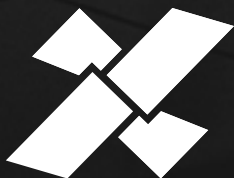


Loker Student Union Annual Report

2018 - 2019

**Continued
Growth.**



LOKERSTUDENTUNION

Table of Contents

	Mission Statement	4
	Organizational Values	5
	Organization Chart	6
	Training & Development	8
	Team LSU	10
	Services	12
	Facility Operations	14
	Business & Finance	16
	Board of Directors	18
	Activities	20
	Marketing	22



Table of Contents

Mission Statement



Serving today, educating for tomorrow.

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.



Organizational Values



Organizational values matter.

We believe that our values assist employees in achieving our mission as well as expressing our core beliefs. As such, they are the essence of our organization's identity and serve as a compass for the organization's culture.

Service

- We are dutiful in serving the best interests of guests & coworkers.
- We practice responsible stewardship of organizational assets (for today and tomorrow).
- We encourage and support active citizenship in governance and employment.

Leadership

- We are a learning organization which practices active dialogue and shared decision-making.
- We suspend hierarchy whenever possible.
- We pursue and cultivate partnerships.

Inclusivity

- We foster an environment where all experience a sense of belonging.
- We seek to understand and value differences between people.
- We strive to avoid wronging others by our actions or omissions.

Development

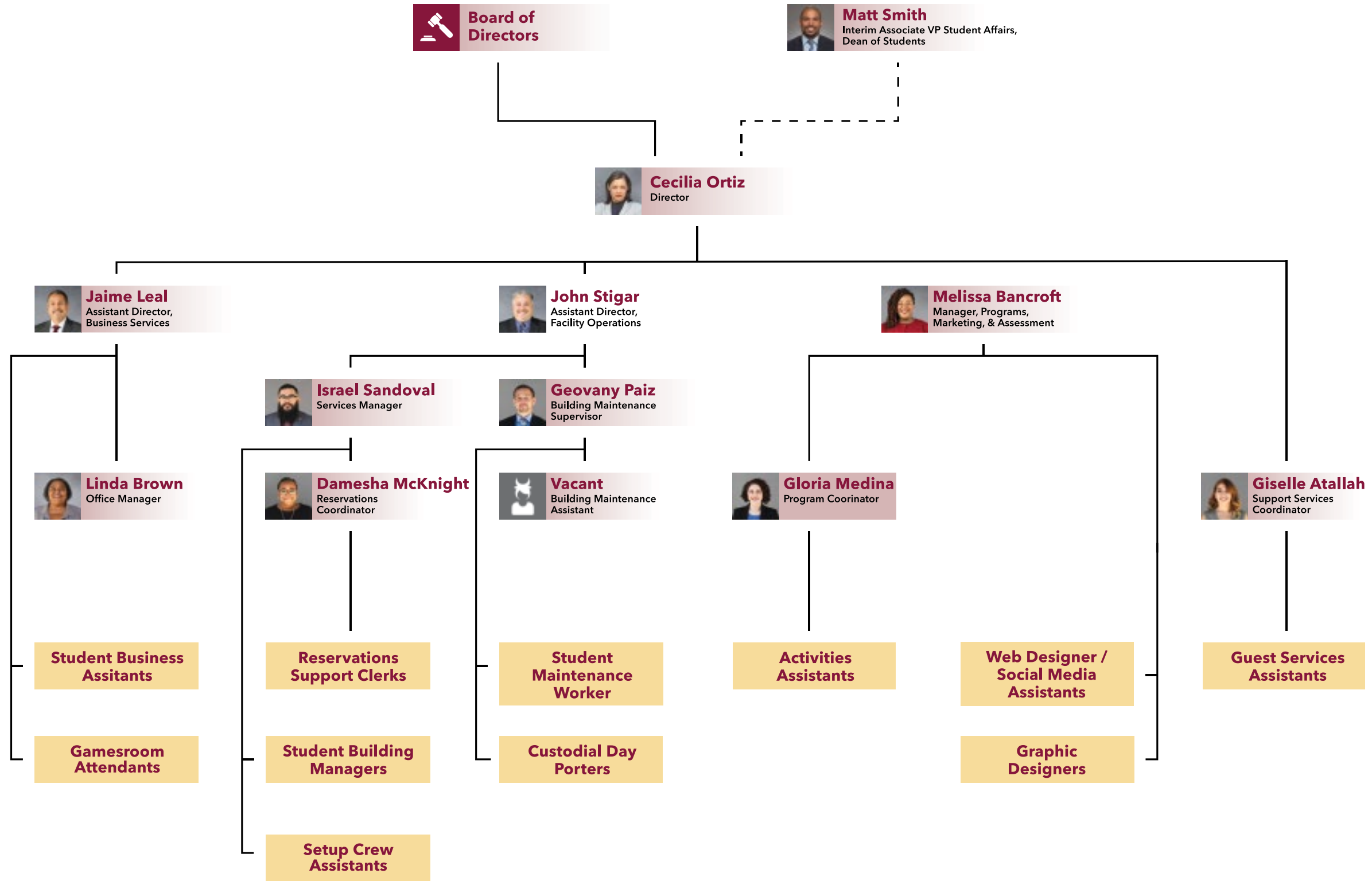
- We strive for personal mastery within ourselves and those we lead through generative learning.
- We empower ourselves and each other.
- We pursue continuous improvement.

