fee increase and approval to proceed with construction on the Student Center Facilities Project (SCFP) in 2006. Construction for the project's initial phase, the Student Union Expansion and Renovation Project (SUERP), broke ground on November 17, 2012. The expansion phase is scheduled to be completed in May 2013. The second phase of SUERP, the renovation of the existing Student Union building, is scheduled for completion in early 2014. The SCFP also includes future plans for a new Aquatic Center and the expansion and renovation of the Sport Club. Approval of the SCFP project resulted in progressive fee increases over a period of five years and annual cost-of-living adjustments thereafter. Student fees increased to \$316 per semester in Fall 2011. The collected student fees were approximately \$19 million for fiscal year 2011-2012. A portion of these student fees paid for the annual bond debt of approximately \$1.62 million, as well as other CSU Chancellor's Office administrative charges.

In addition to the payment of the annual bond debt and CSU Chancellor's Office charges, student fees totaling \$4,431,804 were returned to the Student Union for its fiscal year 2011-2012 operations. The Board-approved budget for fiscal year 2011-2012 included revenues totaling \$7,141,959 (including the \$4,431,804 in student fees returned for operations) and operating expenses of \$7,141,959 plus \$277,529 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, pay the current bond debt for the existing facilities, build reserves that will lower the bond payment when the SCFP is financed, and 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, 2012, revenues totaled \$7,769,052 with operating expenses at \$7,491,891. This resulted in net operating income of \$277,161. Investment income of \$128,399 and net operating income of \$277,161 resulted in an increase to net assets of \$405,560. A total of

\$322,608 was expended from Local Reserves for leasehold improvements and equipment, of which \$312,822 was capitalized. Major capital projects included a remodel of the Sport Club interior (paint/carpet/sound system and a new accessible entry desk), purchase of an electrical scissor lift, installation of stainless steel turnstiles in the Aquatic Center, upgrading the network to meet C.O. standards, HVAC modifications (Phase 1) in the Event Center, scoreboard upgrades to meet NCAA requirements, purchase of additional audio-visual equipment for producing campus events, and a major upgrade to Event Center concessions stands by installing digital menu displays.

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



STATEMENTS OF REVENUES, EXPENSES & CHANGES IN NET ASSETS

THE STUDENT UNION OF SAN JOSÉ STATE UNIVERSITY

(A California State University Auxiliary Organization)

YEARS ENDED JUNE 30, 2012 & 2011

	2012	2011
OPERATING REVENUES		
Student Union Fees	\$ 4,431,804	\$ 4,813,427
Service Fees	355,888	347,839
Reimbursement of Event Costs	544,232	562,957
Rental Income	1,724,168	1,704,428
Reimbursed Wages and Benefits	407,796	388,932
Commissions	169,610	111,342
Other	135,554	76,981
Total Operating Revenues	7,769,052	8,005,906
OPERATING EXPENSES		
Wages and Benefits	3,642,125	3,747,932
Insurance	217,760	209,258
Supplies	254,063	239,530
Communications	37,903	39,281
Repairs and Maintenance	138,393	179,916
Utilities	872,316	929,519
Event Costs	624,297	640,725
Small Equipment Purchases	61,073	55,967
Depreciation	368,509	338,235
Business Services	1,184,261	1,136,493
Miscellaneous	40,859	37,121
Project Expenditures	50,332	109,114
Total Operating Expenses	7,491,891	7,663,091
Operating Income	277,161	342,815
NONOPERATING INCOME		
Investment Income, Net	128,399	1,007,562
Increase in Net Assets	405,560	1,350,377
NET ASSETS		
Beginning of Year	9,117,871	7,767,494
End of Year	\$ 9,523,431	\$ 9,117,871

STATEMENTS OF NET ASSETS

THE STUDENT UNION OF SAN JOSÉ STATE UNIVERSITY

(A California State University Auxiliary Organization)

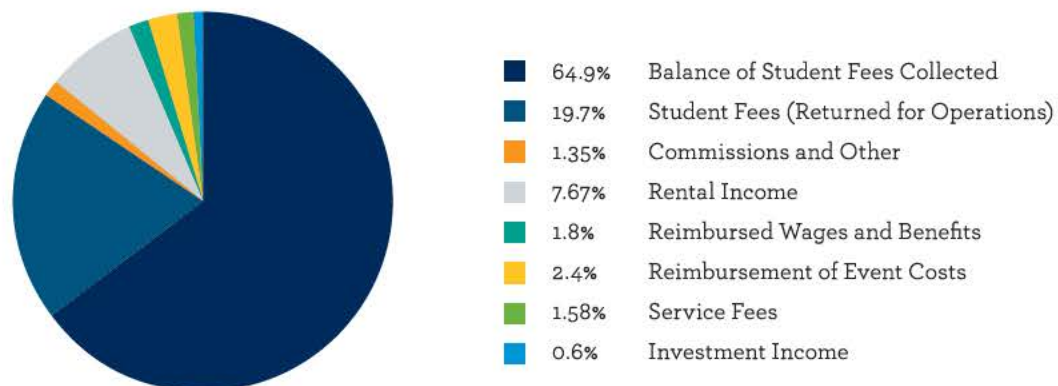
YEARS ENDED JUNE 30, 2012 & 2011

	2012	2011
ASSETS		
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 934,989	\$ 458,115
Investments	479,181	294,823
Accounts Receivable	157,293	203,079
Prepaid Expenses and Other	58,640	44,923
Total Current Assets	1,630,103	1,000,940
NONCURRENT ASSETS		
Restricted Cash	25,000	25,000
Investments	6,516,573	7,510,604
Funds Held in Trust	123,197	132,265
Capital Assets, Net	2,485,086	2,571,165
Total Noncurrent Assets	9,149,856	10,239,034
Total Assets	\$ 10,779,959	11,239,974
LIABILITIES & NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable	\$ 641,986	\$ 712,820
Accrued Payroll and Related Expenses	408,914	481,955
Other Accrued Liabilities	82,431	102,038
Total Current Liabilities	1,133,331	1,296,813
Funds Held in Trust Liability	123,197	132,265
Other Postretirement Benefit Obligation (OPEB)	—	693,025
Total Liabilities	1,256,528	2,122,103
NET ASSETS		
Investment in Capital Assets	2,485,086	2,571,165
Unrestricted:		
Board-designated	1,728,552	1,372,141
Unrestricted	5,309,793	5,174,565
Total Net Assets	\$ 9,523,431	\$ 9,117,871

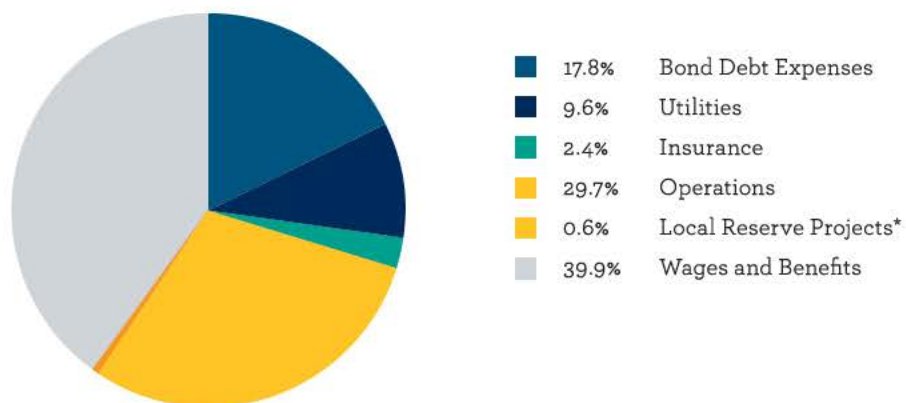
FISCAL YEAR CHARTS

2011/2012

Revenue \$22,475,459 (Includes all Student Union Fees Collected)



