

LOKER STUDENT UNION



LOKERSTUDENTUNION

ANNUAL REPORT 2014-2015



TABLE OF CON

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TENTS



INTRODUCTION

- 4 Mission Statement
- 5 Message from the Board Chair
- 6 Message from the Director
- 8 Organizational Chart



EVENTS & MARKETING

- 12 Activities and Events
- 16 Social Media
- 17 LSU Rebranding
- 18 Reservations and Event Services



FACILITIES

- 22 Facility Improvements



STAFF

- 26 Student Employment Program
- 27 Professional Staff
- 28 Employee Highlights



FINANCES

- 32 Statement of Net Position
- 33 Statement of Revenues Expenses, and Changes in Net Position



LOKER STUDIOS



ST UNION



MISSION STATEMENT

The Loker Student Union provides an environment which is designed to encourage interaction among the campus constituent groups (internal and external), enhance the sense of campus community, and expand the avenues through which the university educates students.

Through its many activities and services, the Loker Student Union provides cultural, social and recreational programming that supports the educational mission of the university, encouraging the development of citizenship, leadership, and social responsibility for success in a dynamic and pluralistic society.



MESSAGE FROM THE BOARD CHAIR

Jordan Sylvestre
Chair, Board of Directors

Hello Fellow Toros, I am Jordan Sylvestre and it is a privilege to end my second year as the Chair of the Donald P. and Katherine B. Loker Student Union. This year has proved, yet again, to the Dominguez Hills campus that the Loker Student Union is the heart of DH. LSU hosted a series of events, provided services to our students, and continued to support school spirit. The LSU participated in a feasibility study to assess needs related to recreation and wellness on campus. This year the LSU also went through a re-branding. All progressive efforts were supported by students, faculty, and staff of Dominguez Hills. Our survey of recreation and wellness was answered by over 1,500 students, gathering much-needed Toro perspectives. A student was fortunate enough to create the new logo for the Loker Student Union.

The Loker Student Union's Board of Directors specifically worked to strengthen the image and visibility of the Board to students, tenants, as well as the greater campus community. This included classroom presentations, tabling outside of the Union, and creating a stronger presence at Loker Student Union and Dominguez Hills' events. This by far was a collaborative and team effort.

Each member of our Board of Directors went beyond his or her duties to promote what the Student Union means to students and our time at DH. Vice Chair Hershell Hardimon brought the veteran's perspective and was able to highlight the importance of service to students. Secretary Kristina Chandler took the lead in identifying a name for the upcoming meditation space, reaching out to students with a questionnaire. Janette Solano brought the perspective of the Equal Opportunity Program's peer mentor to highlight first-time freshman and first-generation college students. Our Associated Students Inc. Board members also supported the Loker Student Union's efforts. Executive Vice President Jesica Rodriguez won a prestigious student award at the regional ACUI conference. Overall, the Loker Student Union has grown tremendously this past year, and I have full confidence in the direction the organization is moving and our newly elected Board of Directors will lead the charge. I would like to personally thank my Director Ms. Ortiz, students, professional staff, and Toros of Dominguez Hills for my time and opportunity to serve on the Board. I look forward to the future of the Loker Student Union.



MESSAGE FROM THE DIRECTOR

Welcome to the 2014-2015 annual report. The Loker Student Union (LSU) enjoyed another remarkable year of student participation across the spectrum of involvement opportunities that we offer.

Highlights for the LSU included student volunteer participation in board leadership and programming; student employees serving fellow students while learning transferable skills and gaining valuable work experience; continual improvements to facility aesthetics and resources offered – as well as improvements in service areas based on student input; professional staff contributions in support of university initiatives; and increases in building usage by the university community.

In the area of programming, students introduced new activities to promote health and wellness awareness.

