



STUDENT UNION, INC.

■ ■ ■ ■ ■ ■ ANNUAL REPORT
2015 - 2016



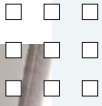




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MISSION STATEMENT

"The Student Union Corporation offers quality services and programs that promote social, recreational, cultural and educational development. The Student Union Corporation of San Jose State University is committed to operating a financially responsible business, facilitating and enhancing the learning experience of a diverse campus and community. The Student Union Corporation invests in the well-being of San Jose 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

This year brought much anticipation and excitement with the opening of the main portion of the Student Union in April, and the naming of the building due to the generous \$15 million donation from Lupe Compean to the university and the Student Union. The Student Union building will now be called the Diaz Compean Student Union. It is fitting that the Student Union building will now hold the Diaz Compean name, since Lupe and her late husband truly demonstrate in their own personal story the hardships that many first generation families face – a story shared by a large portion of our student body – but also the success that hard work and perseverance can bring.

Included in the year's excitement was the detailed program planning and design of the Spartan Recreation and Aquatic Center. Working with campus Facilities and Design, the Spartan Recreation Team, Gensler Architects, and Hunt Construction, we created a warm and inviting facility that not only be used for fitness, recreation, and swimming, but will be an open, safe environment for students, the campus community, and the community at large to study, socialize, and relax.

With both the Student Union building and the Spartan Recreation and Aquatic Center, the organization wanted to make sure that our "Spartan Pride" was truly represented, so we worked with University Advancement to be the first department to embrace, promote and highlight the university Multi-Platform Communication Guide in our buildings, by telling the stories of our alumni, faculty, staff, and students through words, color, and university marks.

Also, we strongly feel that both these facilities represent the Role of the College:

"Traditionally considered the "hearthstone" or "living room" of the campus, today's union is the gathering place of the college. The union provides services and conveniences that members of the college community need in their daily lives and creates an environment for getting to know and understand others through formal and informal associations.

The union serves as a unifying force that honors each individual and values diversity. The union fosters a sense of community that cultivates enduring loyalty to the college."

We're proud that the Student Union building attained "gold" LEED certification through being environmentally conscientious in its planning and design. The plan is to achieve the same level of LEED certification for the Spartan Recreation and Aquatic Center. There are five areas of evaluation for LEED. These include: water efficiency, energy, materials and resources, environmental air control, innovation, and design. A few of the key LEED facts for the Student Union building are:

- Reduced potable water consumption by 92% through the installation of low-flow water closets, low-flow urinals, ultra-low-flow lavatories, low-flow kitchen sinks
- 25% use reduction in electricity through roof top solar panels, sensor lighting and dimming controls, increased natural light throughout the building
- Overall waste diversion rate of 94.76% equaling 4,921 tons

In closing, we look forward to the challenges a new building brings with trying to understand the operational demands of maintenance, cleaning, staffing levels, state of the art event equipment, increased usage, varying tenant concerns, and the unknown cost to maintain all of the above.

Sincerely,

CATHERINE A. BUSALACCHI
Executive Director



FINANCIAL SUMMARY

The Student Union of San José State University is a California State University auxiliary organization that manages and maintains three major facilities at the San José State University (SJSU) campus. The Student Union began its operations at SJSU in October 1969 and became incorporated in March 1982. The facilities include the newly renovated and expanded Student Union Building, the Aquatic Center, the Event Center Building and a small ATM building. The non-profit corporation has been in business for over 46 years and receives no state funding. Revenue is derived from student union 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 or participation in sponsored events and programs. The Student Union also acts as a conduit to the greater campus community, who utilizes the various recreational facilities and attends the diverse concerts and events on campus.

STUDENT CENTER FACILITIES PROJECT

In anticipation of the needs of future students, the Student Union has been undergoing a major renovation and expansion since 2010. The Student Center Facilities Project, now completed, includes the expansion of the existing Student Union building to the west and east sides, as well as a complete renovation of the existing Student Union building. The west and east expansions opened in July 2014 and the newly renovated Student Union Main opened its doors in April 2016. Student Union fees paid by SJSU students were \$345 per semester and totaled approximately \$22 million in 2015-2016. Student Union fees returned for operations were \$8,144,892. The increase in student fees over prior years consisted of \$2.0 million in additional operating costs for the completed project as well as \$2.1 million in special projects approved by the Board of Directors. Collected student union fees also pay for the bond debt for the construction of the facilities. The balance of the collected student union fees will pay for the future expansion and renovation of the Sport Club and Aquatic Center, which will break ground late Fall 2016 or early Spring 2017. The expansion and renovation of these facilities is in anticipation of the needs and demands of SJSU's growing student clubs and organizations in addition to providing social, recreational, and educational space for all students. The new facilities will create additional opportunities for students to socialize, congregate, and engage outside of the classroom.

BOARD OF DIRECTORS

The Student Union Inc. 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. There are four subcommittees of the Board that address personnel, facilities & programs, the annual audit, and finances & reserves of the corporation.

The Student Union financial reserves consist of Local Reserves held by the Student Union and the balance of the collected student union fees held in trust by San José State University. These reserves are reviewed regularly by the Board of Directors to maintain a solid financial position and to ensure adequate funding for future capital improvements.



STUDENT HIGHLIGHT: TRINH PHAM

Hired in January 2016, Accounting Assistant Trinh V. Pham majors in Business Administration. On her experience with the Student Union, "Through my time working in the Accounting Department at the Student Union, I have been able to apply classroom theories into real-life practice. I have become familiar with the terminology and find myself comfortable interacting with accounting software. This opportunity not only gives me a chance to improve my accounting skills, it also teaches me how to interact with people from different backgrounds and different levels of responsibility. As an international student living far away from home, the Student Union has become my second home where I enjoy working. I believe that with my manager's guidance I will continue to learn valuable experiences and utilize them in my future career".

