



**ASSOCIATED  
STUDENTS INC.**  
C H A N N E L  
I S L A N D S

## ASI Year End Report 2010-11



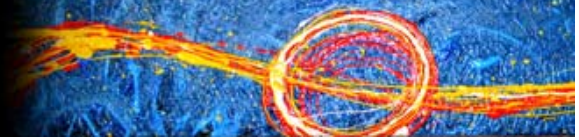
Associated Students Incorporated is a non-profit auxiliary which exists to support the educational mission of CSU Channel Islands. ASI facilitates learning and development through integrative and co-curricular approaches. In addition, ASI implements sound business practices which uphold the fiduciary responsibility associated with the management of student fees, and funds the operation and facility of the CI Student Union.



A large part of this past year was spent assimilating to the new Student Union building, learning its kinks and quirks, and taking corrective action. Beyond the management of the building, the professional staff invested time in examining and rewriting the ASI Statement of Purpose, creating additional opportunities for leadership development and student learning outside of the academic classroom, and participating in continuous professional development.

The key accomplishments this past year included the implementation of a Noon Forum series, the writing and implementation of a CI Leadership Definition, the hiring of the ASI Budget Assistant and ASI Marketing Assistant positions, the implementation of the new student organization budget request process, and professionalizing the selection process for the top two leadership positions within Student Programming Board, *The CI View* student newspaper and *The Nautical* yearbook.

## ACCOMPLISHMENTS & HIGHLIGHTS



*Student Union:* This past year, ASI collaborated with the art department in attaining and displaying CI student art within the building. Seating has been rearranged throughout the building, new chairs have been purchased for the Game Room, and permanent legs were affixed to the Dining Room chairs; all with the intention of creating spaces that are comfortable and welcoming and which promote the fostering of community (fundamental purpose of the Student Union) between students, faculty and staff.

*Leadership development:* A large priority for the ASI professional staff has been implementing leadership development opportunities for the CI undergraduate students. Leadership development has been added to the Student Union student employee biweekly meetings and biannual trainings, for the ASI entity leaders through a book club (*Exploring Leadership* by Komives, Lucas & McMahan), during the inaugural ASI entity retreat, and through campus-wide CI Leadership Definition presentations (Dr. Leonard's math class, Back to Basics, HRE leadership seminar, ASI Board, and LEAP leaders).

*Enhance student learning:* The ASI professional staff continuously looks for opportunities to enhance student learning outside of the academic classroom. These efforts can be seen through the displaying of student art in the Student Union, live music by student musicians four to six times per week, and the implementation of Noon Forums which examine current issues through an interdisciplinary lens.

*Professional Development:* The ASI professional staff continuously looks for opportunities to promote professional development both within ASI and with colleagues from the Division of Student Affairs. This past year, the Executive Director hosted two journal article discussions for the Vice President's Executive Team, implemented a book club for ASI advisors (read two books), supported attendance to the ACUI regional conference, and met quarterly with the ASI Budget Assistant to discuss articles found within *The Bulletin* pertaining to current research and practice within the profession of Student Union management.

*ASI Structure:* With only two full-time ASI professional staff, efficiency is a necessity. As a result, the ASI staff regularly assesses current practices to ensure student needs are being met and efficiency and effectiveness is maximized. This past year saw significant changes related to the funding request process for student organizations; the selection process for the top two leadership positions within SPB, CI View and Nautical; and the hiring of an ASI Budget Assistant and Marketing Assistant. In addition, changes were made to the ASI Bylaws pertaining to the time commitment associated with the Chair and Vice Chair positions, removal of proxy voting (as mandated by AB1233), and clarification of use of non-profit information.

## STUDENT ACCOMPLISHMENTS



- *Christopher Alexakis* (SBP member): Orientation Leader, Merit Leader
- *Elizabeth Bingham* (SG Vice President): Senior Leadership Award recipient, Who's Who
- *Adrienne Cleverly* (SG Senator): Who's Who, Merit Leader
- *Brandon Dowling* (SG Senator and Student Union student supervisor): Senior Leadership Award recipient, Scholar Leader, Political Science Program Honors, Maximus finalist
- *Elysse Farnell* (Nautical Editor-in-Chief and ASI Board Member): Junior of the Year nominee, CI Scholarship recipient, Who's Who, Merit Leader
- *Ashley Filipek* (Student Union student employee): Merit Leader, Who's Who
- *MacKenzie Garcia* (SG Senator): Junior Leader of the Year award recipient, Who's Who, Merit Leader
- *Genevieve LaTurner* (Nautical staff member): President Scholar, Gamma Beta Phi Honor Society
- *Alyssa Leland* (Nautical staff member): Merit Scholar, Who's Who
- *Dana Lockwood* (ASI Vice Chair and SPB President): Maximus Award recipient, Silver Dolphin recipient, Senior Leadership Award recipient
- *Alyssia McMorris* (SPB member): Orientation Leader
- *Michelle Miller* (ASI Marketing Assistant): Merit Scholar, Who's Who
- *Jonathan Neira* (ASI Chair and SG President): Silver Dolphin recipient, Senior Leadership Award recipient, Maximus finalist, Who's Who
- *Katrina Newcomb* (SG Senator): Merit Leader, Who's Who
- *Veronica Palafox* (SPB Vice President): EOP Peer Mentor
- *Elizabeth Quigley* (ASI Budget Assistant): Who's Who
- *Caitlin Shay* (Student Union student employee): Who's Who
- *Alisha Tumin* (SG Director of Operations): Who's Who
- *Whitney Van Blargen* (ASI Board Member): Who's Who
- *Amanda Van Noy* (ASI Board Member): Who's Who
- *Tanya Yancheson* (ASI Board member and Nautical staff member): Junior of the Year nominee, Who's Who, Mortar Board Honor Society, Senior Orientation Leader