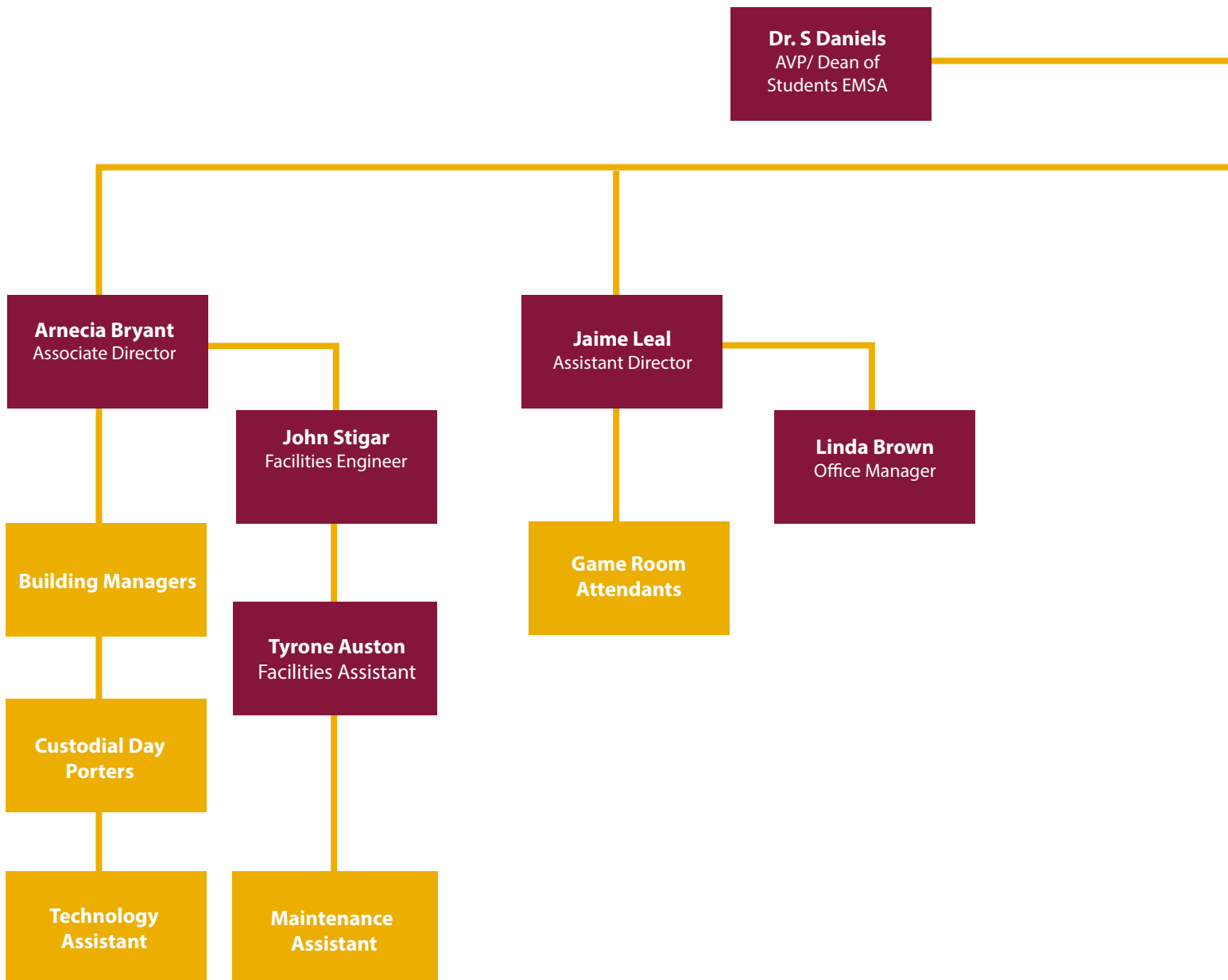
I personally witnessed students making new friends at these events while burning calories, practicing mindfulness, and destressing through laughter.