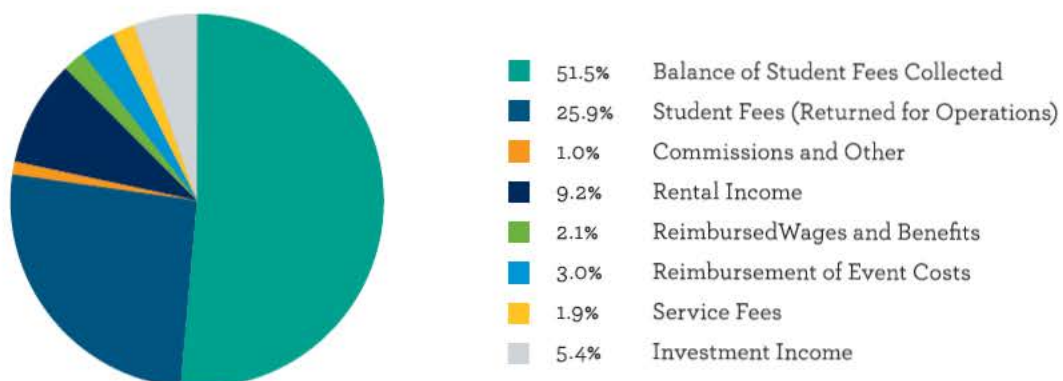
Expenses \$9,109,278 (Includes Local Reserve Projects and Bond Debt Expenses)



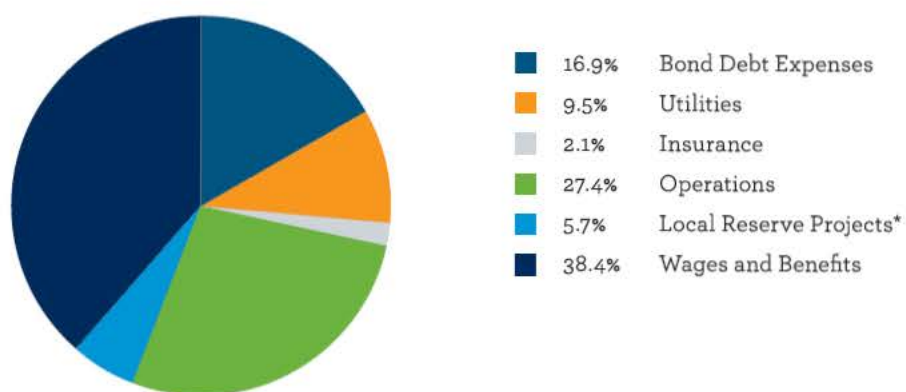
*Includes \$312,822 Capitalized Leasehold Improvements and Equipment

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

COLLABORATIONS & 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.

Division of Student Affairs

- » Associated Students
- » Career Center
- » César E. Chávez Community Action Center
- » Division of Student Affairs
- » MOSAIC
- » Orientation and Transition
- » Student Conduct and Ethical Development
- » Student Health Center
- » Student Involvement
- » VP of Student Affairs
- » Women's Resource Center

University Colleges and Academic Departments

- » Charles W. Davidson College of Engineering
- » College of Applied Sciences and Arts
- » College of Business
- » College of Humanities and the Arts
- » College of Science
- » College of Social Sciences
- » Connie L. Lurie College of Education



Student Clubs

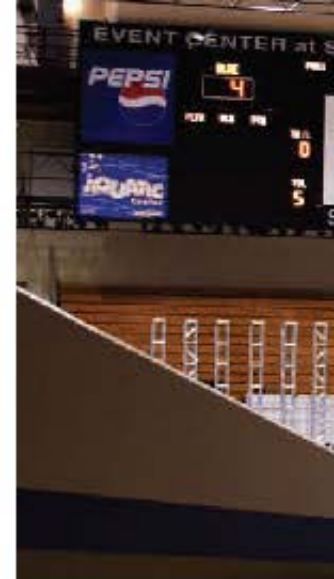
- » Akbayan Pilipino American Organization
- » Alpha Kappa Omega
- » Alpha Phi Omega
- » Ballroom Dance Club
- » Beta Alpha Psi
- » Black Student Union
- » Campus Village Building C Hall Government
- » Chicano Commencement Committee
- » Child and Adolescent Development
- » Delta Gamma
- » Delta Sigma Phi Fraternity
- » Delta Sigma Pi
- » Delta Zeta Sorority
- » Grupo Folklorico
- » Indian Student Organization
- » Iota Phi Theta Fraternity, Incorporated
- » Muslim Students Organization
- » Pi Kappa Alpha
- » Psi Chi
- » Q-TIP
- » Sigma Chi Fraternity
- » Sigma Nu Fraternity
- » Sigma Theta Psi
- » Sikh Students Association
- » Society for Computer Engineering
- » Society for Human Resource Management
- » Society of Latino Engineers and Scientists
- » Tau Beta Pi
- » Theta Chi Fraternity
- » Tutor Club
- » Vietnamese Student Association
- » Women in Aviation

Other SJSU Departments and Organizations

- » Academic Technology
- » Dr. Martin Luther King, Jr. Library
- » Faculty Affairs
- » Human Resources
- » Intercollegiate Athletics
- » International and Extended Studies
- » Office of the President
- » SJSU Research and Foundation
- » Spartan Shops
- » Student Academic Success Services
- » The Martha Heasley Cox Center for Steinbeck Studies
- » Undergraduate Studies
- » University Police

Community

- » Burnett Middle School
- » FIRST Robotics
- » Fresh Lifelines for Youth (FLY)
- » Grace Community Center
- » Leadership Public Schools
- » Liberty Baptist School
- » Lowell Playworks
- » Mexican Heritage Corporation
- » Sacred Heart Community Service
- » Santa Clara County Office of Education
- » South Bay Womyn's Conference
- » Stipe Elementary School
- » YWCA



EVENT CENTER

The Event Center had another successful year, attracting over 100,000 attendees to the San José State University campus and generating nearly \$8 million in gross ticket sales. With a range of programming including concerts, cultural shows, community events, University events, and Spartan Basketball, the Event Center continues to help fulfill the University's mission by offering culturally enriching experiences to the campus community.

CAMPUS, COMMUNITY & CULTURAL EVENTS

As a part of SJSU, the Event Center is tied very closely to the campus and its community. The facility plays host to events sponsored by student groups, community companies, and local organizations. Perhaps the most historic event of the academic year 2011-2012 came in April 2012 with the inauguration of President Mohammed Qayoumi. Throughout the year, the Event Center was the go-to venue for campus groups' events, including the Career Center's EXPO, the Honors Convocation, Student Involvement's Student Organization Conference, and myriad university graduations. And as always, the Event Center was the proud home of Men's and Women's Spartan Basketball.

The Event Center's support of community events displays the incredible diversity that surrounds the campus. Two returning festivals, the San José Mexican Heritage Festival and Tahiti Fête, highlight the demand for cultural programming. The Campbell Union High School Music Festival, FIRST Robotics'

regional competition, the San José Sessel Memorial Judo Tournament, and the Brazilian Jiu-Jitsu US Open were all held at the Event Center. And when the bay area sports community was hit by the 2011 NBA lockout, a handful of players from the Golden State Warriors played a charity game "We Believe vs. Dubs" to benefit the foundation Athletes vs.

CONCERTS

Ranked as one of the top 20 venues in its size by *Venues Today*, the Event Center attracted nearly 40,000 concert-goers in 2011-2012, generating almost \$2.5 million in gross ticket sales. Some of the year's most popular artists came to the venue and packed the house in sold out shows, including Drake, One Direction, Big Time Rush, and Bassnectar. Entertainers often enjoy performing at the Event Center so much that they come back regularly, including performer Kelly Clarkson, who nearly sold out her third performance at the venue. Event Center staff work closely with promoters to build a roster of incoming artists that appeal to the campus and its community, leading to booked shows (such as Drake and One Direction) that could have gone to much larger venues.

