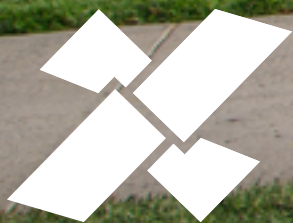


Loker Student Union Annual Report

2019-2020

LOKER STUDENT UNION



LOKER **STUDENT** UNION



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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



Organizational values matter.

Our commitment to our staff and CSUDH students is something that we take great pride in. That commitment stems from values that we believe assists 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. This year, we wanted to define our core values with greater clarity. We strongly believe that the five values below help us achieve our goal of education, leadership, community, & belonging.

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 & shared decision-making.
- We suspend hierarchy whenever possible.
- We pursue and cultivate partnerships.

Inclusivity

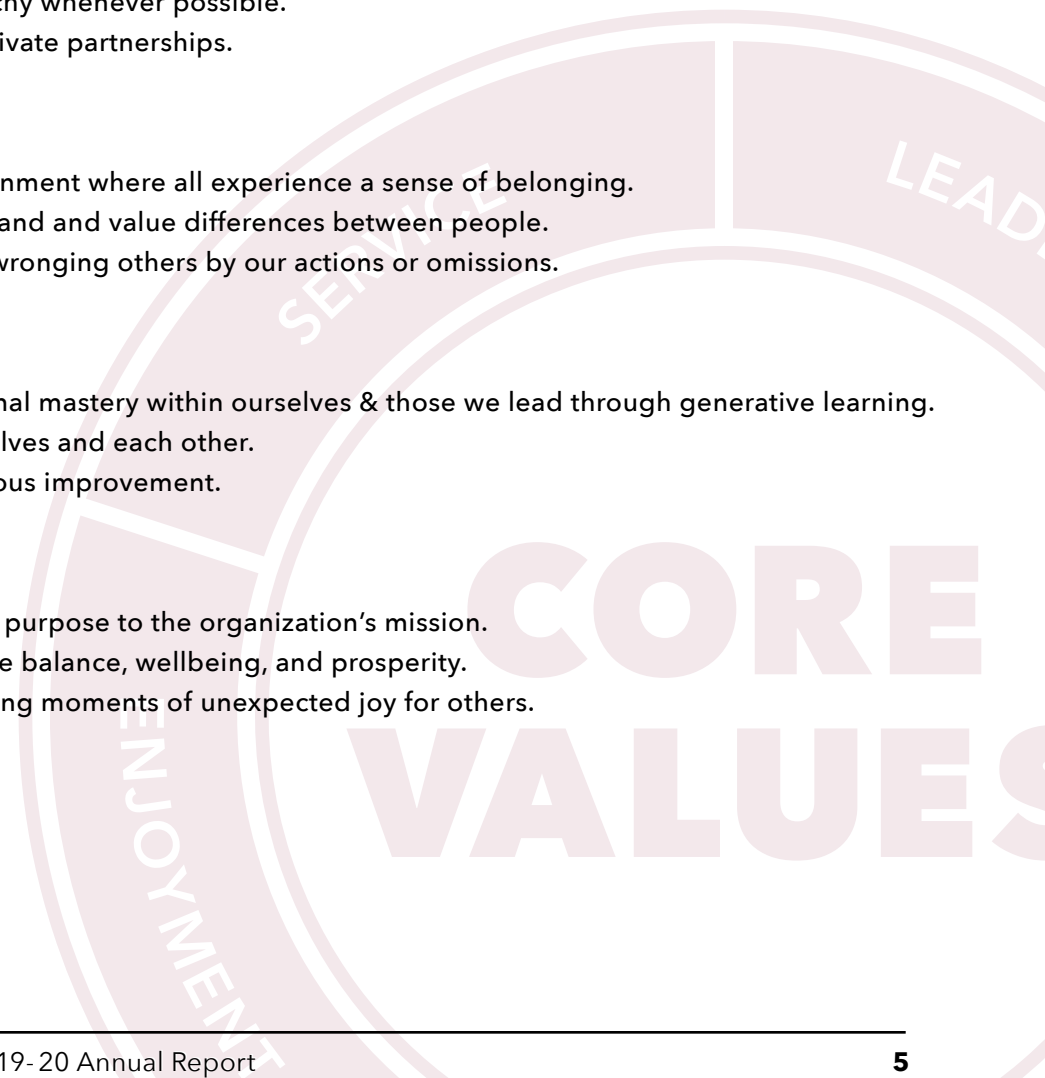
- We foster an environment where all experience a sense of belonging.
- We seek to understand and value differences between people.
- We strive to avoid wronging others by our actions or omissions.