Statements of Net Position

THE STUDENT UNION OF SAN JOSÉ STATE UNIVERSITY

(A California State University Auxiliary Organization)

YEARS ENDED JUNE 30, 2016 & 2015

ASSETS	2016	2015
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 442,658	\$ 683,792
Investments	260,884	7,824
Accounts Receivable	235,271	502,423
Prepaid Expenses and Other	101,151	69,731
Total Current Assets	1,039,964	1,263,770
NONCURRENT ASSETS		
Restricted Cash	\$ 25,000	\$ 25,000
Investments	8,147,392	6,573,642
Fund Held in Trust	102,399	108,639
Capital Assets, Net	3,024,725	2,995,652
Total Noncurrent Assets	11,299,516	9,702,933
Total Assets	12,339,480	10,966,703
LIABILITIES & NET POSITION		
CURRENT LIABILITIES		
Accounts Payable	\$ 1,308,707	\$ 1,138,815
Accrued Payroll and Related Expenses	425,410	386,876
Other Accrued Liabilities	166,074	204,121
Total Current Liabilities	1,900,191	1,729,812
Funds Held in Trust Liability	102,399	108,639
Total Liabilities	2,002,590	1,838,451
NET POSITION		
Investment in Capital Assets	\$ 3,024,725	\$ 2,995,652
Unrestricted:		
Board-Designated	2,401,383	3,054,313
Unallocated	4,910,782	3,078,287
Total Net Position	10,336,890	9,128,252

*Annual bond repayment for construction is \$5.6 million.

Statements of Revenues, Expenses and Changes in Net Position

THE STUDENT UNION OF SAN JOSÉ STATE UNIVERSITY

(A California State University Auxiliary Organization)

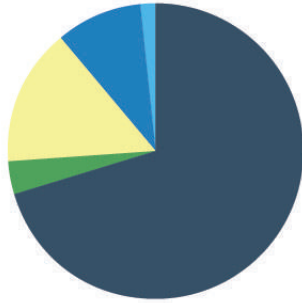
YEARS ENDED JUNE 30, 2016 & 2015

	2016	2015
OPERATING REVENUES		
Student Union Fees	\$ 8,144,892	\$ 4,095,733
Service Fees	181,340	194,012
Reimbursement of Event Costs	1,071,975	1,092,128
Rental Income	1,750,024	1,872,052
Reimbursed Wages and Benefits	339,912	388,680
Commissions	199,087	284,261
Other	38,078	73,755
	11,725,308	8,000,621
OPERATING EXPENSES		
Wages and Benefits	\$ 4,812,036	\$ 4,355,429
Payroll Taxes	171,128	—
Insurance	308,311	200,632
Supplies	157,230	261,303
Communications	150,338	118,587
Repairs and Maintenance	898,126	147,420
Utilities	1,148,066	678,848
Event Costs	115,897	1,174,957
Small Equipment Purchases	1,057,461	95,831
Depreciation	1,283,838	526,519
Business Services	66,884	1,202,008
Miscellaneous	177,506	40,751
Project Expenditures		22,189
	10,346,821	8,824,474
Operating Income (Loss)	1,378,487	(823,853)
NONOPERATING INCOME		
Investment Income, Net	169,849	27,132
Increase (decrease) in Net Position	(1,208,638)	(796,721)
NET POSITION		
Beginning of Year	\$ 9,128,252	\$ 9,924,973
End of Year	10,336,890	9,128,252

Full and complete audited financials are available at www.union.sjsu.edu

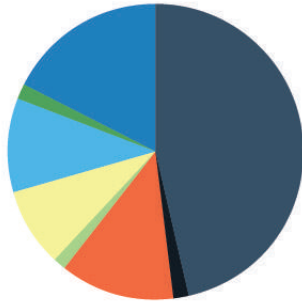
Revenue and Expenses Comparisons

FY 2015/2016



Revenue: \$11,555,459

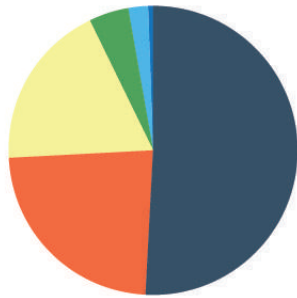
- 70.5% Student Fees (Returned for Operations)
- 3.5% Commissions and Other
- 15.1% Rental Income
- 9.3% Reimbursed Costs for Events
- 1.6% Service Fees



Expenses: \$10,346,821

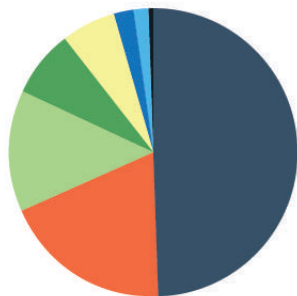
- 46.5% Wages and Benefits
- 1.7% Insurance
- 12.4% Business Services (Outside Agencies)
- 1.5% Repairs and Maintenance
- 8.7% Utilities
- 10.2% Depreciation
- 1.7% Project Expenditures
- 17.3% Other Operational Costs

FY 2014/2015



Revenue: \$8,027,753

- 51% Student Fees (Returned for Operations)
- 4.5% Commissions and Other
- 23.39% Rental Income
- 18.5% Reimbursed Costs for Events
- 2.4% Service Fees
- 0.3% Investment Income



Expenses: \$8,824,474

- 49.49% Wages and Benefits
- 2.3% Insurance
- 13.6% Business Services (Outside Agencies)
- 1.7% Repairs and Maintenance
- 7.7% Utilities
- 6% Depreciation
- 0.3% Project Expenditures
- 19% Other Operational Costs

STUDENT UNION ADMINISTRATION



Administration and operation of the massive Student Union facility requires close cooperation among many internal and external departments. Maintaining a clean, efficient, available space for students to utilize toward the enhancement of their collegiate experience is a core responsibility of the Student Union, Inc.

STUDENT UNION MAIN

In April of 2016, the newly renovated Student Union Main opened to the public. Along with Student Union administrative offices, Student Union Main houses numerous other departments, including the MOSAIC Cross-Cultural Center, Student Involvement, the PRIDE Center, the Gender Equity Center, the new Veterans Resource Center, and a US Bank branch, to name a few. These departments join Spartan Shops, Barnes & Noble, and Associated Students, who were already operating in the Student Union, in maintaining cooperative relationships with the Student Union, Inc. to provide quality services for students.