The Event Center greatly values the interests of SJSU students, paying close attention not only to industry trends but also to the genres and artists to whom students have favored and responded. Programming was focused to better serve the tastes of students this year, a successful trend which will continue. Shows like South Bay local-turned-global DJ Bassnectar are a direct result of these efforts. Additionally, the Event Center is working with promoters and campus organizations to create more SJSU student-oriented sales and specials



The multicultural voice of Silicon Valley remains evident in the Event Center's concert lineup, with international artists including Taiwanese performer Show Luo, a return performance by Pakistani singer Rahat Fateh Ali Khan, and a sold out show by Indian singer Sonu Nigam – whose date at the Event Center was recognized as a "Hot Ticket" by *Venues Today*, based on attendance and ticket sales.

EVENT CENTER IMPROVEMENTS

Staff at the Event Center spent many hours planning upgrades to the storied 20-year-old facility. These planned improvements will help keep the facility looking modern as well as contribute to the growth of Spartan Pride. Among the enhancements will be a complete repainting of the facility's interior, striping and polishing of the concrete floors, and new architectural lighting. Other elements, such as new directional and informational signage, along with event posters in the lobbies and concourse, will give the building a more vibrant feel. There are also plans to introduce plants and lighting to the patios, creating a more functional and attractive space on the front exterior of the facility.

RENEWED CAMPUS PARTNERSHIP

In October of 2011, Event Center management reached an agreement with Spartan Shops Inc. to provide concession, merchandise, and catering services for all events taking place at the Event Center. This agreement, which will carry through 2018, provides the Event Center a true campus stakeholder as a

partner. The Event Center was very pleased and excited by the presentation that Spartan Shops provided during the bidding process and has seen a tremendous upgrade in products and services.

THE JOHN STEINBECK AWARD

Event Center staff produced two prominent events this year honoring recipients of the John Steinbeck Award on behalf of the Center for Steinbeck Studies. Both events generated overwhelming response from the campus community and the media. In February 2012, MSNEC host and author Rachel Maddow became the first recipient of the prestigious award under 40-years-old and only the third female recipient after musician Joan Baez in 2003 and legendary labor leader Dolores Huerta in 2010. Maddow was presented the award by Thomas Steinbeck following a discussion with local radio host Pat Thurston and Q&A with the audience. The event was broadcast live over the internet from Morris Dailey Auditorium.



BOX OFFICE

A full-service ticketing and customer service department, the Box Office often represents a patron's very first interaction with the Event Center or even the university. Open during the night of events, the Box Office and its staff are always on-hand to help customers solve their ticketing or customer service problems. Through the Box Office's window, customers can buy tickets for concerts, Spartan sporting events, university graduations, movie theaters, and any other Ticketmaster show in the western United States.

Concert Ticketing

The Box Office operates as the Event Center's point of first contact for concert-goers, selling seats, printing tickets, and answering calls about concert information. Fiscal year 2011-2012 was busy for the Box Office with a full concert series, including five sold out events - Bassnectar, Drake, One Direction, Big Time Rush, We Believe vs. Dubs - and a couple near-sellouts like Kelly Clarkson and Sonu Nigam.

Student-only presales and SJSU-exclusive pricing promotions are available in part because of the Box Office's ticketing expertise, creating services and packages that wouldn't be available at a venue without a fully-staffed ticketing office. The result is a younger, more energetic college crowd for events

like One Direction and Bassnectar. These exciting concerts create an atmosphere that generates buzz with students and the industry.

University Ticketing

Ahead of the curve in Vision 2017's goal of creating an atmosphere of interdepartmental cooperation, the Box Office has long provided ticketing services for departments all over the San José State University campus. Spartan Athletics has long had a positive relationship with the Box Office, who sells tickets to Men's and Women's Spartan Basketball games and offers Spartan Football tickets without a Ticketmaster charge. Staff work with departments to provide ticketing for department graduations and events held in venues ranging from the Barrett Ballroom to Morris Dailey Auditorium. They sell tickets to SJSU Ice Hockey club games, Campus Movie Fest, and even student discount tickets to museums like the California Academy of Sciences.

Upgrades & Trainings

To keep up-to-date with the ticketing industry, the Box Office Manager attended the International Ticketing Association's 33rd Annual Conference and Exhibition in San Antonio, Texas. Upgrades to the facility included new Ticketmaster equipment and updated software for the ticket entry scanners.

2011-2012

EVENT CENTER EVENTS

Concerts

- » Show Luo
- » Big Time Rush
- » Gigantour
- » Drake
- » Kelly Clarkson
- » Rise Against
- » Rahat Fateh Ali Khan
- » Bassnectar
- » One Direction
- » Sonu Nigam

Festivals

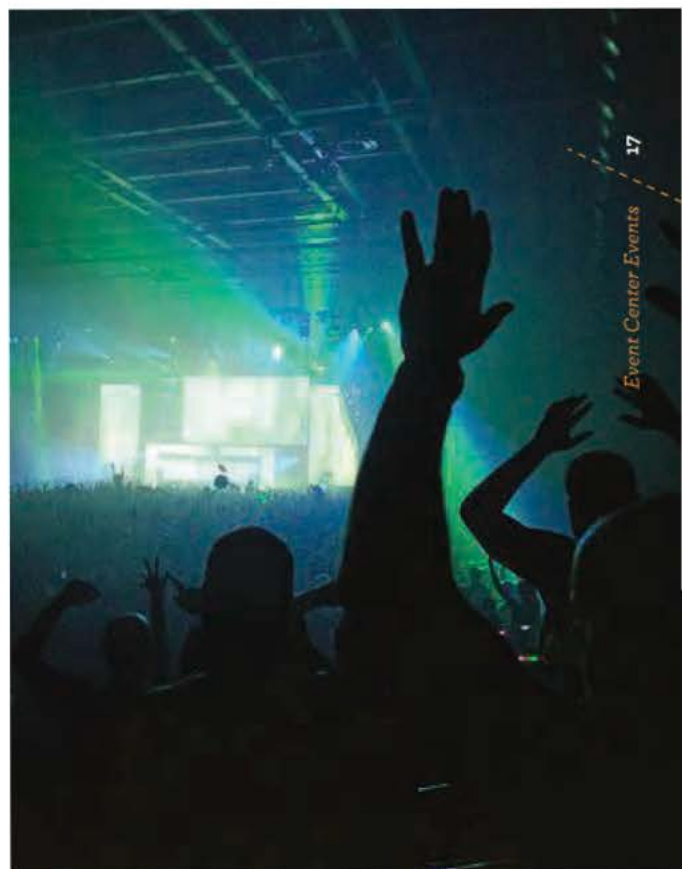
- » Campbell Music Festival
- » FIRST Robotics Competition
- » SJ Mexican Heritage Festival
- » Tahiti Fête

Sports

- » Brazilian Jiu-Jitsu US Open
- » We Believe vs. Dubs
- » Spartan Women's Basketball
- » Spartan Men's Basketball
- » San José Judo Competition

University Events

- » Welcome Convocation
- » Student Organization Conference
- » Fall Job & Internship Fair
- » Spring Job & Internship Fair
- » SJSU Marching Band Concert
- » College of Engineering Fall Convocation
- » College of Business Fall Convocation
- » College of Engineering Spring Convocation
- » College of Business Spring Convocation
- » Psychology Convocation
- » Social Work Convocation
- » Chicano Commencement
- » President's Inauguration
- » Honors Convocation



CLUB SPORTS

The Club Sports program continues to be a success, growing to almost 600 student athletes and 30 coaches. Club teams compete at varying levels, ranging from local leagues to national tournaments. Run by students with passion and love for sport and the spirit of competition, Club Sports teams raised over \$350,000 through player dues, sponsorships, fundraisers, donations, and annual allocations. These are some of the most active, committed Spartans on campus, and the Student Union, Inc. is proud to support them in their endeavors.

TEAM ACCOMPLISHMENTS

Boxing

The Boxing Team continues to carry on a long tradition of boxing excellence at San José State University. Team standouts Gabriel Sanchez and Oscar Gomes traveled to Colorado Springs, CO, to compete in a national tournament against athletes from the University of Virginia, the US Navy Academy, and the #1 east coast seeded US Coast Guard Academy. Gomes defeated all three of his competitors, winning the NCBA National Championship's welterweight division. The victory landed the Spartan the title of NCBA All-American of the Welterweight Division.