## STAFF ACCOMPLISHMENTS



- *Student Union Staff* – CI Outstanding Group Award recipient
- *Christine Thompson* - Maximus Award finalist, DSA Pillar Award nominee
- *Genevieve Evans Taylor* – YoPro Publication, Maximus Recipient for Outstanding Administrator of the Year, Mentor Award nominee

## OPERATIONAL ISSUES & CHALLENGES



- *Operation of Student Union:* A large amount of time was invested into taking corrective action as it related to doors, locking and access issues; new AV equipment; and IT software associated with the digital signage.
- Creating a *balanced budget* for the 2011-12 academic year was a bit of a challenge. ASI was acutely aware that the campus could be heading into a year filled with daunting financial strain. As a result, ASI was committed to assisting the campus by allocating \$100,000 for the Division of Student Affairs for student life programming and services.
- The ASI Executive Director met individually and collectively with each of the ASI Entity leaders, in addition to the ASI Board, to explain the state's budget crisis and how this crisis will affect (and potentially continue to affect) CSU Channel Islands and ASI. The entity leaders carefully examined their budgets to determine the core needs and purpose of their organizations and to align their spending with these needs. As a result, each of the entities, along with the ASI administration and Student Union, made significant cuts in order to accommodate DSA funding. Interestingly, yet not surprising, the ASI Board meeting where the budget was passed was done with great ease, as all of the difficult decisions and cuts had been made prior to the meeting.

## ENTITY ACCOMPLISHMENTS



### Awards & Honors:

- *ASI Entities* – CI Event Award nominee (ASI Entity Retreat)
- *Student Government* - CI Outstanding Organization Award nominee, Event Award nominee (Donuts with Doc), and California Higher Education Student Summit (CHESS) Spirit Award
- *Student Programming Board* – CI Outstanding Organization Award nominee

### Collaboration Between Entities

*ASI Entity Leadership Retreat* – In January, the ASI entity leaders hosted a day long leadership retreat for the members of their organizations. Keynote speakers included the Vice President of Student Affairs Dr. Wm. Gregory Sawyer, Psychology Chair Professor Dr. Virgil Adams, and AVP for Student Affairs Damien Peña. Breakout sessions covered marketing, professionalism, the CI Leadership Definition, graphic software, committee etiquette, and professional writing. The retreat helped to strengthened relationships between the entity members and provided students with the skills necessary to effectively lead within their entity and the CI community.

## Entity Reports

The information listed below was taken directly from the Entity Year End Reports that each entity leader provided to the ASI Executive Director.

## Student Government

- Grants: SG received two CSSA Greenovation Fund grants
- Social Engagement:
  - Rootbeer Pong
- Student Awareness:
  - Pizza with the President
  - Donuts with Doc (VP for Student Affairs)
  - Voter Registration Drive
  - Budget cuts Town Hall meeting (Professors Scott Frish, Tiina Itkonen, and Sean Kelly, and David Pollock)
- Biggest Accomplishment: Student Government's biggest accomplishment was strengthening relationships between the faculty, staff, administration and students; rebuilding their image; and strengthening their reputation.
- Pearls of Wisdom: "Understand your role within ASI and set out your goals. Make sure they are S.M.A.R.T. Goals. Bring the right people on board. Don't bring your friends into Student Government, unless they are the most qualified person. You should bring students who want to help and can work together. Don't ask anyone to do something you wouldn't do. Be prepared to be in the spotlight all the time. Make sure your actions are appropriate at all times. Don't ever put down your organization. Don't repeat Rumors. Most importantly have fun and enjoy it - We sure did."