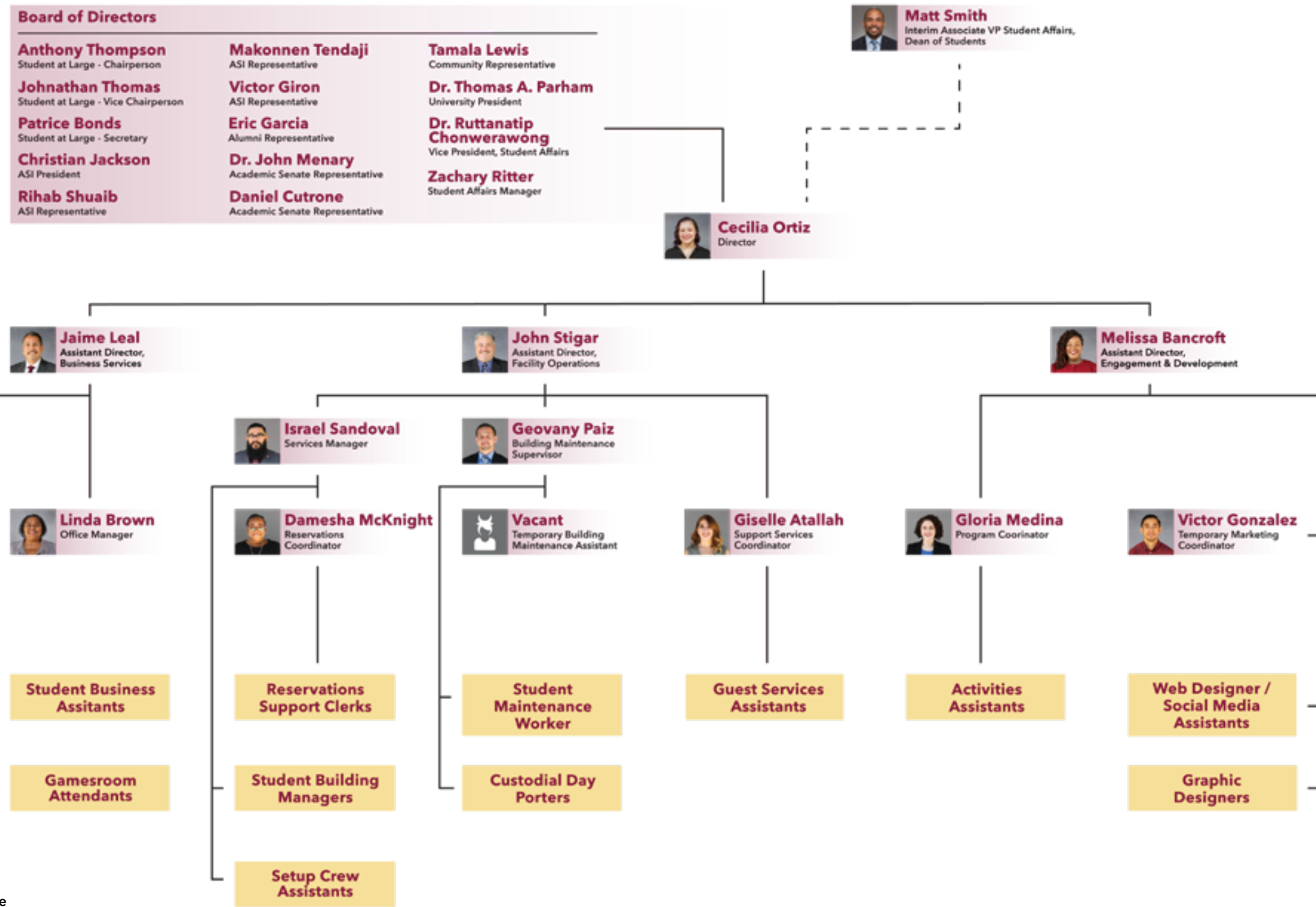
Development

- We strive for personal mastery within ourselves & 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.