The Student Union Associate Director worked throughout 2015-2016 with architects, construction managers, FD&O staff, the general contractor, and several consultants and subcontractors to complete the renovation of Student Union Main. That effort will continue into 2017 with a new architect and general contractor working toward the completion of the Bowling Center. New bowling equipment, modernized billiard tables, and many other additional upgrades will transform the Bowling Center into a state-of-the-art facility.

LOST & FOUND

The Student Union Administration Office continued to operate as the central lost and found site for all of campus other than the MLK Library and the Event Center. Staff persevered to provide this service throughout 2015-2016 during multiple transitions of locations and secure storage solutions.



STUDENT HIGHLIGHT: CLAUDIA MENDIVIL

"As a first-generation transfer student to San Jose State University, I had the privilege of working at the Student Union for six years. I was able to gain interpersonal skills which enhanced my personal growth and prepared me for a professional career. I learned the importance of working as a team and communicating effectively. I became actively involved in leadership and was part of the Intercultural Development Committee, Chicano Commencement and the Health Science Department. I was able to work with other students on campus and share with them the various resources that are available to students on campus. I was also able to work alongside faculty and staff and provide my input from a student's perspective. The support and guidance that my managers provided empowered me to further my education and obtain a Master's Degree in Public Health. Working at the Student Union was a very rewarding experience that helped me grow professionally and I am forever grateful for the endless opportunities that the Student Union, Inc. provided me."

HUMAN RESOURCES

Human Resources performs and administers job recruitment analysis, employee development, equal employment opportunity, wage and salary benefits, and employee relations. Supporting and promoting the mission statements of both the Student Union, Inc., and San Jose State University, Human Resources plans and executes organizational development, such as web-based new hire onboarding, training, student-centric workshops, and social activities geared toward celebrating diversity.

SUPPORT CHANGES

Implementation of ADP's Workforce Now Human Resources Information System (HRIS) is scheduled for late summer 2016 after a 23-year partnership with Student Union, Inc.'s former provider, ADP Payroll Services. The new HRIS includes the following modules: time and attendance, benefits administration, applicant tracking & recruitment, analytics, compensation management, and performance and goal management. Staff training on the new system begins summer 2016.

State-reimbursed student staff will be converted to corporate part-time and part-time benefitted employee status effective July 2016. This conversion transfers all personnel, workers' compensation, and payroll administration to Student Union Human Resources.

TRAINING AND DEVELOPMENT

The Intercultural & Development Committee's mission "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. Here are a few of 2015-2016's highlights:

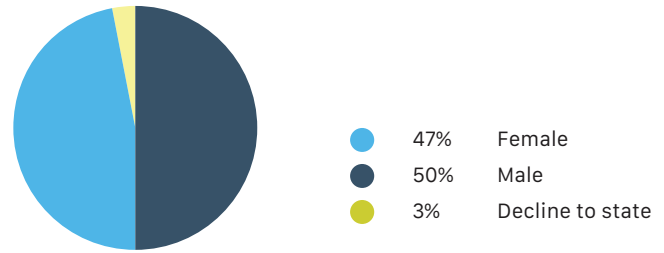
- Sacred Heart Canned Food Drive
- Winter Coat Drive
- Student Holiday Party
- Ruby Bridges – Civil Rights Icon
- "I Graduated...Now What? A Workshop On The Financial Responsibilities After Graduation"
- Summer Barbeque – Around The World



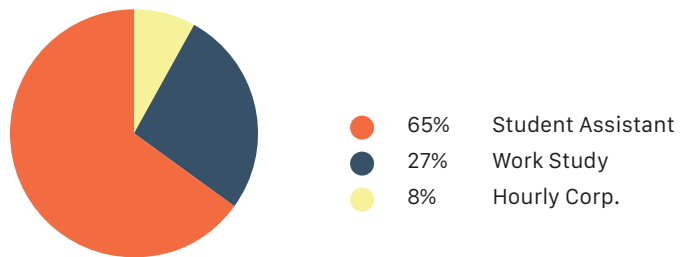
STUDENT HIGHLIGHT: JAVOD GHODS

"My experience as an HR Admin Assistant aligned with my career goals by helping me prepare for the unexpected. There was no typical day. Every day was a new challenge. My 'checklist' that I thought I was going to accomplish usually changed by the end of each work day. I also have a better understanding of the commercial awareness of a business, knowing how a business or industry works, and what makes a company tick. There were a lot of different things to do and see working for the Student Union. I am very grateful to be here and thankful for all the trainings that were provided to me free of charge."

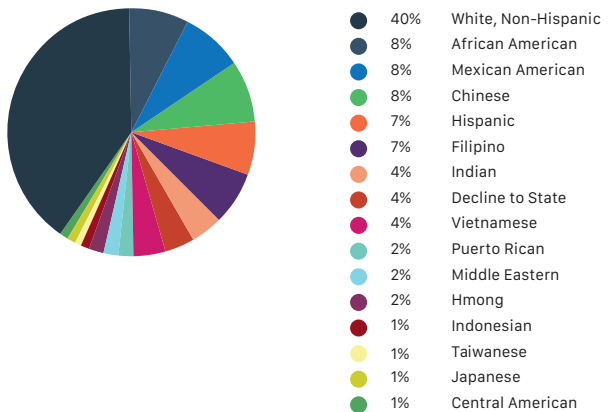
STUDENT UNION, INC: GENDER DEMOGRAPHICS 2016



STUDENT UNION, INC: JOB CLASSIFICATION DEMOGRAPHICS 2016



STUDENT UNION, INC: ETHNIC IDENTITY DEMOGRAPHICS 2016





EVENT CENTER

More than just a premier mid-sized venue in Northern California, the Event Center at SJSU has grown into one of the most popular college venues in the country. Thanks in part to partnerships with promoters for student specials, SJSU's student and campus community pack the house for shows throughout the year with over 15,000 tickets sold to students for concerts during 2015-2016. The students' energy makes for an electric show and better sales – students love seeing artists here and artists love playing here. The experience will be even better next year with the installation of new retractable lower level seating.