Division I Men's & Women's Volleyball

Both the Men's and Women's Division I teams had very successful seasons, with Men's playing over 40 games and Women's playing over 50. Both teams performed well enough to travel to Nationals in Kansas City, KS on April 5th and both finished ranked 18th in the country among all other Division I schools.

Women's Volleyball

A new team for the academic year 2011-2012, the Division II Women's Volleyball Team raised the most funds of all Club Sports teams despite its small roster. By connecting with local businesses for sponsorships, hosting volleyball tournaments, selling team apparel, and other efforts, the team raked in over \$11,000 in funds. Their hard work was rewarded with a team trip to Nationals in Kansas City alongside the Division I Women's Volleyball Team. Participating in the Division II tournament, they played 32nd in the nation. Their hard work

and determination is an inspiration for other small Club Sports teams.

TRAINING

In mid-August, Club Sports organized a Fall 2011 Leadership Training program. Each team sent their president along with one other representative to receive training in effective communication and strong leadership styles. Teams were briefed on important dates for the upcoming year along with all of the procedures and requirements to help their sport operate smoothly throughout the season. This training keeps everyone on the same page operationally and gives teams and program leaders a chance to conceptualize goals for the coming year.

LOOKING AHEAD

Club Sports continues to mold and enhance leaders from every area of campus. For the upcoming year 2012-2013, Club Sports looks to add four new teams: Mountain Biking, Power Lifting, Rowing, and Women's Water Polo. These four additions will join the 21 other existing teams, continuing the trend of year-to-year growth for the program. It will remain the goal of the program to help enable student athletes and leaders of all backgrounds, cultures, genders, and competitive interests to shine as Spartans.

COMPETITION & TRAVEL

Each Club Sports team belongs to a sport-specific national governing body that oversees conference play as well as regional and national playoffs. Each team chooses and joins a local conference and begins to create and manage their competition schedules by contacting other teams and confirming game dates, reserving facility space, organizing travel reservations, and approving player eligibility. Many teams purposefully build their schedule to include competitors from around the state and across the country, seeking various levels of competition. This experience allows teams to interact with different programs, compete against different systems of play, and push themselves to new levels of training. This year alone, teams have successfully budgeted and traveled to Nevada, Kansas, Texas, Indiana, Colorado, Utah, Florida, and all throughout California to compete in regional tournaments and national playoffs.





SPORT CLUB

As part of the Student Union's mission to make on-campus student life well rounded, the Sport Club provides a full-service fitness center operating in the heart of the university. The facility works with recreation departments throughout campus as part of Spartan Rec to offer programming and services that students need to keep them active, healthy, and happy.

Sport Club usage continues to grow dramatically every year. As a result, the Sport Club has increased the size of its student staff and begun two new employee programs: a monthly student staff meeting and an Employee of the Month Program. This larger staff has allowed the Sport Club to take a more active role in campus programs, such as assisting EOP with the EOP Student Olympics. Attendance at Sport Club-created events is on the rise, too, as this year's Study Day Weight Competition had 30 male and female competitors. Monster Energy gave every participant a swag bag full of Monster goodies and distributed energy drinks to the event's audience.

FACILITY UPGRADES

The Sport Club took the first large steps in a dramatic cosmetic and comfort overhaul during fiscal year 2011-2012. The maroon highlight paint originally installed to match the Event Center's color scheme did little to help facilitate energized work outs or drive Spartan pride in the gym. To help alleviate this problem, the stripes throughout the facility as well all of the interior doors were painted Spartan blue. New flooring was also installed on the main floor of to match the new paint and complete the "renovated" feel of the Sport Club.

Aside from the cosmetic changes, a new, larger entry desk was installed. Patrons who enter the Sport Club today will see the entry desk directly ahead of them with smiling staff to greet them. An additional permanent "Member Services" station was added to help meet customer needs more efficiently and effectively. Moreover, an ADA-compliant portion was added to the entry desk to better accommodate the Sport Club's disabled patrons.

FITNESS TRAINING

Fitness training continues to be a huge draw for the Sport Club. The program combines nutritional counseling and personal training to create a complete fitness program, helping them eat right and discover newer, more effective exercises. While many students and patrons enjoy working out on their own, the demand for educated nutritional advice and trained fitness personnel is growing. Due to this high demand, the fitness training program grew from two fitness trainers to five. Over 35 students signed up for the program.

SUPERVISOR RETREAT

In August 2011, the Sport Club Student Supervisors attended a Supervisor Retreat with the Assistant Facilities Manager. At this retreat the team worked through various team building exercises such as low and high ropes course. Prior to leaving the site, the Student Supervisors put their heads together and set the following one-year goals:

For Staff Development

- » Offer Two Workshops—*Achieved*
- » Mentorship Program—*Achieved*
- » Staff Development Sessions at every staff meeting—*Achieved*
- » Session types: Emergency Response, Teambuilding, Sport Club Jeopardy, Colors

Goals for the Facilities

- » New Front Desk—*Achieved*
- » New Flooring—*Achieved*
- » Two Major Programs Created for Students—*Achieved*
 - » NIRSA Day
 - » Weight Room Competition

Increased Usage:

	2010/11	2011/12
Students:	206,356	258,248
Community:	947	1,522
Faculty/Staff:	2,567	2,781



AQUATIC CENTER

One of the most popular on-campus destinations during summer months, the Aquatic Center has seen dramatic rises in usage over the past year. The facility boasts one of the largest heated outdoor pools in the western United States and the staff are some of the most well-trained employees in the company. Swimmers of all levels, ranging from first day swimmers to Olympians, can be found in the Aquatic Center.

FACILITY EQUIPMENT ADDITIONS & UPGRADES

Proper maintenance of a facility is necessary to keep happy visitors coming back. As such, in 2011-2012, the Aquatic Center upgraded its locker rooms with new flooring and new stainless steel doors. Inside the pool, there are new lane lines and reels to make set up and cleaning for student and sporting events quicker and easier. Lastly, the rusting entry and exit turn styles were replaced with new stainless steel models.

SPECIAL EVENTS

The Aquatic Center continues to be a destination not just for casual recreation and athletics, but also for events planned by on-campus groups. On April 6th, SJSU Women's Water Polo made their game into an event by handing out free food and giveaways during their game against USC. The grill got fired up for the Student Union's annual springtime cultural potluck, a party by the pool where employees bring food from their culture to share. Associated Students also hosts their pool party at the Aquatic Center every spring.

The "Splash 'N' Dash" on April 27th was a new event created through collaboration with Associated Students Campus Recreation. Similar to the "Swim Run" from 2008, this event had participants swim 20 lengths of the pool zig-zagging from the shallow end to the deep, then hop out and run a 5k around the campus. Competition winners were awarded with fame and glory.

Delta Gamma sorority chapters across the country hold their own variations of the "Anchor Splash" philanthropy event, and SJSU's local chapter is no different. For over a decade, they've hosted the event in the Aquatic Center, making one of the facility's oldest traditions. And, in what is becoming a new tradition, the Aquatic Center bid farewell to the spring semester with a Dead Day Pool Party, held on May 16th. The event was designed for students to have a glimmer of fun in the middle of the most stressful part of the semester. There was a diving board contest, a deep end dive for energy drinks, free food, music, and inner tubes for lounging.

Team Practices Held in the Aquatic Center:

- » SJSU Women's Swim Team
- » SJSU Women's Water Polo Team
- » Hosted a tournament with the Canada National Water Polo Team in participation.
- » SJSU Swim Club
- » SJSU Triathlon Club
- » SJSU Men's Club Water Polo: CWPA Tournament
- » Santa Teresa High School Water Polo
- » Notre Dame High School Swim Team
- » National Synchronized Swim Team



PROGRAMS & TRAINING

Staff at the Aquatic Center meet stringent requirements for preparedness and water safety. In addition to standard lifeguard training, employees meet to practice water rescues, CPR, and first aid procedures, the university emergency action plan, and "fully clothed rescues."