LEGEND
 ● Full Time Staff
 ● Student Employee



Opportunities for All

Student board members and student assistants were given the opportunity to attend the I-LEAD conference, where they learn & practice leadership skills with peers from universities from across the country. An increase in training and development opportunities was also provided to the Leadership Team. Due to the ACUI virtual conference price reduction, more staff members were able to attend than in previous years.

ACUI Regional Conference

University of Nevada, Reno - Reno, CA

PARTICIPANT NAME	PARTICIPANT POSITION
Cecilia Ortiz	Full Time Staff
Jaime Leal	Full Time Staff
Damesha McKnightl	Full Time Staff
Melanie Ruiz	Student Employee
Anna Lukacova	Student Employee
Devon Williams	Student Employee
Rihab Shuaib	Student Board Member
Victor Giron	Student Board Member

ACUI Virtual Conference

Cecilia Ortiz	Full Time Staff
Gloria Medina	Full Time Staff
Geovany Paiz	Full Time Staff
Dean Lelm	Full Time Staff

ACUI I-Lead

West Chester University - West Chester, PA

Patrice Bonds	Student Board Member
Jasmine Heredia	Student Employee
Kenya Hernandez	Student Employee

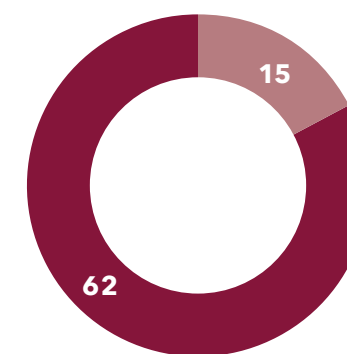


Stronger Than Ever

The COVID-19 pandemic presented us many challenges, but it also presented us many opportunities for growth. Certain areas within the union had to be reinforced to continue to deliver great service to the student body - even through the advent of virtual learning. We onboarded more professional staff to support new and changing conditions like a Temporary Building Manager & Temporary Marketing Assistant. These positions allowed us to continue our daily operations and allowed us to uphold our Mission and Core Values.

Team Numbers

UNIT	NUMBER OF STAFF BY UNIT
Administration	2
Operations	1
Business Services	7
Marketing & Programs	8
Maintenance & Custodial	10
Reservations	6
Setup	15
Building Manager	9
Guest Services	19



● Pro Staff
● Loker Leader

Total number of staff

77

Awards & Recognitions

Giselle Atallah	Service Award - 5 Years
Jaime Leal	Service Award - 25 Years

RESERVATIONS AND EVENT SERVICES



Reservations

Prior to onset of the pandemic, we entertained in person requests, space availability, and questions & assistance with in-person form completion. During the onset, we had to quickly contact all clients about event cancellations and offer opportunities to reschedule. We quickly pivoted by activating Clearspan to allow persons to contact RES remotely. We also worked closely with the Marketing unit to update the website with all information as it became available. Processes that once had to be initiated and completed in person were now being converted to digital processes like web forms.

STUDENT EVENTS	UNIVERSITY EVENTS	PRIVATE EVENTS	BOOKED EVENTS	COMPLETED EVENTS
592	3,065	153	9,700	3,810

Print Services

A new service and kiosk desk was introduced in August 2019 to meet the increased demand of our printing services. Availability and ease of use was a driving factor when completing these new additions. More printing options were made available to students. This included the opportunity to print via app, email, or mobile device. We even added the opportunity to scan documents or directly to email. New payment methods were also introduced making our print services accessible to all.