## The Nautical

- Process Change: This past year, *The Nautical* yearbook changed their budgeting cycle and as a result budget expenses are paid out of the current fiscal year rather than being delayed to the incoming year.
- Pearls of Wisdom: "Learn to delegate. You don't have to do everything yourself. Also, create a timeline of assignments during the summer. I did that this year and it was a huge help!"

## The CI View

- Publications: This past year, *The CI View* published four hard copy issues of the student newspaper in the fall and six online issues in the spring.
- Pearls of Wisdom: "Always give the members of your team the 'Why' to your decisions and injunctions with 'because...' because it is important to show the team respect as well as your competence. People like to get behind strong and able leaders. You might not be one right away, but I guarantee you will grow into being one because of because."

## Student Programming Board

- Leadership Training: The members of SPB participated in both fall and spring retreats during which time they discussed and learned about time management, e-mail etiquette, marketing strategies, professionalism, respect for others.
- Biggest Accomplishment: The biggest accomplishment for SPB this year was Dolphin Palooza (spring concert). Approximately, 150 students, parents, CI staff, community members attended on a holiday weekend. The Spanish Club, MEChA, Latina Leadership Coalition, the Islands News and Rotaract club all had booths in which they fundraised money for their club. Entrance was free but there was a fee for the carnival rides and for some of the booths. SPB raised \$520 and 50% of the proceeds went to Casa Pacifica. Four local bands played music on a professional stage. A fundraiser was also held by the Latina Leadership Coalition in support of Japan tsunami relief. Collaboration for this event was big. Campus Recreation, Housing & Residential Education, ASI, Student Life, and Police & Parking Services all helped to implement a successful event.
- Lessons Learned: More effort must be placed into marketing. Marketing gets students to the events. Also, plan to avoid putting events on a holiday weekend. Lastly, goals/expectations need to be communicated to all members and especially within Executive Board which will hopefully help to ensure SPB is on the same page during planning, preparation and facilitation of events.
- Pearls of Wisdom: “Make sure there is value and purpose behind every event and what the members do while having fun.”
- Events: Welcome Luau (150), Fall Retreat (25), Grocery Bingo (189), Slumber Skate (195), Rocky Horror Picture Show (102), Talent Show (110), ASI Retreat (10), Condoms and Candy (200), Ice Skating and Broom Ball ( 184), Dance Workshop (20), LA Kings Game (65), Dancing with the Staff (45), Karaoke Night (40), Big Screen Movie (60), Casino Night (250) and Dolphin Palooza (180).

# FINANCES & STATS



ASI BUDGET 2010-11	APPROVED & ALLOCATED (BUDGETED) BY ASI	TOTAL REVENUES	TOTAL EXPENSES	END OF YEAR UNDER SPENT BUDGET
<b>Revenues:</b>				
ASI Fee	358,550	467,174		108,624
Student Union Fee	354,081	354,081		(1)
CI Allocations	8,025			(8,025)
Lease & Rental Income	93,500	21,313		(72,187)
<b>Expenses:</b>				
Administration	262,648		275,947	(13,299)
Student Union (Operations)	385,632		201,477	184,155
Student Union (Bond Payment)		807,681*	807,681*	
Clubs & Organizations	8,000		6,031	1,969
Student Programming Board	75,000		77,568	(2,568)
Student Government	60,167	8,930	72,857	(3,760)
Nautical Yearbook	9,983	18,704	22,028	6,660
CI View Newspaper	12,310	15,971	23,662	4,619
<b>TOTAL</b>	<b>\$ 416</b>	<b>\$ 886,172</b>	<b>\$ 679,570</b>	<b>\$ 206,186</b>

\* Bond payment is Campus incurred debt and thus does not reside on ASI books. Shown here for comparison purposes only.

AVERAGE VISITORS DURING ACADEMIC YEAR (HOURLY AVERAGE)	
Monday	20.3
Tuesday	22.9
Wednesday	19.4
Thursday	21.4
Friday	8.1
Saturday	4.6
Sunday	2.4

ROOM RESERVATIONS/ANNUAL	
Coville Conference Room	341
Meeting Room A	85
Meeting Room B	33
Dining Room/Stage	88
Tree House Courtyard	35

RANDOM	
Pieces of Student Art Displayed in Union	5
Full Time Professionals	2
Student Employees	10
Number of Facebook Friends	498
Businesses participating in the Dolphin Discount Program	26

GRADE POINT AVERAGES/# MEMBERS	FALL 2010	SPRING 2011
ASI Board Members (students)/9	3.29	3.41
All entity members GPA	3.25	3.18
<i>The CI View</i> newspaper/10, 9	3.34	3.32
<i>The Nautical</i> yearbook/4	3.64	3.39
Student Government/18	3.28	3.28
Student Programming Board/11	3.01	2.89
ASI & SU student employees/10	3.24	3.18
All Undergraduate Student GPA	2.94	2.95