Enjoyment

- We align individual purpose to the organization's mission.
- We nourish work-life balance, wellbeing, and prosperity.
- We delight in creating moments of unexpected joy for others.

**CORE
VALUES**

Organization Chart



Training & Development



Relevance through community participation.

In fiscal year 2018-2019, the LSU sent eight (8) delegates to the ACUI Regional Conference in San Diego, CA. Out of the eight (8) delegates, three (3) were full time staff and (5) were students - student employees and one student Board member. Four (4) full time staff members attended the ACUI National Conference in Indianapolis, ID. Four (4) student delegates attended the ACUI I-LEAD insitute.

ACUI Regional Conference

San Diego State University - San Diego, CA

PARTICIPANT NAME	PARTICIPANT POSITION
Cecilia Ortiz	Full Time Staff
Giselle Atallah	Full Time Staff
Jaime Leal	Full Time Staff
Alejandro Herrera	Student Employee
Victor Gonzalez	Student Employee
Gania Figueroa	Student Employee
Guadalupe Solis	Student Employee
Jonathan Thomas	Student Board Member

ACUI National Conference

JW Marriott Indianapolis - Indianapolis, IN

Cecilia Ortiz	Full Time Staff
Jaime Leal	Full Time Staff
John Stigar	Full Time Staff
Giselle Atallah	Full Time Staff

ACUI I-Lead

West Chester University - West Chester, PA

Christian Sanchez	Student Board Member
Jonathan Thomas	Student Board Member
Anthony Thompson	Student Board Member
Gania Figueroa	Student Employee



Relevance through community participation.



Team LSU

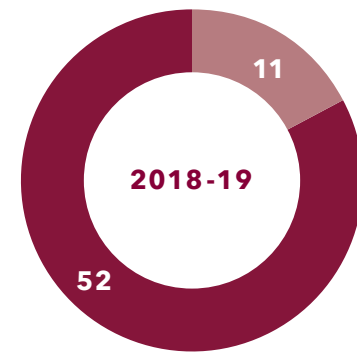


A growing team.