Visitors to the Aquatic Center can also sign up for training. In the past, the facility has offered lifeguard, CPR, and first aid certification as well as group swim lessons. This year, however, the Aquatic Center offered private swim lessons to its patrons. These lessons were targeted to swimmers of all age groups and were very popular.

USAGE INCREASES

Previously, students who attended SJSU during the fiscal year but not during the summer intersession would not be allowed free use of the Aquatic Center during summer months. This was changed in 2012 as spring semester students were granted extended usage of both the Aquatic Center and Sport Club for the summer (May 24th to August 21st). The result was drastically increased usage numbers. This clearly shows that students who are not attending summer classes are willing to come to campus and use campus facilities if the opportunity is offered. Part of the increase is also attributed to slightly warmer weather, more event programming, and the freshman on-campus living requirement.

<i>Increased Usage:</i>	<i>March 2011</i>	<i>March 2012</i>
<i>Total:</i>	<i>1,601</i>	<i>2,905</i>
<i>Students:</i>	<i>565</i>	<i>1,750</i>
	<i>April 2011</i>	<i>April 2012</i>
<i>Total:</i>	<i>2,440</i>	<i>4,807</i>
<i>Students:</i>	<i>1,403</i>	<i>3,360</i>



BOWLING CENTER

The Bowling Center has long been a major part of campus life at SJSU. It simultaneously functions as a recreational venue, a space for student group events, a classroom, and an event programming department. Daily play remains the staple for patrons of the Bowling Center, but every area of the facility has hosted large, competitive tournaments. Students earn kinesiology credits in the Bowling Center, and staff create innovative programs to keep patrons coming back.

EVENTS & PROGRAMS

Weekly programming is a cornerstone of the Bowling Center's strategy. In fiscal year 2011-2012, the Bowling Center started a "Two Dollar Tuesday Special" in lieu of a Tuesday evening bowling league. The successful promotion allowed SJSU students to bowl two games for just two dollars and guest

bowling was only two dollars per game. The deals extended to billiards with SJSU students playing for two dollars per hour and guests just four. Tuesday evening soon had a steady flow of happy customers.

In support of National Breast Cancer Awareness month, the Bowling Center repeated its popular "Bowl for the Cure" program. Through customer generosity during events throughout the month of October, the Bowling Center raised \$700 in donations to breast cancer charity programs, surpassing last year's total by \$200.

The Bowling Center looks to continue its growing tradition of hosting events that not only bring in new and returning patrons but also benefit a good cause. The facility has steadily nurtured an incredibly positive reputation through its fun philanthropic events, inspiring clubs and organizations to host their own charity tournaments and game nights.

MS. LOFORTI'S THIRD GRADE CLASS

What started out to be a personal project became a Bowling Center staff project with the “adoption” of Ms. LoForti’s third grade class at Samuel Stipe Elementary School. This was an opportunity to enrich the lives of both the third graders and the SJSU student staff through interaction with each other, asking questions about anything that came to mind, and creating a positive impression of college life. The Bowling Center and its staff created life experiences that may not otherwise be available to the kids.

Staff were able to offer the students movie screening passes, activity books, posters, and t-shirts for four childrens’ movies (“Dolphin Tale,” “Happy Feet 2,” “Journey 2: The Mysterious Island,” and “The Pirates: Band of Misfits”). Attendance

averaged 35 per movie. Staff visited the elementary school to help with in-class projects during the school year. In October, they helped the kids make ghosts out of fabric, balls, yarn, and glue. In March, they organized an egg hunt and assisted with egg coloring.

The Bowling center also hosted a pair of field trips. The elementary kids visited the Bowling Center in December and were treated to bowling, a hip hop performance, a martial arts demonstration, and concluded the day with the distribution of gift bags. In return, the kids sang holiday songs for Bowling Center staff. In June, the class and chaperones bowled and were entertained by the SJSU student group *Luna y Sol Folklorica*. Everyone was in awe of the costumes and dance moves. The staff helped supervise the elementary school children during the visit, socialized with them during lunch, and concluded the event by distributing backpacks filled with little surprises.



COMPUTER SERVICES

Responsible for providing technology services and support to the Student Union and its patrons and partners, the Computer Services Department maintains a secure corporate infrastructure delivering technology solutions. Computer Services consults with other campus departments on general technology improvements and university technology implementation initiatives. Most importantly, the department keeps the Student Union's technological current flowing, allowing for reliable, secure, and confidential electronic data transfer.

ON THE WEB

The Student Union, Inc.'s web presence continues to be one of the most widely used platforms for the distribution of information. Each page is an important and reliable source of information about the company's facilities and services for the students and community of SJSU. Other than the basics of providing a standard Section 508-compliant website, Computer Services has been instrumental in maintaining myriad websites and applications, including:

- » Club Sports
- » Sport Club Management System
- » Event and Activities Display System
- » More Campus Life

It is important for an organization to maintain a vibrant web presence. The success of the company's site is driven by staff throughout the organization who help monitor content and change requests, resulting in current and relevant content. Some of the most popular content requires regular updating, such as corporate student employee registration forms, programming information, technical brochures, the annual report, event information, and more.

TECHNOLOGY IMPROVEMENTS

Keeping computer systems up-to-date is a process of continual evolution necessary to ensure reliability. A few major upgrades

of operating systems and applications took place this fiscal year. Along with updates to the data and system recovery technology, Computer Services has been able to minimize network and computer interruption by maintaining constantly updating virus and security software.

Network Management Software

With the implementation of Spiceworks, the IT team now monitors and tracks changes to the network, printers, virtual servers, servers, and UPS from a single tool. Additionally, IT can quickly view network devices' information and gather various reports.

Construction Team Management

With phase I of the new Student Union set to open in 2013, IT management has been actively involved in the review of technology planned for the new building. Technology improvements for the new Student Union include video conferencing, digital displays, a megapixel IP camera system, electronic locks, intelligent building monitoring, solar panels, and high-tech sound & lighting systems.

Server Migration

Underutilized servers were migrated to Virtual Server Service. This allows the IT team the ability to easily restore systems and optimize resources.

Event Center Website

A new website was deployed this year for the Event Center to give the venue's online presence a stronger visual association with concerts, performances, and events. The new design greatly improves navigation and raises the appeal of our services. This implementation of the website is a true testament to how well the IT Team, staff from the Event Center, and the Graphics Department work together to achieve great success.

Cloud Printing

Cloud-based printing has been deployed in two facilities. With this addition, employees can now print to Student Union printers from any location using tablets, smartphones, or laptops.



Dynamic Inventory

An upgraded in-house reporting system now combines multiple data sources to create a consolidated report which can be used to track inventory and uncover issues with patch management or virus protection software.

Day of Service Project

To help manage the approximately 800 entries for the 2011 Day of Service, programming staff upgraded the Day of Service application. These changes improved the sign-up process while maintaining the functionality for the administrator to create badges, assign individuals to teams, and assign teams to buses.

Professional Development Day

The 2011-2012 Student Affairs Professional Development Day went seamlessly, as a result of updates to the in-house Donation Tracking System and training provided to Student Union Administration. This in-house system, developed by Computer Services, was instrumental in ensuring the easy and consistent tracking and reporting of donations and gifts.

COLLABORATIVE PARTNERSHIPS & PROJECTS

Being a central point for the implementation and development of technology, Computer Services is constantly striving to find technology that supports some of the most successful departments on campus. During fiscal year 2011-2012, Computer Services collaborated with other departments and community partners to use technology to solve problems, increase security, and improve efficiency. The 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. Other ongoing collaborations include assisting campus departments and community with system upgrades and troubleshooting.

TECHNICAL SERVICES

Student Union, Inc. Technical Services staff support a wide range of events across the entire campus community, establishing the Technical Services Department as an invaluable resource for San José State University. Technical Services provides dependable event production experience using the best available professional audio & video equipment to its clientele.