CAMPUS

As the largest venue on campus, the Event Center supports campus events as no other facility can. Nine department graduations were held in the Event Center in 2015-2016. In total, over 40 campus events were supported in the Event Center.

COMMUNITY

An integral part of the downtown San Jose community and the greater South Bay community, the Event Center strives to host a schedule of culturally diverse shows. These shows bring an incredible range of people to campus throughout the year, enhancing campus and community together. Multiple local high schools perform their graduation ceremonies in the Event Center and regional competitions and events for area youth are hosted, including FIRST Robotics, which returned for the 12th consecutive year.

SPORTS

Acting as home turf for multiple Spartan Athletics teams, the Event Center hosted over 30 Men's and Women's basketball games along with 5 gymnastics meets.

RETURN EVENTS

- Campbell Union High School District Music Festival
- Honors Convocation
- Campus Movie Fest
- Tahiti Fête
- Shamrock Showcase
- Sammy's Athletic Awards
- Spring and Fall Career Fairs
- Admitted Spartan Day

SOLD OUT EVENTS

- Deorro
- Fifth Harmony
- Bellator MMA
- Jack Yo Lantern featuring Flosstrodamus
- Eason Chan, both nights
- Carnage
- Future
- Electric Bounce House featuring Diplo
- ODESZA



STUDENT HIGHLIGHT: ALEX VIDAURE

Alex Vidaure, an RTVF major, has worked for the Event Center for three years and has been a vital part of the team. Starting at the Event Center as regular staff, Alex excelled in all his duties and was quickly promoted to supervisor. He currently leads training sessions and supervises during events. Alex says that "Working at the Event Center has given me leadership and social skills that I can take on as I pursue my career."

TECHNICAL SERVICES



Providing professional quality audio-visual event production to all of the SJSU campus, Technical Services is the Student Union's in-house solution for all event technology. Expanded inventory items purchased in 2014-2015 have given Technical Services the ability to provide more efficient and higher quality service to the campus community.

MAJOR EVENTS

NASA FIRST Robotics, an annual robotics competition among high school teams, has been held in the Event Center for years, but 2016 marked the first year that Technical Services provided a complete production package for the event. Audio, video, lighting, staging equipment and operation, and electrical distribution were all performed in-house. The multi-day event provided an excellent opportunity for student staff to expand their technical and professional capabilities, including managing electrical power and maximizing resources.

The Akbayan Club's annual talent showcase, Ma'boo'hay, represents one of Technical Services' largest audio productions in Morris Dailey Auditorium. Because many of the performances include singing and dancing, Technical Services provides an extensive range of audio equipment to support each performer's various needs. Utilizing power-efficient equipment and effective sound reinforcement are keys to the success of this event.

Fall 2015's Fire on the Fountain was one of the first events of the year where Technical Services was able to utilize many of its recently-upgraded production equipment. Pushing the event to new heights. The event utilized new HD projectors and better audio equipment while the implementation of more power efficient lighting meant better safety.

PROGRAMS

Moving to cloud-based applications for scheduling, training, inventory, and maintenance has helped Technical Services become a more agile department while reducing paper waste. Employees can now see training options, upcoming schedules, and more from home or on their phones. Maintenance, projects, and inventory items are available to multiple users, who can update information on one document collaboratively in real time. The transition has streamlined access, communication, and production into more direct procedures.

EQUIPMENT UPGRADES & TRAINING

Keeping Technical Services' inventory up-to-date with the latest tools and equipment does more than provide clients with access to the best technology; it also gives student technicians the training and experience they will need after graduation to be proficient with the demands of the market. Live video streaming, integrated intelligent LED lighting, and digital audio consoles are all standard equipment in 2016.

Student groups, campus organizations, and university departments all frequently request live video streaming of their events. Wireless technology and better energy efficiency has allowed Technical Services to offer this capability anywhere there's Wi-Fi, including all of SJSU's campus. Technicians learn how to operate live video cameras and direct signals through wireless systems. Streaming services also makes setting up overflow rooms for larger events quicker and easier.

Transitioning to LED technology has significantly decreased power demands for large lighting productions while being brighter and having more color options than older standards. The lowered power capacity helps campus groups utilize more spaces for events where previously there were not enough power draws. In the Event Center, Technical Services has been in the process of integrating digital audio technology into the venue's sound system. The more flexible digital system allows for quicker patching from multiple sources and can be controlled wirelessly from an iPad.



STUDENT HIGHLIGHT: YAVIK KAPADIA

Yavik Kapadia started as a Technician almost three years ago and is now a supervisor and Technical Services' video specialist. An Electrical Engineering major, Kapadia has contributed significantly to the department's growing video capabilities, constantly researching new trends in video technology and presenting them to the Event Center. He also works directly with some of Technical Services' clients for their video production needs and has been requested personally for his expertise in video technology. Above all, he is ready to teach his fellow co-workers his skills and share his experience to help improve their knowledge of video production.



Doing so much more than scheduling, Event Services helps student groups meet their event production needs, advises departments on how to successfully execute their events, and ensures smooth scheduling for all non-academic events on campus. Event Services is an integral behind-the-scenes factor in many aspects of student life at SJSU.

STUDENT UNION MAIN

Both Event Services and Operations staffs were able to better meet the many event needs of the student, university, and community groups reserving space on campus upon completion of the renovated Student Union Main. With four new large meeting rooms, each of which can be divided by sound walls to create a total of eight rooms, plus two smaller conference rooms, reserving groups had access to a wider range of venue options. As with any new facility, challenges with equipment and staff will arise as the building sees increased usage, but those problems will be continually remedied toward the goal of smooth operation by late 2016. Meanwhile, Event Services' dedicated and professional full-time staff and student staff continue to meet the increasing event needs of student organizations, campus departments, and other campus community customers.

OPERATIONS

Operations staff size increased six-fold during 2015-2016 to meet the increasing demands of the new Student Union facility. The full-time Operations staff members and the students they supervise are reliable, responsible, and dedicated individuals who strive to provide exceptional levels of customer service to all those who enter the Student Union building. They are the backbone and strength of the Student Union's daily building operation.