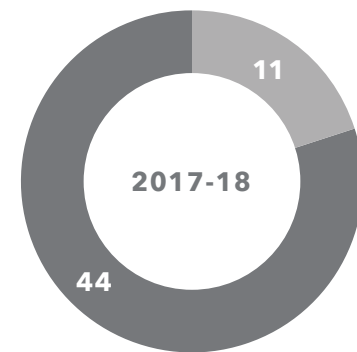
The LSU experienced a growth in work force from 55 employees in 2017-2018 to 63 employees in 2018-2019. The Guest Services unit saw an increase of 7 student assistants for a team total of 15. This increase in staff was due to the opening of the Nap Room service. The Setup unit also experienced a change with the discontinuation of the Setup Crew Lead position and an addition of two Setup Crew Assistants. This was in response for a need to support the increase in conference/event use in the facility.

Team Numbers

UNIT	NUMBER OF STAFF BY UNIT
Administration	1 / 1
Operations	1 / 1
Business Services	6 / 7
Marketing & Programs	8 / 8
Maintenance & Custodial	7 / 7
Reservations	5 / 4
Setup*	13 / 11
Building Manager	7 / 7
Guest Services	16 / 9



● Pro Staff
● Loker Leader



● Pro Staff
● Loker Leader

Awards & Recognitions

Linda Brown **Service Award - 30 Years**



LEGEND

Administration	A	Maintenance & Custodial	MC
Building Manager	BM	Marketing & Programs	MP
Building Manager & Setup	BM&S	Operations	O
Business Services	BS	Reservations	R
Guest Services	GS	Setup	S

Pro Staff

TITLE	UNIT
Director	A
Assistant Director, Facility Operations	O
Assistant Director, Business Services	BS
Assistant Director, Engagement & Development	MP
Building Maintenance Assistant	MC
Building Maintenance Supervisor	MC
Office Manager	BS
Program Coordinator	MP
Reservations Coordinator	R
Services Manager	BM&S
Support Services Coordinator	GS

Loker Leaders

TITLE	UNIT	TOTAL
Activities Assistant	MP	3
Custodial Day Porter	MC	4
Game Room Attendant	BS	3
Graphic Designer	MP	2
Guest Services Assistant	GS	15
Reservation Support Clerk	R	4
Setup Crew Assistant	S	12
Setup Crew Lead	S	n/a
Student Building Manager	BM	6
Student Business Assistant	BS	1
Student Maintenance Worker	MC	1
Technology Assistant	BS	n/a
Operations Assistant	BM	n/a
Web Designer/ Social Media Assistant	MP	1

Services



Reservations

The Loker Student Union hosts events on behalf of Registered Student Clubs and Orgs, Campus Departments Private Events. During the 2018-2019 Fiscal year we hosted over 4,500 events. 953 of these events were sponsored by Student Clubs and Orgs., 3,362 were sponsored by Campus Departments and 217 were sponsored by Private off Campus Guests. We hosted over 300,000 guests at these events. Some of the major events we hosted are LSU Open House, New Student Orientation, Summer Bridge, Staff Service Awards, Fall Convocation, & Presidential Student Leadership & Service Awards.

STUDENT EVENTS	UNIVERSITY EVENTS	PRIVATE EVENTS	BOOKED EVENTS	COMPLETED EVENTS
953 / 1482	3362 / 2986	217 / 245	7830 / 7459	4532 / 4713