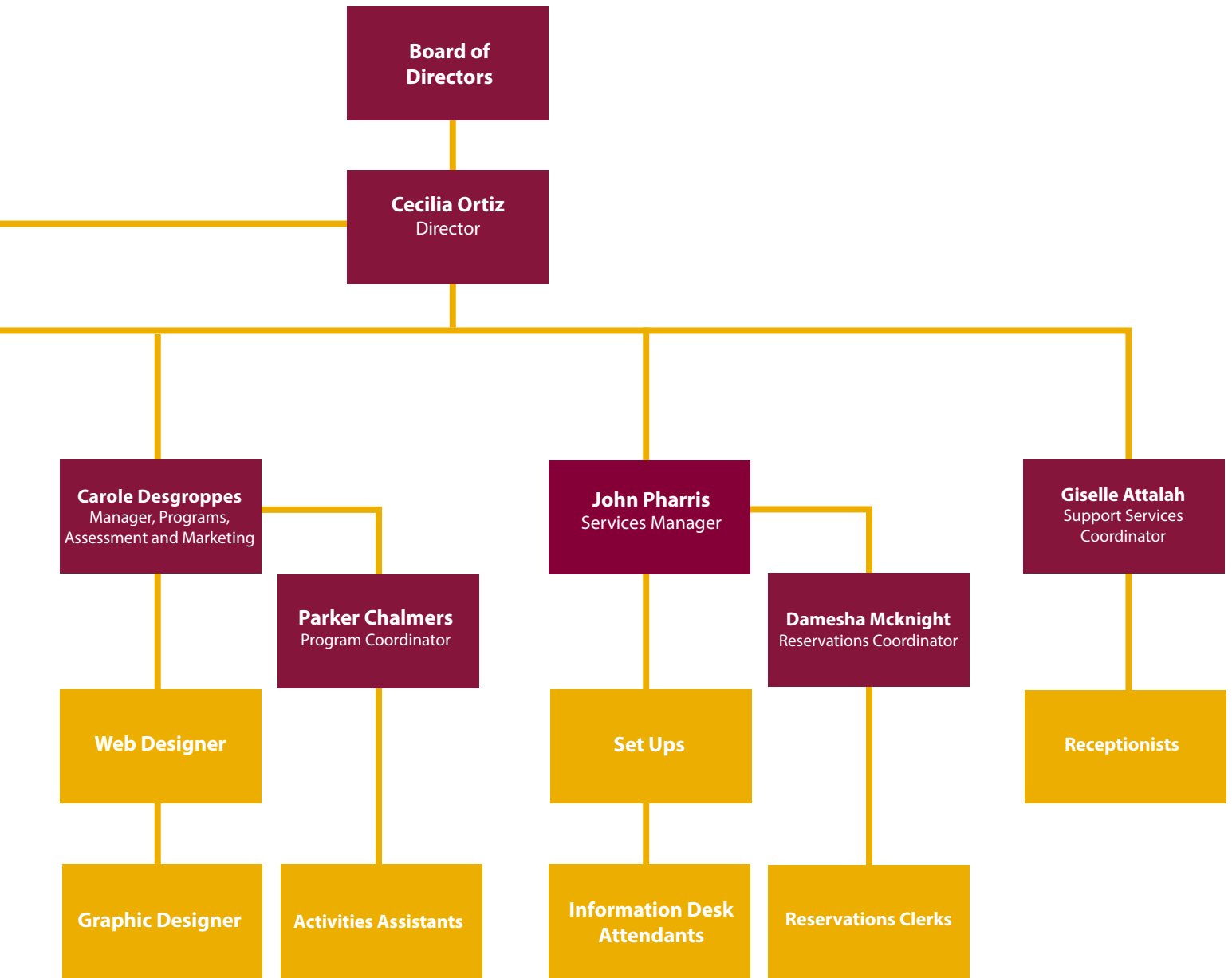
Professional Staff contributions included leadership in several campus committees for high-impact programs, such as Welcome Week and the Women's Conference, among several others.

The facility is now reaching capacity throughout a greater portion of the day, indicating that the offerings of the LSU are enticing more students to stay on campus between classes. In such instances, those students make meaningful connections which promote retention and persistence toward graduation. We are happy to do our part in contributing to student success!



LOKER STUDENT UNION, INC ORGANIZATIONAL CHART 2014-2015





.75 Full-Time Professional

SAE Student Assistant Employees

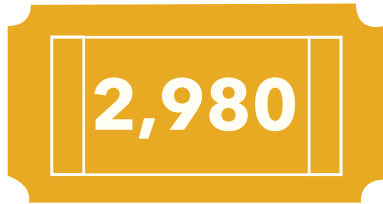


EVENTS AND



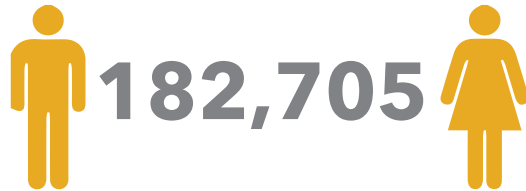
MARKETING

ACTIVITIES & EVENTS



Total Events

Fall 2014 - Spring 2015



182,705

Total Attendees

Fall 2014 - Spring 2015

Co-Sponsorship

Fall 2014 (3)
Spring 2015 (6)



Novelty & Variety

Fall 2014 (18)
Spring 2015 (21)
(Winter Wonderland,
Fat Tuesday, Comedy)