STAFF TRAINING

Technical Services training programs give technicians the essential knowledge, skills, and abilities that create the high standard of quality for which the department is known. These programs, styled after classroom lectures, provide a solid foundation of skills necessary for careers in the entertainment industry. Along with the ever-evolving landscape of the entertainment industry comes the innovation and updating of technology. Training sessions constantly adapt with the industry to keep the department trending in the direction of perpetual growth. Each semester's new batch of student technicians offers a plethora of talent to the department. Some technicians have a large talent pool while others have are new to the entertainment industry. Either way, every technician is made more versatile, more knowledgeable, and more dependable through constant training.

On a scale from 1 to 5, 1 being the lowest rating, average individual technician knowledge prior to taking a training session was scored 3.11. Staff knowledge of the material after a training session, and the confidence in their ability to perform the learned tasks alone, rated an average 4.32 and 4.33 respectively. Based on these averages, the effectiveness of the training programs show that new and experienced technicians learn new skills related to the entertainment industry and reinforces foundational and advanced skills.



Some training programs include:

- » Video camera Operations and Source Switching
- » High Definition Video Production
- » Introduction to Lighting Design
- » Concert Audio and Trouble Shooting
- » Forklift Driving Skills and Certification
- » Truss and Chain Motor Rigging

EVENT CENTER

Technical Services supports all productions held in the Event Center Arena. The staff and the equipment for each event vary based on the needs and requirements of the event. In-house equipment changes along with the industry and 2011-2012 was no different. This year's primary focus was on transitioning from standard definition video systems to high definition systems. Within this last fiscal year, Technical Services has purchased two Sony PMW-320K Cameras, capable of shooting professional-grade high definition video. The new ATEM 1M/E

Production Switcher aids in multi-input high definition video switching. The change to high definition is almost complete.

Event Highlights: Normally, basketball games are a standard affair for the Event Center. This year, the venue held “We Believe vs. Dubs,” a charity basketball game hosted by Golden State Warriors players during the NBA lockout. The event filled every seat in the house and was streamed live on the internet to a total of 28,000 viewers online.

MORRIS DAILEY AUDITORIUM

Morris Dailey Auditorium has become quite the popular venue among the staff and student population. Year 2011-2012 saw a large increase in the number of events over previous years. With lectures, talent showcases, and graduations, the historic auditorium has become one of the department's top revenue generators. Technicians adapt the event setup to the building, incorporating new technology while maintaining the integrity of the auditorium's history.

Event Highlights: Morris Dailey Auditorium was home to the annual Campus Movie Fest, creating an ambiance similar to other mainstream movie festivals. The auditorium was also used to host an interview with TV host and political commentator Rachel Maddow. Using the two new cameras, Technical Services was able to not only record in high definition, but also

stream the interview online via Ustream with the permission of MSNBC.

OUTSIDE EVENTS

This past year both established venues, the Event Center and Morris Dailey Auditorium, have been very popular with many organizations and groups. When they cannot book either of these two venues, groups and organizations look to other venues on campus. Spartan Stadium, Koret Plaza, Engineering 189, Tower Lawn, and even Martin Luther King Jr. Library serve as viable venues for student groups and organizations. This past semester showcased the department's flexibility and adaptability with these outside events.

Event Highlights: MLK Library hosted two presidential galas for SJSU's new president, Mohammed Qayoumi, and transformed the study hall floor of the library into a beautiful banquet hall. Fire on the Fountain, held on Tower Lawn, continues to shine brighter every year and is quickly becoming a campus tradition. The department incorporated more production value into Fire on the Fountain, raising the standard of quality bar for the event.



HUMAN RESOURCES

“The talent of success is nothing more than doing what you can do well.”—Henry W. Longfellow

Human Resources executes business functions necessary for the smooth operation of the Student Union, Inc. The department processes job applications, employee development, wage & salary benefits, and employee relations among so many other things. Staff workshops, new hire orientations, and other support programs and organized through Human Resources in support of the missions of both the Student Union, Inc. and San José State University.

SUPPORT CHANGES

The new myCalPERS system launched on September 19, 2011. More streamlined and easier to use, the updated system replaces ACES, which was disabled on October 31, 2011. Online access allows HR to react more swiftly to necessary and elective changes to employee benefits.

“Workplace Answers” replaced “Targetsolutions” as the web-based training program of choice for HR. Available to all corporate staff, Workplace Answers offers online training courses for Safety Training, Sexual Harassment, and other topics. Web training helps lowers costs by reducing travel time away from the office and allows employees opportunities for training at their desks.

ADP Payroll Services, the Student Union’s corporate payroll administrators since 1993, introduced Shauna Brixie, CPP, as the new Student Union Account representative.

TRAINING & DEVELOPMENT

The Intercultural & Development Committee’s mission statement “to provide workshops and trainings to staff on various topics ranging from diversity, life skills, and communication effectiveness to community outreach services” drives the committee to create numerous events throughout the academic year. Comprised of both full-time staff and student employees, the committee provides Student Union staff with opportunities to celebrate the corporation’s and the University’s diversity.

IDC Food & Clothing Holiday Drive

The IDC sponsored its Fifth Annual Food and Clothing Drive in conjunction with Sacred Heart Community Service. The Student Union, Event Center, Sport Club, and Aquatic Center facilities all participated, providing space for drop-off locations for food and clothing donations. Donation bins were available for one week and were overflowing from the generous faculty, students, and staff donations. A combined total of nine bins were delivered to Sacred Heart Community Service to distribute to local families in need.

Spring 2012 Workshops

Each spring, the IDC develops two all-new workshops from conception to execution that gives students and staff the resources they need to improve their professional and personal lives. The first workshop, “Evolving Communication Styles: Communicating Past, Present, & Future,” focused on intergenerational communication. Activities emphasized how changing workplace demographics have impacted person-to-person communication exchanged and interactions across every medium of our lives, from online to in-person and everything between. “Health and Wealth,” the second workshop, gave tips and tricks on how to eat healthy without breaking the bank. A lively presentation and discussion was followed up with guest speakers from the Health Department’s Nutrition Education Action Taskforce. Participants were given handouts to help reinforce healthy lifestyle choices.

The “Fun in the Sun” cultural banquet at the Aquatic Center is a hit every year and 2012 was no different. Staff are asked to prepare food from their heritage – “something your grandmother would make” – to share with their coworkers. The variety of food at the potluck was not only incredibly appetizing but visually stimulating. The water balloon toss and watermelon eating contests are annual favorites.

DIVERSITY STATISTICS

The Student Union Human Resources department continues to promote the celebration and appreciation of diversity throughout the organization. HR is committed to ensuring that all populations are given equal access and opportunities. The Student Union, Inc., and the campus in general strive to continue to improve on the ability to promote strong diversity opportunities, programs, and services.

DIVERSITY STATISTICS

Ethnicity

■	African American
■	Chinese
■	Filipino
■	Mexican-American
■	Vietnamese
■	Other Hispanic
■	Indian
■	White, Non-Hispanic
■	Other Asian
■	Middle Eastern
■	Other
■	Decline to State

2011/2012

6%
10%
20%
8%
6%
8%
2%
22%
6%
2%
8%
2%

2010/2011

12%
18%
18%
10%
5%
8%
3%
18%
8%
0%
0%
-



Gender

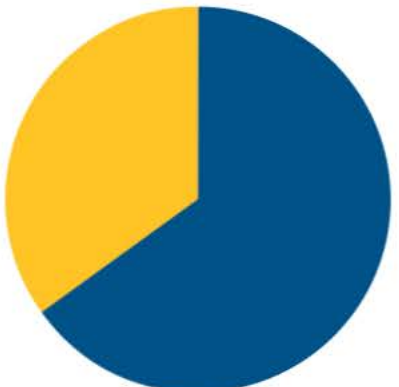
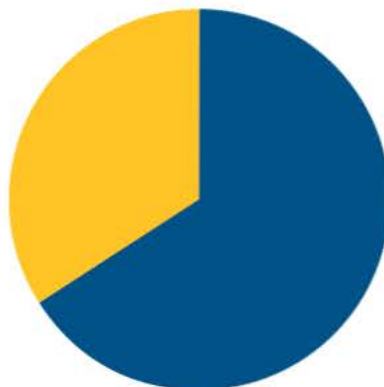
■	Male
■	Female

2011/2012

66%
34%

2010/2011

65%
35%



EVENT SERVICES

The Event Services department balances scheduling for almost every part of the San José State University campus. Successful student events, bake sales, Greek fundraisers, career fairs, department guest lectures, and everything in between happen because of the Event Services staff's experience and expertise.