Print Services

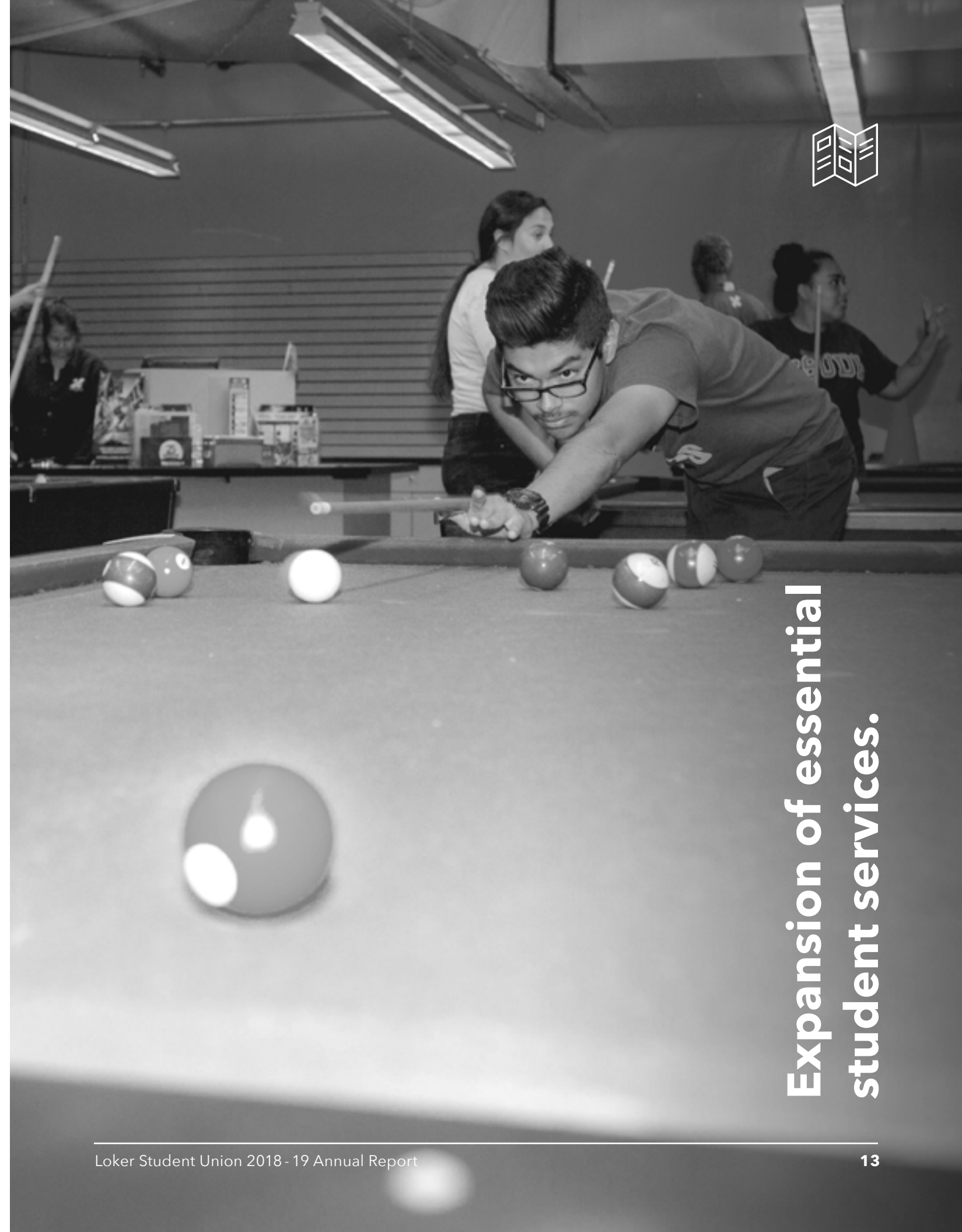
The LSU's printing service in fiscal year 2017-2018 and 2018-2019 comprised of one Go Print kiosk and coin machine, one printer, and three laptops. Based on data gathered from the technology issues log and guest surveys from July 2017 to March 2018, the LSU identified printing service needs and weakness. The three most reoccurring technology issues include: card payment option, colored printing, and laptop upgrade due to slow speed. The LSU was able to upgrade all three laptops featuring a faster processor and touch screen capabilities. Thus, in fiscal year 2018-2019, the LSU experienced a two percent (2%) increase in total pages printed in comparison to the prior year.

TOTAL PAGES	TOTAL PRINT JOBS	AVG. PAGES PER DAY	AVG. PAGER PER PRINT JOB
130,863 / 128,442	44,350 / 44,337	445 / 421	3.98 / 4.02

Games Room

The LSU Games Room continued to provide a vibrant atmosphere for students to engage in a fun and safe environment. Designed to build-community and create student interaction, the LSU Games Room promoted health and wellness within the various activities offered. Console gaming remained a favorite which saw a growth within the E-sports community. Other enhancements within the space also assisted with the student experience. These included the introduction of a non-cash payment option and an enhanced customer experience which led to a more enjoyable experience for students.