Music & Culture

Fall 2014 (14)
Spring 2015 (11)
(Noontime Concert,
Karaoke, Take the Mic)



Wellness

Fall 2014 (2)
Spring 2015 (5)
(Yoga, Bubble Soccer,
Drum Circle)



On the Road

Fall 2014 (3)
Spring 2015 (3)
(Disneyland, Big Bear,
Lakers Game)



MUSIC & CULTURE

Toro Productions had several successful programs in the fall and spring semesters. Latin Heat, an outdoor event that featured a live Latin band, had students practicing the dance moves they had learned during one of the weekly Latin dance classes (Salsa, Bachata, and Merengue), organized through LSU. This event happened at the end of September during Latin Heritage Month. In the spring, the LSU held, for the second year, Fat Tuesday, which celebrates Mardi Gras and everything New Orleans with a live Zydeco band, freshly made donuts, mask decorating, and mocktails.



WELLNESS EVENTS

This year the LSU added wellness events to its calendar of activities in order to start the conversations around recreation and wellness.

Toro Productions planned five events including a three-part Hip Hop cardio class, a drum circle, an afternoon of kite flying, Jumping Aerobics with personal trampoline, and outdoor yoga. Students shared their appreciation for these types of events, adding that it relieved their stress and provided them a moment to relax.



Big Bear Trip

VARIETY EVENTS

In the fall, the Magic Show featuring the well-known magician Joel Ward was very well received by students. His set included up close and personal magic along with a stage show.

Toro Productions and ToroZone game room planned a Game Day that was a success amongst students. Various tournaments happened throughout the day, including billiards and console games.

OFF-CAMPUS TRIPS

The LSU hosted five off-campus events that provided different and unique experiences to students:

- Big Bear
- Knott's Scary Farm (Halloween)
- Getty Museum
- Disneyland
- Cinderella the Musical
- Lakers Game

SOCIAL MEDIA



665

FOLLOWERS

{Instagram}



390

FOLLOWERS

{Twitter}



942

FOLLOWERS

{Facebook}

FOLLOW US @LOKERSTUDENTUNION

ENGAGING WITH STUDENTS ONLINE



The Loker Student Union started to develop a consistent following within its various social media. This year the number of followers tripled on Instagram and Facebook saw a great increase, as well. The LSU wants to stay connected with students in providing information about upcoming events, news about what's new or going on in the union, offer a chance to participate in contests, and announce job openings, to name a few.

