



**ASSOCIATED STUDENTS**  
SAN DIEGO STATE UNIVERSITY

# Annual REPORT 2007-2008

# Dear Friends

**T**hank you for taking the time to review the Annual Report for Associated Students (A.S.), 2007-2008. This report truly showcases the many accomplishments our dedicated staff and students achieved this past year. This year continues our organization's solid record of providing quality facilities, programs and services for the campus community.

I am proud to have the opportunity to serve a second term as President of such a thriving corporation whose first goal is to always serve the students of San Diego State University (SDSU). Associated Students' remarkable growth is noted by our ninety-two full-time staff members and over 1,100 part-time student employees. Additionally, we were gratified with the confidence students placed in us in approving an increase in the student body association fee to add new programs for our students including study abroad scholarships, increased activities programming, funding for an annual Green Festival, new student legal/financial services, funding for sustainability upgrades in A.S. facilities and funding for an Aztec Culture project designed to provide an educational and historically accurate framing for the university's identification with the Aztec culture.

I hope that by reviewing this annual report, you gain a deeper understanding about all A.S. did this past year to serve the entire campus community, as we have done proudly for more than 75 years. It is an honor to be a part of a student-directed corporation and a pleasure to serve with such a distinguished group of individuals in pursuit of continually improving life for the entire campus community. I am confident that this year, will be another successful and productive one!

Best regards,



**James Poet**

2008/09 Associated Students  
President



## From the Executive Director

**I**n these challenging times, it is more apparent than ever how critical the success of the Associated Students is to SDSU. Our efforts are increasingly driven to do our part to make SDSU a better place not only from the perspectives of programmatic or financial support, but how our organization is uniquely positioned to support the university's aspirations as a global university.

The 2007/08 year was replete with milestones made exceptional with the approval of the first increase in the student body association fee in more than 15 years, and culminating in the re-election of James Poet XI to become the first two-term A.S. President in more than 35 years. Also of note, Susan Heiser, Associate Executive Director for more than 38 years announced her retirement effective in February 2009. Perhaps the most exciting accomplishment came with the initiation of the A.S. Green Love Program that included the implementation of an extensive series of sustainable projects and student programs.

The year signaled excellent progress in the extensive planning efforts for ModernSpace – the trademark for our student-approved project to renovate and expand Aztec Center. This \$60 million project will upgrade the 40-year old center and add expanded gathering spaces, upgraded food services, a satellite fitness center and a 500-seat theatre.

Please take the time to review our annual report which features our accomplishments for the past fiscal year and our continuing efforts to position ourselves financially and programmatically for the years to come!