TOTAL NUMBER OF PATRONS SERVED	AVERAGE PATRONS PER DAY	AVERAGE PATRONS PER WEEK
7,592	76	276



Expansion of essential student services.

Facility Operations



Accommodating a growing student population.

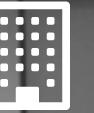
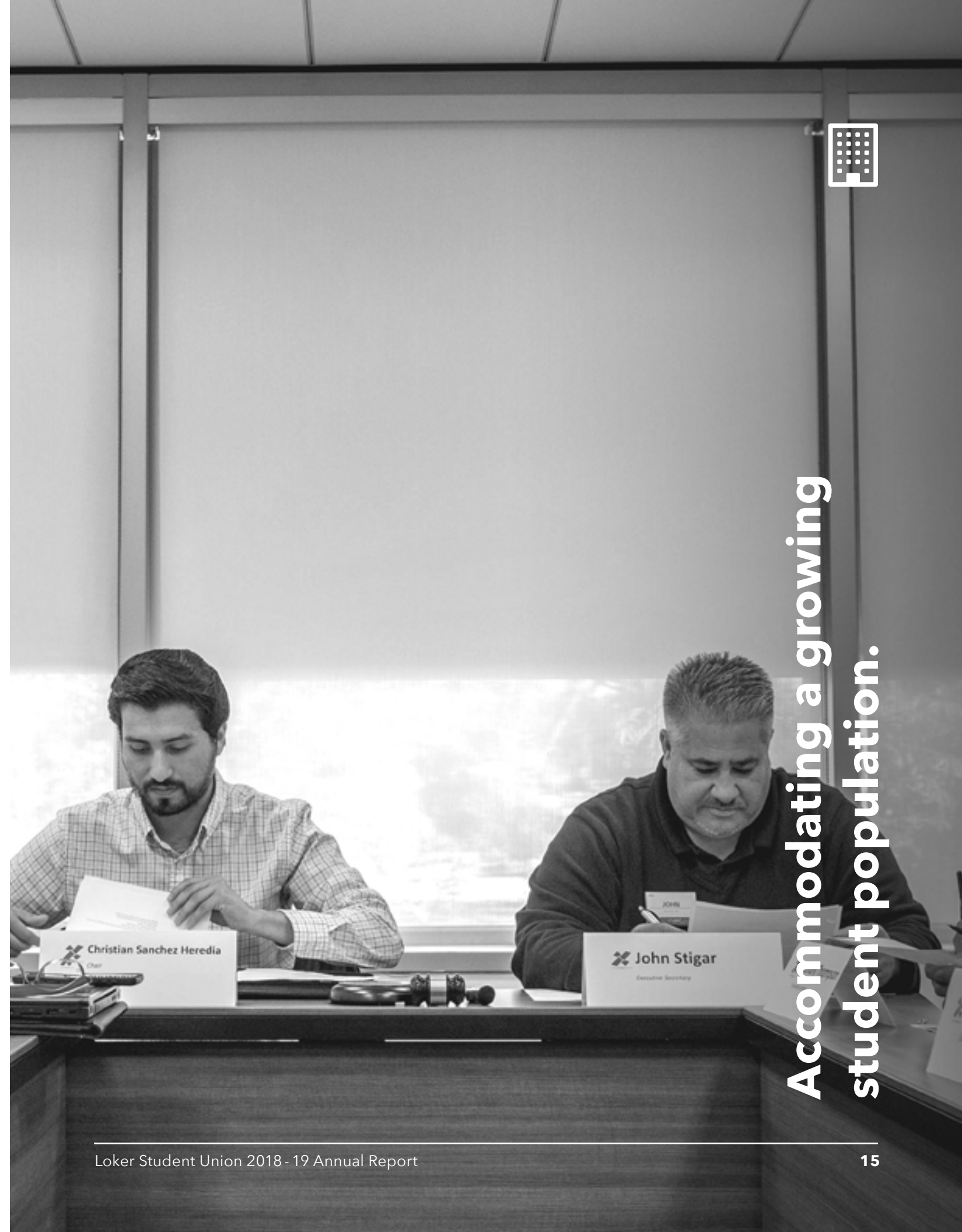
Over the 2018-2019 academic year, the facility continued to see various improvements and additions. Among the additions was the installation of the Mamava Lactation Suite, in partnership with the Women's Resource Center, the opening of the Queer Culture Resource Center, along with the addition of more storage space for student clubs and organizations. Upgrades to the facility included new built-in audio/visual equipment cabinets in every conference room, installation of thematic wall wraps and new modular furniture in the Alumni Conference Room, and a complete redesign of the existing collaborative study spaces.