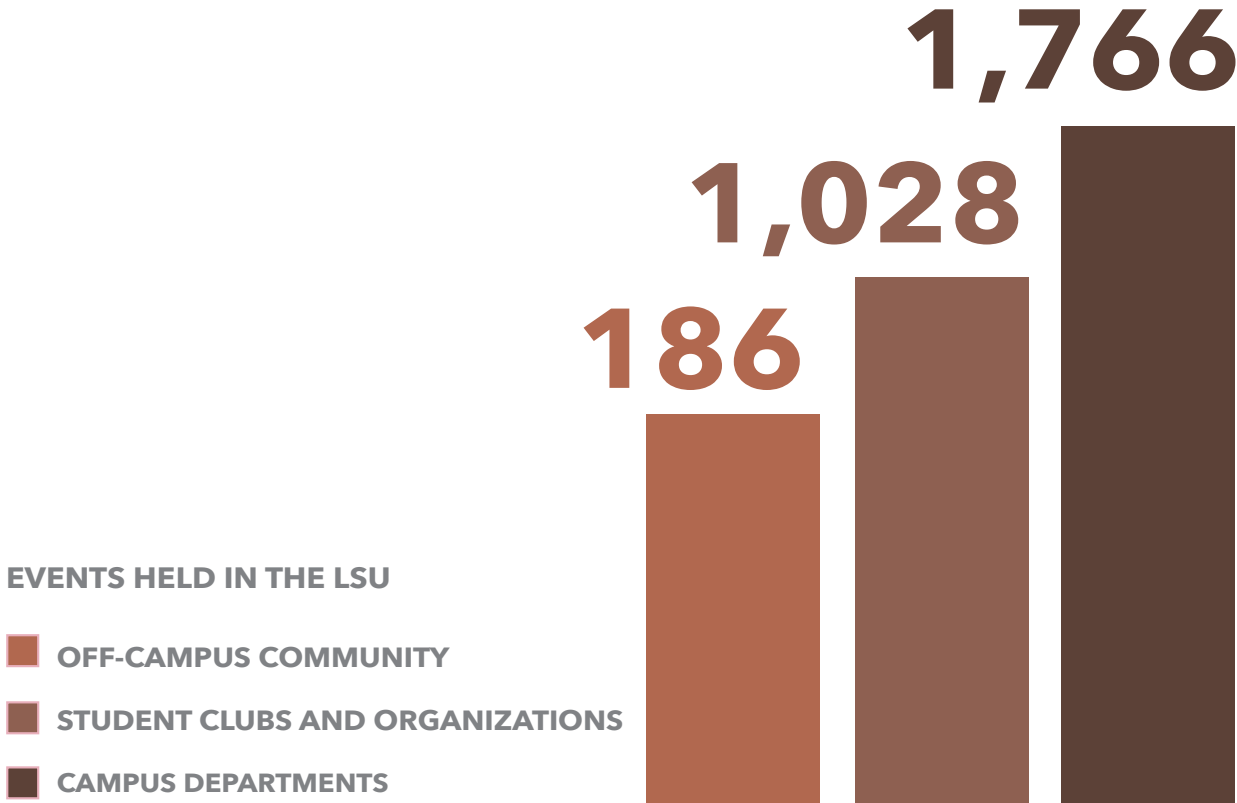
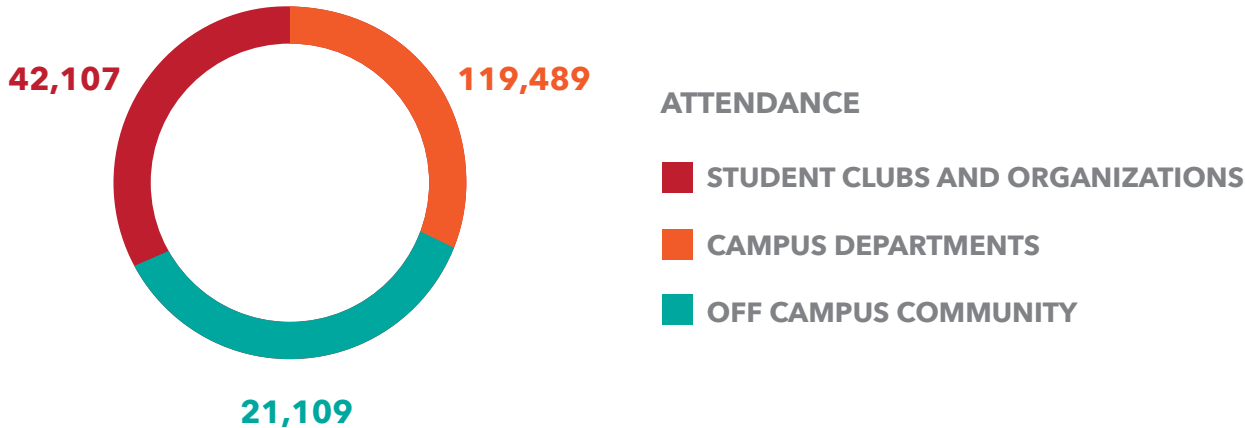
LSU REBRANDING

The LSU went through a year long rebranding process that resulted in a new logo for the organization, a refreshed look inside the student union and renewed energy to take the LSU to the next level. After following a step-by-step process, the analysis and findings led to a logo contest amongst students. The winner of the contest, Adrian Gonzalez, Graphic Designer for the LSU, designed a creative logo that expresses what the campus community felt about the student union. The LSU wanted to provide a consistent experience and strengthen our brand. The logo design relates to the letter



“X” because this letter is a mark, an indicator and an identifier. The letter “X” marks the spot on maps of a specific location, often the place to be, which makes sense given the LSU is both the literal and physical heart of the campus. The design is made up of four geometric shapes meeting in the center to create unity. Each shape represents a different entity found in the LSU: student, staff, faculty and administrators. The logo was designed to have a sense of movement related to the people who consistently enter and exit the busy building.