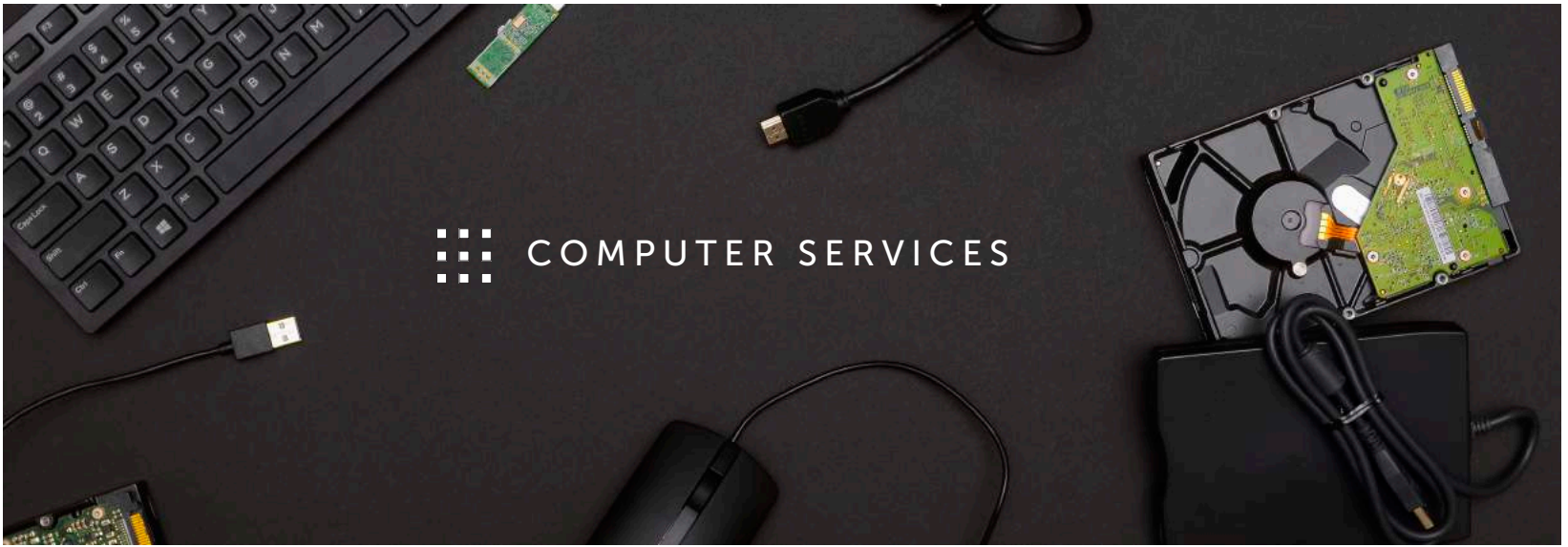
EVENTS SCHEDULED BY EVENT SERVICES DURING 2015-2016

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

Inside the Student Union	Events	Attendees
Student Groups	146	23,652
Departments	328	68,786
Career Center	32	9,152
Orientation	16	4,944
Associated Students	26	2,990
Student Involvement	6	288
Off Campus	42	6,132
Total	596	115,944

Outside the Student Union	Events	Attendees
SPX Gyms & South Campus Fields	284	9,656
Plazas & Lawn Areas	175	14,350
Morris Dailey Auditorium	76	5,092
Classrooms	2,817	121,131
Spartan Memorial	198	10,890
Total	3,550	161,119

Student Union Tables & Banners	2,261
Overall Total	5,811



COMPUTER SERVICES

Computer Services provides technology services to internal and external patrons of the Student Union, Inc. An essential component of any business, the maintenance of a secure corporate infrastructure allows reliable and confidential data transfer and storage. Computer Services consults with Central IT, Student Affairs, and various other university departments on general technology improvements and issues.

ON THE WEB

The websites of the Student Union, Inc. continue to be important sources of information for students, faculty, staff, and the public about facilities and services offered by the company. Aside from the operation of standard Section 508-compliant websites, Computer Services maintains the following online applications:

- Club Sports
- Sport Club Management System
- Event and Activity Display System

CAMPUS COLLABORATOR

Working with Campus IT, Computer Services established a connection between the Student Union and the University's Active Directories. This change allows for better integration of campus services, the ability for users to utilize a single sign-on across platforms, and the sharing of resources between IT departments.

Computer services also continued to migrate various network services to the campus ITS NextGen network in coordination with each company department.

UPGRADES

With the opening of the New Student Union, Computer Services has been working on upgrading both the infrastructure and end user sides of technology. A new server room setup and configuration project is now fully underway and upon completion will provide enterprise-grade computing infrastructure. Individual workstations are also getting a refresh, as Computer Services has been rolling out new models utilizing fast solid state drives. Preliminary strategic planning began on a new event management system that will allow comprehensive event management across multiple Student Union facilities.

CAMPUS COMMITTEES & WORKING GROUPS

Serving on campus committees and partnering with other campus departments provides great opportunities to tackle common security issues and best practice concerns while allowing Computer Services to focus on the Student Union's own unique services. Computer Services also maintains ongoing collaborative relationships with other campus departments, such as Spartan Shops, Associated Students and Student Affairs.

The CISC Committee reviews changes to law and policy on the federal, state, CSU, and SJSU levels. Committee members identify and analyze campus-wide information security exposures and then provide recommendations on guidelines, procedures, and training to effectively manage the risks associated with the collecting, using, maintaining, and releasing of protected information.

Staying up-to-date with software patches and minimizing vulnerability is a primary function of all IT departments. The SJSU Vulnerability and Patch Management Committee evaluates vulnerability issues and patch management solutions for use across campus, leveraging resources not easily accessible to smaller groups.



STUDENT HIGHLIGHT: COLT WILSON

The Student Union has granted me the ineffable experience of working with the most affectionate, charitable, thoughtful, tolerant, and kindhearted members of American society. I mark the moments I spend at the Student Union as an epoch in my soul's life. The sonorous halls of the Student Union resonate between the cavities of my heart.



GRAPHICS

Creating everything from one-off hours signage to collateral packages spanning multiple print and digital mediums, Graphics is a complete advertising, design, and publication department within the Student Union, Inc. Graphics produces many small and major pieces, but its largest projects are the Annual Report, the annual update of the Employee Handbook, and the semi-annual Spartan Recreation Guide.