Major or Capital Projects

PROJECT	COST
Lighting Control Panel Upgrade	\$34,500
Create QCRC/ORGS Storage	\$17,500
Grease Trap	\$10,000
Naproom Wall Wrap	\$5,000
Broken Irrigation Pipe	\$10,420
Mamava Lactation Suite	\$25,185
Alumni Furniture/Confrence	\$44,345
Confrence Room AV	\$5,648
Lower Level Dauphin Furniture	\$100,000
Three Laptop Ballroom	\$5,178

Building Counts

TIME OF DAY	FALL AVG.	SPRING AVG.	BUSIEST TIME OF DAY 12:00 pm
7:00 am	27 / 29	24 / 38	
12:00 pm	486 / 394	401 / 369	
6:00 pm	201 / 204	194 / 170	



Accommodating a growing student population.

Business & Finance



Statement Of Net Position June 30, 2019 - With Comparative Totals For 2018

ASSETS	2019	2018
Current Assets:		
Cash and Cash Equivalents	\$ 2,077,337	\$ 2,080,912
Short-Term Investments	853,346	833,054
Accounts Receivable	145,870	5,513
Prepaid Expenses	7,322	11,383
Total Current Assets	3,083,875	2,930,862
Property and Equipment: Capital Assets, Net	972,198	720,252
Total Assets	4,056,073	3,651,114
DEFERRED OUTFLOWS OF RESOURCES		
Net Pension Obligation	220,276	292,291
Net Other Postemployment Benefit Obligation	40,493	38,834
Total Deferred Outflows of Resources	260,769	331,125
LIABILITIES		
Current Liabilities:		
Accounts Payable	67,649	67,649
Accrued Salaries and Benefits Payable	20,583	20,583
Accrued Compensated Absences	56,758	56,758
Unearned Revenue	3,175	3,175
Total Current Liabilities	148,165	148,165
Noncurrent Liabilities:		
Postemployment Benefits Other than Pensions	129,092	129,092
Net Pension Liability	558,455	558,455
Total Noncurrent Liabilities	687,547	687,547
Total Liabilities	835,712	835,712
DEFERRED INFLOWS OF RESOURCES		
Net Pension Obligation	-	10,143
Net Other Postemployment Benefit Obligation	10,403	9,263
Total Deferred Inflows of Resources	10,403	19,406
NET POSITION		
Investment in Capital Assets Unrestricted	972,198 2,498,529	720,252 2,455,306
Total Net Position	\$ 3,470,727	\$ 3,175,558



Statement Of Revenues, Expenses, And Changes In Net Position Year Ended June 30, 2019 - With Comparative Totals For 2018

REVENUES	2019	2018
Operating Revenues:		
Student Fees	\$ 2,900,000	\$ 2,810,000
Sales and Services of Auxiliary Enterprises	279,154	306,904
Other Operating Revenues	54,188	84,639
Total Operating Revenues	3,233,342	3,201,543
EXPENSES		
Operating Expenses:		
Student Services	126,033	116,791
Operating Expenses	2,686,356	2,486,223
Depreciation	146,076	106,514
Total Operating Activities	2,958,465	2,709,528
OPERATION INCOME	274,877	492,015
NONOPERATING REVENUES (EXPENSES)		
Investment Income	20,292	13,618
Total Nonoperating Revenues	20,292	13,618
INCREASE IN NET POSITION	295,169	505,633
Net Position - Beginning of Year	3,175,558	2,669,925
NET POSITION - END OF YEAR	\$ 3,470,727	\$ 3,175,558

Keeping it lean.