RESERVATIONS AND EVENT SERVICES







FACIL



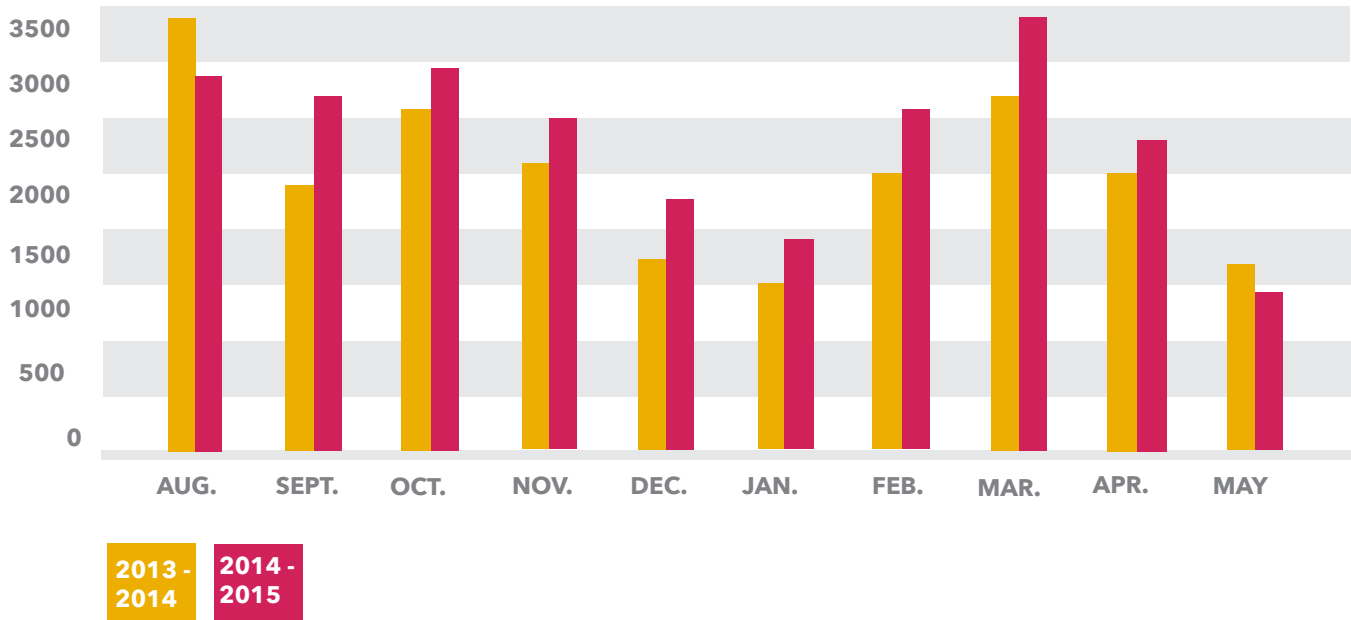
I T I E S

FACILITY IMPROVEMENTS

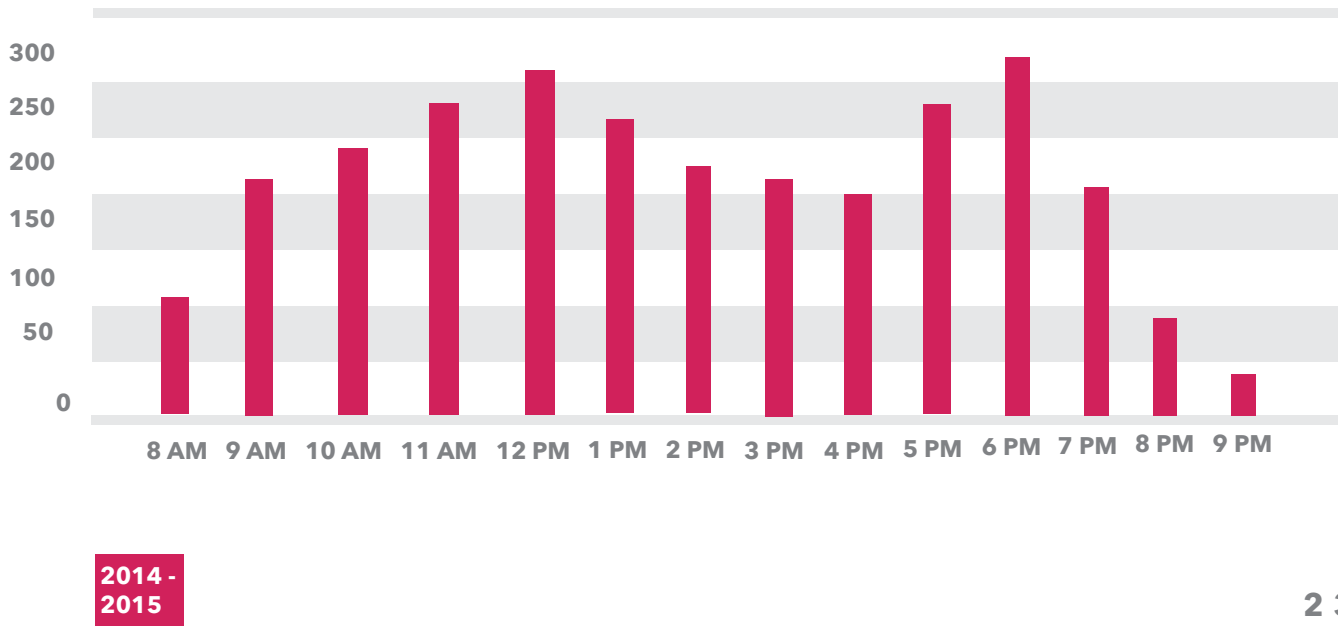
This year, the Loker Student Union made some technology upgrades through the purchase of new laptops, installed wireless projectors in each meeting room, and added power outlets where students study, hang out and plug in their devices. New carpet, was installed throughout the ballroom floor along with new paint and wall treatments. The main level of the student union had several areas painted with the school colors to increase school spirit. ToroZone Game Room received an additional pool table, upgrade all game consoles, and installed a Touch Tunes kiosk to respond to students' needs and wants.