EVENTS

The fifth Student Appreciation Festival was held in October 2015. Students received free t-shirts designed and produced by Graphics, ate free food provided by Spartan Shops, played recreational activities with Spartan Recreation, and interacted with vendor booths. The popular shirts could be seen around campus for months after the event. Lead-up for the festival included a full suite of marketing materials above and beyond the usual posters and fliers. The final ramp-up for the event included multiple gatorboard signs, a 25-foot banner, and table tents throughout the building. Additionally, Graphics produced a significant signage package for the event, including wayfinding and identification for every booth.

For the Ruby Bridges Steinbeck Award event, Graphics produced an extensive collection of marketing and visual collateral, including: fliers, posters, event screen slides, social media collateral, a Box Office marquee, day-of signage, and more. Graphics collaborated with the Center for Steinbeck Studies to produce an event program and digital-distribution invitation for the post-event reception.

One of the largest outreach events of the year, Admitted Spartan Day sees almost 10,000 visitors to campus and represents a major marketing event. Graphics produced gatorboard displays, giveaway items, and an assortment of brochures and fliers. Many of these same materials were re-used for summer's freshman orientation.

NEW STUDENT UNION

Marketing materials which had been on hold for months or years were finally revisited, polished, and sent to print with the opening of the newly renovated Student Union Main. To promote the facility's opening, Graphics completed and deployed numerous promotional materials, including gatorboards, a brochure with the floorplan of the entire facility, and a photo brochure showing off the striking interior architecture of the building. The entire campaign was driven to

encourage students to "come through" from one end of the building to the other as they have been unable to do ever before. Additionally, hours signage needed to be produced and amended to include the new facility and some of the departments within.

PHOTOGRAPHY

Graphics' staff photographer continued to be an invaluable resource. The photographer allows Graphics to quickly and efficiently take high quality stock photos that would normally prove very costly from an outside vendor. Present at almost every Student Union, Inc. event, the photographer also captures and catalogs some of the history of the company: He was there to take photos of incoming Spartans as they experienced the newly completed Student Union facility for the first time and he was there when the Aquatic Center held its last Spartan Splash before closing.



STUDENT HIGHLIGHT: EMILY DU

In her time with the Graphics department, Emily has been a constant, dependable source of quality work through multiple periods of high employee turnover. On her experience with Student Union, Inc., Emily had to say, "It's amazing to see how much I've grown with the Student Union in two years as a designer. The Graphics department has provided me with so many great opportunities. After working with multiple team dynamics, I've learned to adapt to different situations and listen to people's needs. The atmosphere we've built allows us to grow and learn from each other despite how much experience we have. Everyone has something to bring to the table and that's my favorite part about working with Graphics."



INFORMATION CENTER

Very often the first point of contact between the university and the community at large, the Information Center is a bastion of customer service, answering hundreds of thousands of questions annually via phone and in-person. Information Center staff are trained to be happy and courteous, but above all, knowledgeable, answering questions on everything from university policies and procedures to where to eat lunch.

STUDENT UNION MAIN

The opening of Student Union Main cemented the facility's role as the center of student life on campus, skyrocketing foot traffic through the building and creating a proportionately larger volume of calls and questions at the Information Center. Common inquiries included those on Starbucks' location & hours, the Bowling Center's expected re-opening, and directions & other questions about the many various departments newly relocated into the facility. The required amount of on-hand information each employee needed grew exponentially overnight.

ADMITTED SPARTAN DAY

One of the largest campus outreach events of the year, Admitted Spartan Day represents the opportunity for potential students and their families to visit campus. The Information Center, Marketing, and Graphics teams all used this day as an opportunity not only to show off the newly-opened Student Union Main, but also to pilot a number of programs for potential implementation during summer orientation. The Marketing Supervisor conducted tours of the facility every 30 minutes from 8:30 am to 1:30 pm. Throughout the day there was a crowd of guests waiting for the next tour, and each tour ended with guests receiving free backpacks, Information Center phone number cards, and promotional brochures of the building.

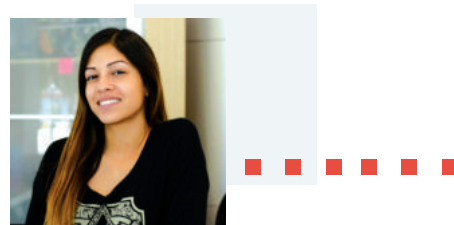
MARKETING

The Student Union Marketing team works tables throughout the semester, promotes during campus events, and goes out into the community to generate excitement for upcoming Student Union, Inc. events. They went to boxing gyms to promote Bellator MMA in the Event Center, visited local churches to help sell tickets for Casting Crowns, and stay up late during Fire on the Fountain to

talk about the newly renovated Student Union Main. They head into downtown to put up posters for almost every Event Center concert and can regularly be seen outside engaging students about Student Union events, programs, and services.

RUBY BRIDGES

The Information Center & Marketing Team committed substantial resources toward the marketing of the Ruby Bridges event to the campus community, including posting fliers and posters around campus, distributing materials to the larger South Bay community, and tabling during the busy first few weeks of Fall 2015. The Marketing Team targeted specific off-campus locations and individually contacted 40 different campus instructors of courses relevant to the event (such as history, social justice, etc.) as part of its special efforts for the event. Ruby Bridges' event sold out the Student Union Theater so quickly it was moved to the Ballroom, which was then also sold out in short order.



STUDENT HIGHLIGHT: SHANNON CRUZ

"Being an employee for the Student Union enriched my college experience tremendously. It allowed me to learn about the different benefits San Jose State University offers to students, as well as clubs and organizations that would help me connect with new people. I was put out of my comfort zone which was scary at first, but ultimately helped me become comfortable talking and interacting with strangers. Working at the information center in the Student Union for three years helped me grow as a person, and I couldn't think of a better place to work as a new incoming student."