The LSU's Business and Finance unit continued to employ stewardship and care in its practice to ensure the use of the organizations fiscal assets align with the organizations mission and goals. Focused on the student experience, the year was marked by continuous improvement evidenced in the enhancements to the facility introduced in 2018-2019. Among these was the introduction of a non-cash payment capability to provide students with an improved customer experience along with various improvement to maximize facility use. The LSU's financial position continues to be solvent while maintaining appropriate reserves to ensure stability in future years.

Board of Directors



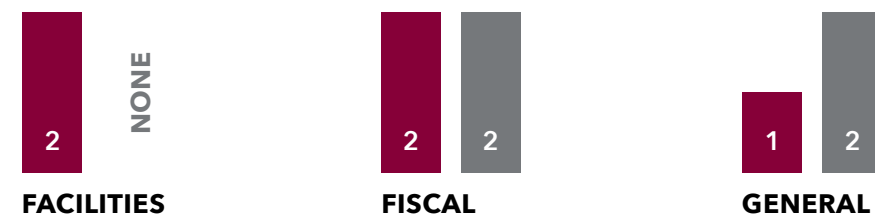
Making a difference.

The Loker Student Union is a non-for-profit organization with a Board of Directors. The board sets the union's long term vision, goals, and policies. The LSU was unable to maintain consistency among board designees in the fiscal year 2017-2018. However, the LSU achieved a full board with no vacancies in the fiscal year 2018-2019.

Policy & Resolution Additions/Updates

POLICY	TYPE OF POLICY	ACTION	DATE
Nap Room Policy	Facilities	Adoption	December, 7 2018
Travel Policy	General	Revision	February, 1 2019
Gift Acceptance Policy	Fiscal	Revision	June, 7 2019
Public Lounge Policy	Facilities	Adoption	June, 7 2019
Gifts, Awards, & Prizes Policies	Fiscal	Adoption	June, 7 2019

Number of policies compared to 2017-18.



Board of Directors Roster

NAME	POSITION	VOTING	NON VOTING
Anthony Thompson	Student at Large - Chairperson	●	
Johnathan Thomas	Student at Large - Vice Chairperson	●	
Christian S. Heredia	Student at Large - Secretary	●	
Kelsie Shawver	Student-at-Large - Secretary	●	
L. Celina Valadez	ASI Representative	●	
Daylin Joseph	ASI Representative	●	
Erick Garcia	Alumni Representative	●	
Dr. Stephen Rice	Student Affairs Manager	●	
Daniel Cutrone	Academic Senate Representative	●	
Tamala Lewis	Community Representative	●	
Richard Chester	University President - Designee	●	
Nicole Rodriguez	Vice President, Student Affairs - Designee	●	
Christian Jackson	ASI President - or Designee	●	
Homaira Masoud	Chief Fiscal Officer - Designee		●
Wayne Nishioka	Chief Fiscal Officer - Designee		●
Roshni Thomas	Director, Facilities Planning		●
Cecilia Ortiz	Director, Loker Student Union		●
Adam Kasarda	Director, Student Disability Resource Center		●
Matthew Smith	Interim AVP, Student Life/Dean of Students		●