As a complete event planning department, Event Services works closely with its clients to help them best determine their event's needs. Staff have extensive experience executing excellent events. They counsel clients on everything from venue and date selection to equipment and personnel needs. Through Event Services groups of all kinds – student, department, community, corporate, etc. – can reserve space all over campus, including Student Union facilities, gyms, historic campus buildings like Tower Hall, barbeque pits, recreation

lawns, quads, and paseos. Audio, visual, and lighting equipment rental is also handled through the Event Services office.

The Operations staff continued to be the backbone of the Student Union building operation. Short one full time person for three years, Operations has coordinated and supplemented its efforts with student staff from Event Services and found ways to efficiently perform the necessary daily custodial functions throughout the interior and exterior of the facility. Operations also assists 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. Operations Department staff members are reliable, responsible, and dedicated individuals who are the relatively unheralded heroes of the Student Union. They work tirelessly to provide an exceptional level of customer service to all those who enter the building for any reason.

EVENTS SCHEDULED BY EVENT SERVICES DURING FISCAL YEAR 2011-2012

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

<i>Total # of Events Inside the Student Union</i>	<i># of Events</i>	<i>Attendees</i>
Student Groups	2,086	64,660
Departments	408	17,544
Career Center	31	3,720
Orientation	72	8,640
Associated Students	26	2,756
Student Involvement	8	280
Off Campus	582	66,348
<i>Total</i>	3,213	163,843
<i>Total # of Events Outside the Student Union</i>	2,138	100,284
Student Union Tables	806	
Banners	336	
<i>Total</i>	6,342	264,127

EVENT HIGHLIGHTS

- » Orientation & Transition, New Student Orientation
- » Academic Advising & Retention Services, Transfer Orientation
- » International Program & Services, International Student Orientation
- » College of Applied Science & Arts, Fall College Meeting
- » MOSAIC Cross Cultural Center, Asian/Pacific Islander Welcome Reception
- » MOSAIC Cross Cultural Center, Chicano/Latino Welcome Reception
- » LGBT Resource Center, Welcome Reception
- » Associated Students, Student Leaders Networking
- » Office of the President, Strategic Planning for Students
- » Human Resources, Staff Service Awards Luncheon
- » Career Center, Accounting & Finance Job Fair
- » United Neighborhoods of Silicon Valley, Resource Fair & Lunch
- » Indian Student Organization, Raas Garba
- » American Society of Civil Engineers, Career Fair
- » Human Resources, Employee Services Fair
- » Q-TIP, Queer Dance
- » Alpha Phi Omega, Fashion for Philanthropy
- » Public Relations Student Society of America, PR Day
- » Entrepreneurial Society, NEAT Ideas Fair
- » Computer Engineering, Student Project Exposition
- » Enrollment Services, Gear up for Spring Semester
- » College of Applied Science & Arts, Spring Assembly
- » SOLES, Science Extravaganza
- » Lambda Sigma Gamma, Dance-A-Thon
- » BASE, Diversity Career Fair
- » American Society of Civil Engineers, Career Fair
- » Associated Students, Leadership Summit
- » Student Academic Success Services, Sophomore Expo/Advising
- » Career Center, Non-Profit & Public Service Forum
- » Justice Studies, 1st Annual Human Rights Lecture Series
- » MOSAIC Cross Cultural Center, Tunnel of Oppression
- » College of Humanities & Arts, Admitted Spartan Day
- » Master of Public Health Student Association, Global Health Events
- » College of Business, Annual Banquet
- » Pride of the Pacific Islands, 12th Annual Lu'au
- » Economics Department, International Economic Summit
- » College of Applied Science & Arts, Dean's Awards Reception
- » Pre-College Programs, Upward Bound Awards Ceremony
- » Nutrition Food Science & Packaging Department, Convocation
- » Mineta Transportation Institute, Annual Banquet



MUSIC ROOM

One of the most unique locations on campus, the Music Room provides a hip lounge space for student to rest, relax, hang out, and study. Music Room staff offer up a soothing playlist mixing genres and eras to create its signature atmosphere. Visitors to the Room can read a selection of over three dozen magazines or check out board games when they're not in one of the three private listening booths. A brand new amp was purchased at the beginning of fiscal year 2011-2012 to replace an old amp which had served the Music Room faithfully for over a decade.

Events

The Music Room is the perfect venue for an event that requires something a little more special. With lots of plants and floods of natural light, it's no wonder that New Student Orientation booked the room for some of its most popular breakout workshops. In January 2012, a California State Assembly Oversight Hearing on "California's High-Tech Sector: Promoting Job Creation and Innovation through Sound Tax Policy" was held in the Music Room. Staff members from the Music Room, Student Union, and Technical Services worked together to prepare the room to accommodate the event. The layout of the room was temporarily rearranged and the event was streamed live over the internet.

Helping Hands

Staff at the Music Room work to support the success of many departments. They are highly skilled customer services

experts, working closely with patrons and forming bonds that keep students coming back. As such, they make perfect staff members for orientations, resource fairs, and festivals.

The staff's close connection to the campus community is also part of what makes them an excellent street team. Throughout the concert season, they pound the pavement all over downtown putting posters in the windows of shops and restaurants and tack fliers onto boards across campus. They're even present during concerts to promote upcoming shows.

Lounge Crafting

An important part of the Music Room's success is the planning and layout of the room's furniture. In 2011-2012, the Music Room pruned down the amount of furniture in the lounge to lend a more "open feel" while giving less space for overly large groups who have a tendency to dominate the room's atmosphere and drastically elevate the ambient noise level. The floorplan of the Music Room also adapted to work with the construction of the Student Union Expansion & Renovation Project. An emergency exit was installed on the south side of the room and the eastern windows were covered to shield the welding process. Changes like these close the room in and darken the level of natural light. In spite of these hindrances, the Music Room had one of its most successful years ever thanks to the determination of its staff.

INFORMATION CENTER

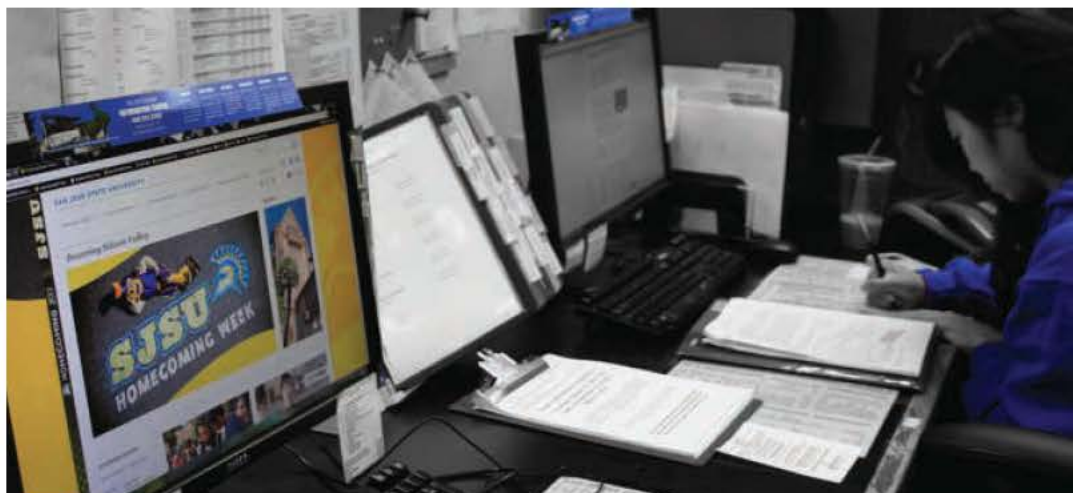
The central information dispatch for the San José State University community, the Information Center boasts some of the most well-trained customer service staff on campus. Every year, thousands upon thousands of phone calls and walk-up questions on everything from university policy and procedures to construction details and finals schedules are answered by the Information Center. Aside from online savvy and internet resourcefulness, Information Center staff keep up-to-date files on departments and groups from all over campus.

