ASI Annual Report Executive Summary: 2013-2014

Associated Students, CSUF, Inc.

Associated Students (ASI) is more than simply the recognized student government at California State University, Fullerton. As a proud member of the Student Affairs division, ASI strives to offer meaningful student development opportunities through campus leadership positions, student employment, local community engagement, and multicultural and diversity initiatives. ASI encourages the student body to advocate and make a difference – both on campus and in local, state, and national forums.

ASI facilities like the Titan Student Union (TSU) and Student Recreation Center (SRC) create student-centered spaces that encourage students to engage with one another and the campus community in a non-formal setting, as well as focus on out-of-classroom interests like student organizations and recreational fitness pursuits.

Year-round ASI programming and events offer on-campus engagement and add to the rich and varied campus life opportunities here at Cal State Fullerton. From concerts and movies to discussion groups and speaker panels, ASI offers something for everyone and getting involved is as easy as attending an event.

2013-2014 Highlights

Advising
ASI Institutes for Student Governance & Programming Leaders
Five institutes were held during 2013-2014, with over 235 ASI student leaders from the Fullerton and Irvine campuses in attendance.

Safe Space Program facilitated by the ASI LGBTQ Resource Center
With the redesign of this program, both a student track and advanced track are now offered. Participants that complete the two-part session become safe space certified allies and help LGBTQ individuals feel welcomed and respected on campus. Currently, Cal State Fullerton has 202 faculty/staff allies and 74 student allies.

Assessment
During the summer and fall of 2013, the ASI Five Year Strategic Plan was created and approved, with the following vision statement:

ASI strives to be a beacon; welcoming, inclusive, innovative, and responsive.

Areas of focus include student success and Titan Pride; student representation and advocacy; cohesive branding and marketing of all ASI departments, programs, and events; increased communication, feedback, and responsiveness to the campus community and student needs; and continued work towards collaborative environments that utilize innovation and enhance student access to ASI programs and services.

Over 110 student employees, student leaders, ASI employees and university partners participated in this process, focused on closely aligning the goals and vision of ASI with Student Affairs and California State University, Fullerton.

Innovation
For Associated Students, Inc., the goal of any innovation is to enhance the student experience and increase access to programs and services on campus. In 2013-2014:

- The Student Recreation Center implemented web-based online registration, allowing for off-site registration of Titan Recreation instructional classes and special events 24 hours a day.
- ASI financial systems were successfully converted and updated. This upgrade will lead to a paperless system and enhanced services not only to ASI, but also the numerous student clubs, organizations, funded councils, interclub councils, and IRA programs that rely on these services.

Talent Development
ASI employed 374 student employees – over 1% of the Cal State Fullerton population in the TSU, SRC, and Children’s Center. During the fall and spring, 90 student employees graduated. Additionally, the NAEYC accredited Children’s Center holds an 89% student-parent graduation rate (with 32 student-parents graduating last year
alone), hosted 71 internships resulting in 8,250 hours of service, and facilitated 563 current CSUF students to perform observations and classroom projects at the Children’s Center.

Research Grants
In 2013-14, grant limits were increased 400% to $2,500 and 17 grants were awarded.

ASI Facilities
The Titan Student Union (TSU), Student Recreation Center (SRC), and Children’s Center offer a wide array of programs and services to the CSUF campus community. Whether offering affordable childcare, a place to work-out, or a place to study, every student can find something useful in an ASI facility.

To continue to meet the needs of the student population:
- The CSU Board of Trustees approved a $20 million dollar Titan Student Union expansion/modernization project. HVAC upgrades and improvements to the Titan Bowl & Billiards have already been accomplished.
- $70,000 of Wi-Fi infrastructure improvements to the TSU were funded and installed, improving internet access throughout the building, and additional power station locations have been added to better serve students electronic device needs.

The Titan Experience
ASI departments, programs, and services facilitate social, cultural, and recreational programming throughout the academic year designed to enhance the Titan Experience, be responsive to student needs, and relevant to the campus community.

Funded Organizations and InterClub Councils
Over 26,500 participants attended events in 2013-2014 across 15 different ASI funded organizations and interclub councils.

Inclusion and Diversity
ASI programming funded and facilitated through the Association for InterCultural Awareness (AICA), African American Resource Center (AARC), Asian Pacific American Resource Center (APARC), Chicana/o Resource Center (CRC), and LGBTQ Resource Center provided 288 special events, workshops, guest speakers, and discussion groups to almost 16,000 participants. Highlights include:
- PASA: Friendship Games with almost 4,500 participants in attendance
- APAC: Why I love Black Women and AICA: Rally Against Hate with 1,000 participants in attendance at each

ASI Committees and Programs
Well known events like the "ASI Cookout" and "Pizza with the Presidents," as well as beneficial collaborations like Earth Week, informed, entertained, and fed over 4,800 students throughout the year. Additionally, the newly established Community Engagement Coalition published three newsletters about campus activities distributed to over 25 local Fullerton community businesses.

From recurring weekly events to an ice skating rink in the quad, student programmers worked diligently throughout the year to provide high quality activities and events for the students of Cal State Fullerton. Over 12,500 participants attended 165 recurring weekly events hosted by ASI Productions and the ASI Street Team in the TSU, Becker Amphitheatre, and various campus locations. Wednesday Concerts at the Becker and Thursday Films in the TSU Titan Theater proved most popular with students, capturing over 50% of the event attendees.

Special events drew large numbers as well, 8,363 participants took advantage of opportunities like All Night Study, the Titan Fitness Challenge and Spring Concert.

Titan Recreation experienced another successful year in the Intramurals program. For the second year in a row, Intramurals hosted over 1,000 fall participants and 900 spring participants.

Titan Pride Events
The Titan Pride Center programs and Titan Tusk Force hosted pep rallies, tailgates, and Homecoming festivities are cornerstones to the Titan Experience and Titan Pride. 5,000 students attended Titan Rewards athletic events and 1,000 students participated in Titan Pride Center promotions. Over 2,000 students attended Titan Tusk Force pep rallies and tailgates throughout the year.