AVERAGE NUMBER OF VISITORS PER DAY



AVERAGE NUMBER OF VISITORS PER HOUR





DOKER

FF

STUDENT EMPLOYMENT PROGRAM



The LSU participated in the Association of College Unions International (ACUI) Regional graphic design competition in November 2014. Ana Ramirez, Web and Social Media Assistant won second place in the poster category. Adrian Gonzalez, Graphic Designer won third place in the calendar category.

The Loker Student Union's student employment program is designed to prepare students to be well rounded, gained a set of transferable skills and be successful in the workplace once they graduate. This year, the trainings focused on the top skills employers value (verbal communication, critical thinking, problem solving, analytical skills) as well as ethical decision making skills. Students enhanced their learning and understanding of the various skills and were able to apply what they learned to their job duties. Students acknowledged that they improved their job performance by applying the tools and techniques learned during the trainings. Supervisors are supportive and work with student assistants to ensure they have the abilities to perform well and gain experiences.



40

STUDENT ASSISTANTS

PROFESSIONAL STAFF

MEET OUR NEW STAFF



Giselle Atallah joined the Loker Student Union as the Support Services Coordinator in August 2014.



Parker Chalmers joined the Loker Student Union as the Program Coordinator in July 2014.

CELEBRATING YEARS OF SERVICE MILESTONES



The LSU staff recognized **Jaime Leal**, Assistant Director, for his dedicated 15 years of service to the Loker Student Union.

EMPLOYEE HIGHLIGHTS



PRESENTATIONS

- Cecilia Ortiz, Director, presented “Body shop: maintenance for top performance”, “Improv Games at Work”, and was a panelist for a session called “Choose the driver’s seat!” on women in leadership at the ACUI Regional Conference
- Arnecia Bryant, Associate Director, served as a co-facilitator for ACUI Region I Webinar: Gender Inclusive Restrooms. She also presented an educational session at the ACUI Regional Conference along side Facilities Engineer John Stigar on RFP.
- Carole Desgropes, Manager, Marketing, Program and Assessment, presented at the ACUI Regional Conference “What is ACUI?”
- Jaime Leal, Associate Director, and Giselle Atallah, Support Services Coordinator, presented at the ACUI Regional Conference “Map your journey in student affairs today!”

PROFESSIONAL ASSOCIATIONS

- Cecilia Ortiz, Director, served as the Education Coordinator on the conference planning team for the ACUI Region 15 conference. Ortiz also chaired the student LEAD Retreat.
- Arnecia Bryant, Associate Director, has been selected to serve as the Vice-Chair for the Auxiliary Organization Association A.S./ Student Union/ Recreation Committee. Bryant also chaired the Women’s Retreat and Women’s Conference.
- Carole Desgropes, Manager, Marketing, Program and Assessment, serves as the ACUI Region I Regional Director .
- Giselle Atallah, Support Services Coordinator, served as the Alumni Representative on The Board of Directors of the University Student Union at California State University, Los Angeles.