The home of recreation and fitness at SJSU, the Sport Club is more than just a gym. It's an event space, a classroom, offices, and interdepartmental collaborative hub. Students, faculty, staff, and community members entering the Sport Club can all enjoy the benefits of a complete, healthy life.

CLUBS RESERVING SPACE

- Akbayan SJSU
- Akbayan – group 2 AEPI
- Alpha Kappa Alpha Sorority, Inc
- Alpha Tau Omega
- Alternative Amory and Kink Union
- Brazilian Jiu Jitsu
- Communication Disorders
- Counseling and Psychological Services (CAPS)
- Delta Sigma Phi
- Grupo Folklorico Luna y Sol de San Jose State
- Health Science and Recreation
- Korean Entertainment Student Association
- Martial Arts Community Club
- Pride of the Pacific Islands
- Pi Alpha Phi
- Pi Kappa Alpha
- Salsa Club
- Sigma Chi
- SJSU Dancesport
- SJSU Powerlifting
- Spartan Bodybuilding
- Spartan Fencing Guild
- Spartan Wushu
- The Bhangra Club at SJSU
- Yoga Club

POWERLIFTING COMPETITION

For the past few years, the Sport Club has been quietly growing a reputation as a venue for weightlifting competition. On October 17, 2015, over 70 lifters from around the San Francisco Bay Area came to compete in a powerlifting competition and on January 30, 2016, the Sport Club hosted the United States Powerlifting Association's Collegiate Nationals competition.

FUSION SOFTWARE

In collaboration with Student Union Computer Services and Associated Students Campus Recreation, the Sport Club transitioned to a new membership management system: Fusion. With the ability to accurately track Sport Club on a daily, semesterly, and annual basis, Fusion leads to better analytics and the single-system implementation can be utilized cross-departmentally with online accessibility. Training for and implementing Fusion took months of lead time and planning, including a 40-hour on-site training process followed by weekly troubleshooting conference calls.

ATTENDANCE

July 1, 2015 - June 30, 2016: 295,523



STUDENT HIGHLIGHT: JULIA MC NEARY

"I started working at the Sport Club the second semester of my freshmen year in 2013. I then worked my way to become a Supervisor in Fall 2014 and recently I moved into the Program Assistant position. From working at the Sport Club, I have gained an abundance of professional skills and developed as a leader in so many ways. One of the most important things I have learned is that every position, from the Recreation Fitness Assistants to the directors of facility operations, plays a huge role in the department and we all affect each other. Thus, teamwork is essential, and being able to work and get to know another person is important for any organization to grow. One of my favorite quotes by Assata Shakur states, 'Dreams and reality are opposites. Action synthesizes them.' This quote reminds me that if I want my dreams to come true, if I want to do great things in this world, and if I want to see great change in this world, then I must put action to my dreams to make them reality."

CLUB SPORTS



Club Sports enhances the college experience of students at SJSU by supporting the operations of student-organized sport and athletic teams, leading to a more active student body, opening up student leadership opportunities, and helping students engage with their peers.

HIGHLIGHTS

ESPN SportsCenter anchor and college hockey fan John Buccigross often says, "Club hockey is college hockey." With that in mind, the Spartan Ice Hockey team reached out to Mr. Buccigross via Twitter and asked the commentator if he would wear an SJSU jersey on air. Mr. Buccigross provided a shipping address, but made no promises. On Thursday, February 11, Mr. Buccigross wore the SJSU sweater through his entire segment on national television. It was a proud moment for Spartan Ice Hockey and Club Sports at San Jose State University.

On April 28, 2016, the first ever Club Sports Awards Banquet was held in the Student Union Ballroom. Awards were given to both one male and one female each for Most Improved, Sportsmanship, Scholastic Achievement and Most Valuable Player. Awards were also given for Coach of the Year, and Team of the Year. The event was very well attended and was an excellent opportunity to engage with student athletes and reinforce the messages of leadership and academic success through teamwork.

TEAM ACCOMPLISHMENTS

The Collegiate Water Polo Association named Beth Harberts the Sierra Pacific Conference Coach of the Year for the valuable role she played in the success of the team. The team also had one student named to the Sierra Pacific Conference Second Team All League for his physical fitness and competitiveness.

Competing at the World Latin Dance Cup 2015 in December, Spartan Mambo placed first in the Zouk (a couples dance descended from Brazilian lambada) Amateur Couples category, first in Salsa Men's Amateur Team category, and second in the Salsa Ladies category. These awards add to the team's already burgeoning trophy collection.

Six hockey players received Academic All-American Honors from the American Collegiate Hockey Association for the 2015-2016 season: Patrick Thompson, Christian Rendino, Austin Carnathan, Mario Retana, Michael Wilson, and John Germaine.

Four players were named to 2016 Western Collegiate Lacrosse League Division II All-Conference Teams: George Pertissis to the First Team All-WCLL; Travis Rowney and Cody Gradone to the Second Team All-WCLL; and Shane Kendall to Honorable Mention All-WCLL.

ACTIVE TEAMS

- | | |
|------------------|--------------------|
| Archery | Powerlifting |
| Badminton | Quidditch |
| Bowling | Men's Rugby |
| Boxing | Salsa |
| Cycling | Men's Soccer |
| Dancesport | Swimming |
| Fencing | Ultimate |
| Gymnastics | Women's Soccer |
| Men's Ice Hockey | Men's Volleyball |
| Men's Lacrosse | Women's Volleyball |
| Women's Lacrosse | Men's Volleyball |



STUDENT HIGHLIGHT: LUKE AREN SCHNEIDER

"My connection with the Student Union at San Jose State University has been exceptional because of the Club Sports Program Assistant position I was offered. This opportunity has made me more connected with the Student Union and has afforded me the opportunity to continue playing college hockey. The people associated with the Student Union are of the highest caliber and it is because of this that I have high hopes and expectations for the near and distant future."



After nearly three decades of fun and fitness, the Aquatic Center closed permanently on May 27, 2016 to make way for the new Spartan Aquatic & Recreation Center. While many students, faculty, staff, and community members continued to use the facility up until the very last day, excitement for the new facility has begun to build quickly.