TOTAL PAGES	TOTAL PATRONS	AVG. PAGES PER DAY	AVG. PAGES PER PRINT JOB
97,128	2,767	266	4.1



Increased Accessibility & Comfort

We improved our information desk and printing services by creating a space that is in line with our core values. Our new one level information desk and new printers are ADA accessible, creating an inviting & welcoming space for all. Pedestal ADA style push buttons were also upgraded throughout the building. Comfort was also on our to do list this year. We added shading, power outlets, and drought resistant planters to our terrace top to create a beautiful outdoor space with sweeping views of the CSUDH campus.

Major or Capital Projects

PROJECT	COST
Back Up Lighting Main Electrical Room	\$17,500
Water Softners	\$20,000
UPS Battery Backups	\$8,000
Projector Screen Ballroom C	\$17,000
Air Wall Refurbish	\$39,500
Info Desk Remodel/ Printing	\$124,200
Shading For Terrace Top with Electrical Outlets	\$98,000

Building Counts

TIME OF DAY	FALL AVG.	SPRING AVG.	BUSIEST TIME OF DAY 12:00 pm
7:00 am	28	Building Closed	
12:00 pm	413	Building Closed	
6:00 pm	198	Building Closed	

Statement Of Net Position June 30, 2020 - With Comparative Totals For 2019

ASSETS	2020	2019
Current Assets:		
Cash and Cash Equivalents	\$ 2,589,618	\$ 2,077,337
Short-Term Investments	870,809	853,346
Accounts Receivable	89,986	145,870
Prepaid Expenses	1,313	7,322
Total Current Assets	3,551,726	3,083,875
Property and Equipment: Capital Assets, Net	1,055,122	972,198
Total Assets	4,606,848	4,056,073
DEFERRED OUTFLOWS OF RESOURCES		
Net Pension Obligation	230,029	220,276
Net Other Postemployment Benefit Obligation	70,232	40,493
Total Deferred Outflows of Resources	300,261	260,769
LIABILITIES		
Current Liabilities:		
Accounts Payable	65,751	67,649
Accrued Salaries and Benefits Payable	15,165	20,583
Accrued Compensated Absences	74,214	56,758
Unearned Revenue	4,055	3,175
Total Current Liabilities	159,185	148,165
Noncurrent Liabilities:		
Postemployment Benefits Other than Pensions	147,717	129,092
Net Pension Liability	600,740	558,455
Total Noncurrent Liabilities	748,457	687,547
Total Liabilities	907,642	835,712
DEFERRED INFLOWS OF RESOURCES		
Net Pension Obligation	26,673	-
Net Other Postemployment Benefit Obligation	19,437	10,403
Total Deferred Inflows of Resources	46,110	10,403
NET POSITION		
Investment in Capital Assets Unrestricted	1,055,122 2,898,235	972,198 2,498,529
Total Net Position	\$ 3,953,357	\$ 3,470,727

Statement Of Revenues, Expenses, And Changes In Net Position Year Ended June 30, 2020 - With Comparative Totals For 2019

REVENUES	2020	2019
Operating Revenues:		
Student Fees	\$ 3,210,000	\$ 2,900,000
Sales and Services of Auxiliary Enterprises	256,563	279,154
Other Operating Revenues	21,840	54,188
Total Operating Revenues	3,488,403	3,233,342
EXPENSES		
Operating Expenses:		
Student Services	100,064	126,033
Operating Expenses	2,728,202	2,686,356
Depreciation	194,970	146,076
Total Operating Activities	3,023,236	2,958,465
OPERATION INCOME	465,167	274,877
NONOPERATING REVENUES (EXPENSES)		
Investment Income	17,463	20,292
Total Nonoperating Revenues	17,463	20,292
INCREASE IN NET POSITION	482,630	295,169
Net Position - Beginning of Year	3,470,727	3,175,558
NET POSITION - END OF YEAR		
NET POSITION - END OF YEAR	\$ 3,953,357	\$ 3,470,727

Service, Support, & Personal Growth

Multiple policies were introduced to provide more support to students, patrons, and guests. In addition, a tuition reimbursement policy was introduced to provide support to the professional staff workforce. We believe in the continued development of our staff and encourage continued education. We cannot wait to see how the LSU workforce continues to grow!