Events

Academic year 2011-2012 was one of the busiest in memory for the Information Center. The Student Union Expansion &

Renovation Project was the primary contributor to inquiry volume in multiple ways. With the closure of the western entrance to the Student Union, students now must walk through the Student Union to reach the food court, invariably passing directly by the Information Center. With the increase in foot traffic comes a natural increase in questions. A longer-term effect of the west entrance closure was increased awareness of the Information Center's services. Many students whose only interaction with the Student Union building was through the food court and the Spartan Bookstore (each of which used to have its own private entrance) and did not know about the Information Center now pass by this resource every day.

The Information Center recognized the trend and capitalized on it. Because students are now coming through the south entrance at a greater volume than ever before, it became a



perfect location for information tabling. These tables were used to multiple effect. Some weeks, staff handed out information pamphlets about the Student Union Expansion & Renovation project and proactively answered questions regarding the construction process. Other weeks, it became a concert hype machine, giving away posters to upcoming concerts at the Event Center and operating a survey drawing for free concert tickets. When the table wasn't up, Information Center staff worked as a part of the Student Union street team, blanketing the campus and downtown community with posters and fliers for upcoming Event Center shows.

Helping Hands

For many events hosted by the Student Union, Information Center staff are crucial front-line workers. During the Student

Appreciation Festival in October 2011, they worked as barkers, handed out T-shirts, helped students log into Facebook, and worked multiple information & raffle tables. At the end of every semester during the Finals Fair, Information Center staff do a majority of the set up & break down, run between sites to make sure both locations are well stocked, and fill in gaps in the schedule when full-time employees couldn't make it out. They represent the face of the company during New Student Orientation, Admitted Spartan Day, and other resource fairs throughout their year. Their incredible customer service work contributes to the outstanding reputation of the Student Union, Inc. throughout campus and the community.



GRAPHICS & MARKETING

Responsible for managing the image of the Student Union, Inc., the Graphics Department produces award-winning design used for pens, posters, mugs, T-shirts, banners, signs, and so much more. The small department works year-round to create visually appealing marketing and advertising materials that represent the face of the company to the students and the community.

More Campus Life

Marketing and advertising for the Student Union Expansion & Renovation Project continues full-bore. Aside from regular updates to the More Campus Life online presence, there's a steady stream of brochures and fliers that are constantly updated and distributed with the newest information about the expansion construction. The most important part of the More

Campus Life marketing campaign is information distribution, allowing the building's huge benefits to the campus and the company's responsible financial planning to speak for themselves.

The biggest single production of fiscal year 2011-2012, a giant seven-panel display was installed on the main floor of the Student Union building in the location of the old CampusLink. The display provides loads of information for interested students, faculty, staff, and community members, including an overview of the building's LEED certification, complete detailed floor plans, and myriad charts and graphs displaying the many differences between the existing structure and the future, finished building. The display has become very popular; there's almost always somebody admiring the architectural rendering panoramas or inspecting the floor plans.

Concert Marketing

The Graphics department produces many promotional items throughout the year for concerts at the Event Center. Designers develop poster, fliers, newspaper advertisements, and digital slides to promote concerts. Once printed, these materials are handed off to the Student Union street team and distributed through campus and downtown San José. More recently, these posters have become even more important to Event Center marketing effort with the recent rise in student-only promotions. The only way SJSU students learn about student-only presales and ticket discounts is through these fliers and online efforts. In fiscal year 2011-2012, over two dozen posters were developed in support of Event Center shows, including Steinbeck Award events.

Also in support of the Event Center, the Graphics Department completed much-needed revisions to the Event Center Technical Brochure. This document contains floor plans, layouts, technical information, equipment lists, directions, and specifications necessary for the Event Center to send to promoters and concert planners. The 30-page document was long overdue for an update as it contained glaringly incorrect information (its directions map did not include Highway 87 as it had not been updated since the construction of the freeway).

Corporate Supporters

The Graphics department takes on many projects throughout the year to support each department of the Student Union, Inc. These projects range from items as basic as semester hours

signage to complete promotional packages for things like weightlifting competitions and facebook pages. For each of these packages, department managers meet with Graphics staff to review project needs and goals. Occasionally, this work includes design and advertising for major events, such as the Student Appreciation Festival. For the festival, the Graphics Department produced T-shirts, fliers, posters, multiple banners, digital slides, newspaper advertisements, tickets, table tents, and signage during the event. This was the most complete design package completed during fiscal year 2011-2012. Other large design projects included Day of Service and Steinbeck Award events.

The Employee Handbook and Annual Report are always two of the biggest projects of the year for the Graphics Department. Revisions to the handbook are two-fold, both updating the document for accuracy in corporate & university policy changes and keeping the document from looking dated. The Annual Report is a project requiring months of lead-up and prep work, collecting information from every department in the company, and then verifying the information for accuracy. During the course of late September and early October, submissions from the departments are compiled, composed into department summaries, and edited & revised multiple times. In addition, the report is a major design project, requiring its own style guide to ensure consistency as it's worked on by multiple designers. It represents the sum total of all work done by the entire company for the fiscal year.



STUDENT UNION ADMINISTRATION

The Student Union Administration Office is responsible for oversight of 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 oversees the Event Services Department and directs the efforts of the Student Union Operations Department and Student Union Maintenance Department to ensure delivery of quality service to both internal and external customers.

The Administration Office serves as the central Lost and Found site for SJSU, 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 also 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 Union, and they again worked with more than 100 local businesses to provide door prizes for the Division of Student Affairs Professional Development Day 2012. They 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 fiscal year 2012-2013.

Supporting More Campus Life

The SU Associate Director worked throughout 2011-2012 with the architects, construction management staff, Facility Development & Operations staff, general contractor, and myriad consultants and subcontractors on the Student Union Expansion and Renovation Project. The Operations and Event Services staff worked closely with Student Involvement to support the success of summer's New Student Orientation program, despite new challenges related to the Student Union Expansion and Renovation Project.

As the Student Union moves toward completion of the expansion in May 2013, staff throughout the company are working efficiently to meet the increasing needs of student organiza-

tions, campus departments, and other campus community customers. Training forms the foundation for this effort, especially customer service, as everyone from regular space reservation patrons to casual students are forced to interact with the Student Union and the campus in new ways. The newest challenge was to initiate coordination with Academic Scheduling to find space for the many student organization meeting needs during the 2013-2014 academic year when the existing Student Union building will be closed for renovation.

Maintenance & Upgrades

During fiscal year 2011-2012, under direction of the Student Union Facilities Engineer, work continued on maintaining the infrastructure of the 43 year old Student Union building at optimal functioning condition, while also working with the general contractor and various sub-contractors to coordinate connections of the old infrastructure to the new infrastructure of the expansion. The primary focus of those efforts over the past year has been to provide for quality customer and employee comfort during the initial phases of construction while determining what will be necessary to maintain that comfort during the renovation phase for the current Student Union building in 2013-2014.

Maintenance responsibilities for the Bowling Center during 2011-2012 continued to be overseen by the Student Union Facilities Engineer, which has proven to be successful. In addition to maintaining reasonable operation of the 43 year old bowling pinsetters with his staff of student maintenance assistants, the Facility Engineer has developed a plan to completely replace the pinsetters, masking units, ball returns, scoring system & monitors. Along with replacement of the lanes and approaches in 2009, these upgrades will transform the Bowling Center into a state-of-the-art facility for the enjoyment of our customers just in time for the completion of renovations.

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Graphic Designers

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