Activities



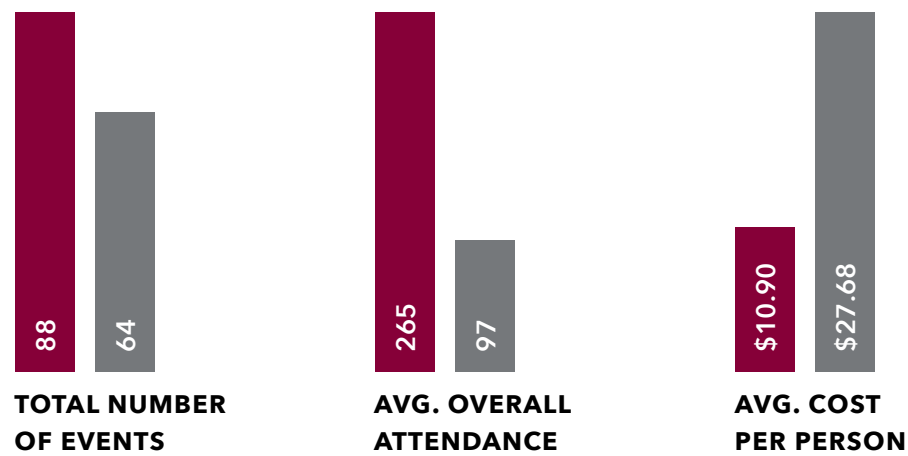
More attendance than ever before.

The Loker Student Union offers a variety of programming for all Toros on a year-round basis. During the 2018-19 academic year, the Loker Student Union was one of the top three programmers on campus. We increased engagement with new and under-active Toros by having meaningful touchpoints with students and families during campus-wide events. We utilized 2017-18 post-event survey results and metrics to better align programming with student desires, such as offering more live music performances. We also strengthened our "On The Road" (off-campus) trips by implementing a digital registration process and creating our TJ the Toro character (plush Toro) who travels with us and records his adventures.

Events

CATEGORY	NUMBER OF EVENTS	AVG. ATTENDANCE	AVG. COST PER PERSON
Student Success	49 / 23	303 / 246	\$1.48 / \$7.11
Recreational	16 / 12	110 / 40	\$48.44 / \$51.79
Social	13 / 26	286 / 90	\$5.29 / \$20.76
Cultural	10 / 3	297 / 148	\$4.30 / \$15.27

Totals compared to 2017-18.



More attendance than ever before.

Marketing



Expanding our digital presence.

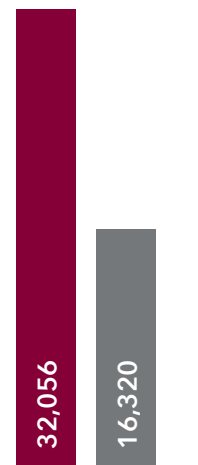
The Loker Student Union launched new digital programming aimed to increase engagement and interactivity. Digital components and interactions were considered across all event categories. Large events like our "Explore" Open House programs were constructed with a balance of digital and live components. This formula proved to be of great success in expanding our interactivity and reach as we gained over 600 new followers across all digital platforms. We also improved and standardized our analytics collection with improved social media management tools. With the launch of a brand new website, our online activity increased two-fold. With a new focus on usability and accessibility, we were able to more than double our page hits.

Social Media

PLATFORM	FOLLOWERS	POSTS	LIKES
@ Instagram	2,901 / 2,410	508 / 370	22,021 / 20,079
Facebook	2,103 / 2,034	430 / 331	547 / 676
Twitter	829 / 774	215 / 323	245 / 2,704

Website

TOP 5 PAGES	NUMBER OF VISITS	TIME ON PAGE
Home Page	19,486	00:34 seconds
Services & Resources	3,584	04:21 minutes
Student Employment	1,936	03:08 minutes
Food & Drink	1,079	02:10 minutes
Facility	870	02:22 minutes



TOTAL VISITS



Expanding our digital presence.

Donald P. & Katherine B. Loker Student Union, Inc.
California State University Dominguez Hills

1000 E. Victoria Street

Carson, CA 90747

310.243.3854

www.lsucsudh.org



LOKERSTUDENTUNION