Policy & Resolution Additions/Updates

POLICY	TYPE OF POLICY	ACTION	DATE
Lactation Pod Policy	Facilities	Adoption	September, 6 2019
Sales Tax Liability for Purchases Policy	Fiscal	Revision	December, 6 2019
Sales & Use Tax Policy	Fiscal	Revision	December, 6 2019
Facility Use Policy	Facilities	Revision	December, 6 2019
Facility Reservations Policy	Facilities	Adoption	December, 6 2019
Tuition Reimbursement Policy	Facilities	Adoption	February, 7 2020
Facility Rental Fees Policy	Facilities	Adoption	February, 7 2020
Video Surveillance Policy	Facilities	Adoption	May, 1 2020

Board of Directors Roster

NAME	POSITION	VOTING	NON VOTING
Anthony Thompson	Student at Large - Chairperson	●	
Johnathan Thomas	Student at Large - Vice Chairperson	●	
Patrice Bonds	Student at Large - Secretary	●	
Christian Jackson	ASI President	●	
Rihab Shuaib	ASI Representative	●	
Makonnen Tendaji	ASI Representative	●	
Victor Giron	ASI Representative	●	
Erick Garcia	Alumni Representative	●	
Dr. John Menary	Academic Senate Representative	●	
Daniel Cutrone	Academic Senate Representative	●	
Tamala Lewis	Community Representative	●	
Dr. Thomas A. Parham	University President	●	
Dr. Ruttanatip Chonwerawong	Vice President, Student Affairs	●	
Zachary Ritter	Student Affairs Manager	●	
Jerry Willard	Chief Fiscal Officer		●
Wayne Nishioka	Chief Fiscal Officer		●
Nicole Rodriguez	VP, Student Affairs Designee		●
Roshni Thomas	Director, Facilities Planning		●
Cecilia Ortiz	Director, Loker Student Union		●
Adam Kasarda	Director, Student Disability Resource Center		●
Matthew Smith	Associate VP Student Affairs		●



Continued Success

Our trends of increased attendance and lower costs per person continued. Last year, we cemented ourselves as one of the top three programmers on campus. Naturally, we were eager to get started with the 2019-20 academic year, but soon faced challenges presented to us by the onset of the COVID-19 pandemic. We quickly pivoted by transitioning most of our events from in person to digital engagements. Programs like Virtual Birthday Zoom Rooms and DIY Crafts proved pivotal to our continued success. During the onset of the pandemic, we were able to increase our average attendance while significantly lowering our cost per person.

Events

CATEGORY	NUMBER OF EVENTS	AVG. ATTENDANCE	AVG. COST PER PERSON
Student Success	56	239	\$2.36
Recreational	31	387	\$33.71
Social	12	1,897	\$0.16
Cultural	15	285	\$4.94

COVID-19 Pandemic

	AVG. ATTENDANCE	AVG. COST PER PERSON
BEFORE ONSET	441	\$15.88
AFTER ONSET	493	\$2.30
INCREASE/ DECREASE	+12%	-86%



More Important Than Ever Before

Social Media and Website marketing proved pivotal in the 2019-2020 academic year. The transition from in person to digital engagements offered many challenges, but also many opportunities. Last year, we standardized our analytics collection process which proved to be hugely beneficial in guiding us towards success. Our metrics provided us the information that we needed to create engagements and campaigns with an increase in reach. This was important to us. We wanted to emulate the community building that our facility offers students on campus, but in a virtual environment. Our goal was to provide a digital meeting and community space where students engage with our content and amongst each other.

Social Media

PLATFORM	FOLLOWERS	POSTS	LIKES
@ Instagram	3,968	283	16,461
Facebook	2,039	206	1,384
Twitter	889	199	114

Website

TOP 5 PAGES	NUMBER OF VISITS	TIME ON PAGE	TOTAL VISITS
Home Page	9,084	04:25 minutes	14,841
Services & Resources	726	03:07 minutes	
Student Employment	421	05:20 minutes	
Food & Drink	343	02:25 minutes	
Calendar	253	02:06 minutes	

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LOKER **STUDENT** UNION