SPARTAN SPLASH

The last annual Spartan Splash Pool Party in the Aquatic Center was held on the Study/Conference Day after the last of instruction of Spring 2016. More than 600 students attended the event to swim, have fun, and enjoy the sun. While the event featured a BBQ and t-shirt giveaway, the signature of the party was a massive balloon fight with over 3,500 balloons tossed.

ATHLETIC TEAMS

Women's Water Polo: 30 Players
Women's Swimming: 30 Swimmers
Women's Diving: 2 Divers
Men's Water polo: 30 Players

CLUB TEAMS

Men's Water Polo: 25 players
Swimming: 15 swimmers
Notre Dame High School Girls Swimming: 30 swimmers

ATTENDANCE

January 2016 - May 2016: 14,100
July 2015 - December 2015: 29,392



STUDENT HIGHLIGHT: MICHAEL WHITE

My employment with Spartan Recreation has been a great opportunity within my college career for which I am extremely grateful. I came in as a commuter with not many friends, or necessarily a place to belong on campus, and after getting hired as a lifeguard at the Aquatic Center, I found my place to fit in. I was surrounded by great coworkers and led by a great manager, which eventually allowed me to move into a supervisory position where I was able to help lead the facility in various outlets and grow exponentially career-wise. I had the opportunity to help plan and lead the end-of-year Spartan Splash Pool Party, which gave me an important experience I can use both within my studies of Hospitality Management and my future career paths.

LEARNING OUTCOMES OVERVIEW

Employment at the Student Union, Inc. is much more than just a job for student employees. Aside from their paycheck, employees gain valuable skills in a variety of areas that enhance their college experience and augment their classroom academics. Students, whether employees or patrons, are better served thanks to the continual efforts of the Student Union.

CLUB SPORTS

By attending the Ruby Bridges Steinbeck Award event, Club Sports staff enhanced their multicultural competency while looking to improve their active citizenship. All of the student staff appreciated Bridges' story and became more aware of the history of social injustice in the United States. Even though SJSU's campus is diverse and welcoming, Club Sports employees were able directly apply what they learned during the event to their own communities.

AQUATIC CENTER

The lifeguards attended a staff training in Fall 2015 and were evaluated on their ability to enact emergency care procedures. A pre-test asked questions about the steps of primary assessment and the different care required to help victims with cardiac and breathing emergencies -- skills they learn during certification courses and monthly in-service trainings. After taking the pre-test, each lifeguard physically demonstrated emergency care on a manikin. At the conclusion of the training, the lifeguards were given a post-test containing the same information. Scores of the post-test were significantly higher than those of the pre-test.

SPORT CLUB

During a training in Spring 2016, 22 student employees were given pre and post-tests before and after an earthquake preparedness training that focused on proper evacuation procedures for the Event Center and Sport Club. With the improved scores, student staff have effectively demonstrated their ability to handle and facilitate the Emergency Action Plan's earthquake protocol. Semesterly refresher trainings to keep staff up-to-date on changing evacuation locations, new emergency equipment usage, and emergency safety equipment locations will begin Fall 2016.

TECHNICAL SERVICES

During 2015-2016, Technical Services recorded a growth in the demand for intelligent lighting fixtures and in live video streaming. Staff supervisors and leads collaborate to develop a strategy for satisfying the increasing needs of these clients. During this planning process, departmental strategies are created individually and then combined with the client's input to deliver the desired outcome. The diversity of the campus and external clients in the Event Center make each event unique in all aspects, continuously challenging the abilities of Technical Services' employees.

OPERATIONS

Students demonstrated the ability to properly react to emergency situations, such as evacuations, earthquakes, and active shooter drills, by following procedures learned during trainings that are provided on a quarterly basis. Real-time simulated training situations will be conducted in Summer 2016 under UPD's guidance to evaluate students' practical application of the skills they've learned. In every emergency evaluation, student employees continue to display growth in their ability to apply the skills and act accordingly. In the wake of Student Union Main's re-opening, student employees were constantly challenged with false fire alarms. Instead of becoming agitated by the situation, the students viewed it as an opportunity to apply the training they had received in real-time, and performed each evacuation of the building as if it were a real emergency.

EVENT SERVICES

New Audio Visual student employees are trained in audio visual fundamentals by shadowing experienced audio visual technicians, including both installed and non-installed AV equipment usage during several events. New audio visual student workers then operate events with oversight from an experienced audio visual technician.

EVENT CENTER

Event Center Employees experience, engage, and work with multiple demographics and gain an appreciation and understanding for an expanded world of perspectives. After being trained in customer service, Event Center staff showed the ability to work culturally diverse events and gained an appreciation and acceptance for different cultural values. A prime example was when a child was reported missing/lost during an event. Staff worked quickly and effectively with other departments to reunite the mother and child.

COMPUTER SERVICES

Computer Services' student employee technician implemented various measures to actively reduce system vulnerabilities. The targeted success rate for this goal was 95%, but the technician achieved 99% success according to patch management and virus reports. The purpose for collecting the data was to measure the technician's ability to successfully follow guidelines that will improve the reliability of computer system maintenance and deployments.

ADMINISTRATIVE SERVICES

Student employees attended an Intercultural & Development Committee training titled "I graduated... Now What: A Workshop On The Financial Responsibilities After Graduation?" The workshop focused on post-graduation goals, preparedness, and money matters. Before the training, each student employee was given a pre-test and after the training they were administered a post-test with the same questions. Attendees at the workshop increased their scores by an average of 17% from pre- to post-test, greatly surpassing the goal of a 10% increase.

Student Union Board of Directors

.....
Cathy Busalacchi, Executive Director
.....

LooLoo Amante

Reginald Blaylock - Fall

Michael Daniels

Sonja Daniels - Spring

Shriel Deogracias - Fall

Inderpal Kaur

Josee Larochelle

Rose Lee

Anna Santana - Fall

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Denice Serna - Spring

Laura Sullivan-Green

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Emily Wughalter

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Aquatic Center

Bowling Center

Box Office

Club Sports

Computer Services

Event Center Administration

Event Center Operations

Event Services

Finance & Accounting

Graphics

Human Resources

Information Center

Sport Club

Student Union Administration

Student Union Operations

Technical Services





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