CONTRIBUTIONS TO THE UNIVERSITY

EVENTS THAT RECEIVED FUNDING AS CO-SPONSORSHIP AND IN-KIND DONATIONS FROM THE LSU:

Welcome Week.....	\$1,000.00
Modern Languages Department.....	\$254.91
Women’s Resource Center.....	\$250.00
BSU Fashion Show.....	\$250.00
Library Event.....	\$250.00
Latino Faculty and Staff Association.....	\$250.00
Total	\$2,254.91

IN-KINDS:

- Toro Night
- Greek Week
- Orgs Leadership Retreat

EVENTS AND COMMITTEE ASSISTANCE

ARNECIA BRYANT SERVED ON THE FOLLOWING COMMITTEES:

- 1.) LEAD Retreat
- 2.) Women’s Retreat
- 3.) Women’s Conference
- 4.) ARC Committee
- 5.) Safe Space Committee
- 6.) Floor Warden Committee.

CAROLE DESGROPES SERVED/ ASSISTED ON THE FOLLOWING COMMITTEES:

- 1.) Welcome Week (Co-Chair)
- 2.) ASI Public Affairs Commission
- 3.) Toro Days
- 4.) Unity Fest
- 5.) ARC
- 6.) Toro Night (Fall & Spring)
- 7.) Athletics with advertisements
- 8.) Special Olympics World Games (Luau)
- 9.) Commencement
- 10.) Cross Cultural Retreat

PARKER CHALMERS SERVED ON THE FOLLOWING COMMITTEES:

- 1.) Welcome Week (Co-Chair)
- 2.) Safe Space Committee
- 3.) Alcohol Awareness Committee
- 4.) ASI Student Activities Commission
- 5.) Toro Days & Throwback Thursday
- 6.) VSP Coordinator Search Committee
- 7.) Unity Fest
- 8.) Men’s Retreat
- 9.) LEAD Retreat (Small Group Facilitator)

DAMESHA MCKNIGHT ASSISTED WITH:

- 1.) Leadership Conference for Clubs and Organizations and presented “Reservations 101” workshop.

JOHN STIGAR SERVED ON THE FOLLOWING COMMITTEE

- 1.) Maintenance Worker position search committee for University Housing

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FINA



TUDENT UNION

N C E S



STATEMENT OF NET POSITION (AUDITED)

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$ 1,294,006
Short-term investments	811,790
Accounts receivable, net	900
Prepared expenses	25,000
TOTAL CURRENT ASSETS	= 2,131,696

PROPERTY AND EQUIPMENT

Capital assets, net	275,192
TOTAL ASSETS	= 2,406,888

DEFERRED OUTFLOW OF RESOURCES

NET PENSION OBLIGATION	= 83,743
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LIABILITIES

CURRENT LIABILITIES

Accounts payable	81,212
Accrued salaries and benefits payable	1,698
Accrued compensated absences	52,296
Unearned revenue	7,278
TOTAL CURRENT LIABILITIES	= 142,484

NON-CURRENT LIABILITIES

Post-employment benefits other than pensions	312,335
Net pension liability	422,589
TOTAL NON-CURRENT LIABILITIES	= 734,924
TOTAL LIABILITIES	= 877,408

DEFERRED INFLOW OF RESOURCES

NET PENSION OBLIGATION	= 82,099
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NET POSITION

Net investment in capital assets	275,192
Unrestricted	1,255,932
TOTAL NET POSITION	= 1,531,124

STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION

REVENUES

OPERATING REVENUES

Student fees	\$ 2,270,000
Sales and services of auxiliary enterprises	261,968
Other operating revenues	31,371
TOTAL OPERATING REVENUES	= 2,563,339

EXPENSES

OPERATING EXPENSES

Student services	116,978
Operating expenses	2,240,254
Depreciation	83,251
TOTAL OPERATING EXPENSES	= 2,440,483
OPERATING INCOME (LOSS)	= 122,856

NON-OPERATING REVENUES (EXPENSES)

INVESTMENT INCOME (LOSS)	= 2,589
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INCREASE (DECREASE) IN NET POSITION	= 125,445
NET POSITION - BEGINNING OF THE YEAR AS RESTATED	= 1,405,679
NET POSITION - END OF THE YEAR	= 1,531,124