**Dan R. Cornthwaite**

Executive Director



# A.S. Council 2007-2008

President

**James Poet**

Executive Vice President

**Jameson DeSantis**

Vice President of External Affairs

**Jeremy Ehrlich**

Vice President of Finance

**Justin Motika**

Vice President of University Affairs

**Michael Matthews**

Arts & Letters

**Natalie Colli**

**Grant Garske**

**Daniel Osztreicher**

**Ed SanFilippo** (Fall)

Business Administration

**Paul Collanton** (Fall)

**Lisa Doan** (Spring)

**Ignacio Prado**

**Tim Velasquez**

**Tyler Wilson**

Education

**Gloria Morales** (Spring)

Engineering

**Joy Salvatin**

Health & Human Services

**Laura Congress** (Fall)

**Joyce Byun** (Spring)

**Liz Ring**

Professional Studies and Fine Arts

**Haley Anderson**

**Deena Betcher**

**Paul Klotz**

**Daniel Matthews**

**Sarah Rossetto**

Sciences

**Sean Delizo**

**Adriano Mabeza** (Fall)

**Dawn Hinkle** (Spring)

**Eric Wacenske**

Unclassified Studies

**Gabriel Ruiz**

Afrikan Student Union

**Jason Witt**

Andrea O' Donnell Women's Resource  
Center

**Katherine Hunt**

Andres Bonifacio Samahan

**Richard Pelayo** (Fall)

**Julius Alejandro** (Spring)

Asian Pacific Student Alliance

**Gina Aldape**

Association for Chicana Activists

**Elizabeth Rodriguez** (Fall)

**Giovanna Tabares** (Spring)

Graduate Student Association

**Alexander Jarman**

Honors Council

**James Duffy** (Fall)

**Olivera Plamenac** (Spring)

Inter-Fraternity Council

**Davis Pemstein** (Fall)

**Jason Delodovici** (Spring)

International Student Association

**Andrew Byrns**

Jewish Student Union

**Alexi Biener**

Lesbian, Gay, Bisexual, & Transgender  
Student Union

**Teodoro "Junior" Martinez** (Fall)

**Bryan Morelock** (Spring)

Movimiento Estudiantil Chicano de  
Aztlán

**Erika Cueva**

Panhellenic Association

**Julia Rosenberg**

Residence Hall Association

**Megan McCoy**

United Sorority and Fraternity Council

**Veronica Vences**

University President's Designees

**Dr. James Kitchen**

**Tim Rupe** (Fall)

**Rosa Moreno** (Spring)

University Senate Designee

**Dr. Cezar Ornatowski**

President's Cabinet

**Michelle Adams**

**Julius Alejandro**

**Jd Banks**

**Ian Bevan**

A.S. Council Secretary

**Arlene Hady**

Executive Director

**Dan R. Cornthwaite**

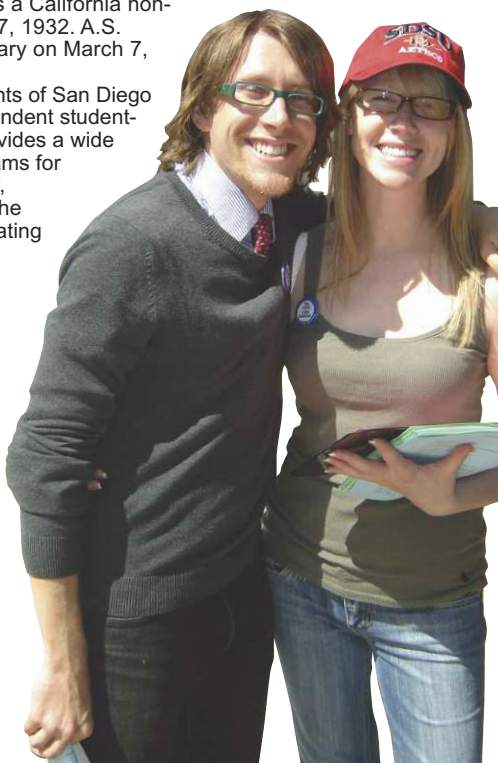
# History

**S**an Diego State College was created by the State Legislature in 1921 by the merging of the State Normal School of San Diego, which was established in 1897, with the Junior College, established in 1914. Due to their separate beginnings, each came into the merger with their own student body organizations, including their own officers. Measures for the joint benefit of the two student bodies required the approval of each campus' respective student executive committee, often resulting in delay. Despite the best efforts of each, it became impossible to attain effective cooperation between the independent committees of each campus.

Sensing the need for unity and a stronger spirit of cooperation among the student bodies in their efforts to facilitate student government, it was decided in the fall of 1921 to form a Central Committee to coordinate joint legislation and student programming. Although this system was effective initially, it soon proved to be cumbersome. During an election at the end of the school year, the students voiced their desire to completely fuse the student bodies into a single organization.

Under the name of the San Diego State College Student Body, the combined student bodies elected Wilbert Anderson as their first President for the 1922-23 school year. Following the relocation of San Diego State College to the current site of the campus and the continued growth of the student body, the Associated Students of San Diego State College was incorporated as a California non-profit corporation on March 7, 1932. A.S. celebrated its 75th anniversary on March 7, 2007.

Today, Associated Students of San Diego State University is an independent student-directed corporation that provides a wide range of services and programs for SDSU students, faculty, staff, administrators, alumni, and the general public. With an operating budget of over \$23 million, Associated Students derives 25% of its revenues from student fees and 75% from revenues generated by programs it operates. A.S. SDSU is run by five elected student executive officers and the A.S. Council, the student board of directors. A.S. employs 92 full-time employees and over 1,100 part-time employees.



# Mission

To support the mission of San Diego State University, we the Associated Students, create, promote and fund social, cultural and recreational programs and facilities both on campus and in the community, advocate for student interests, provide leadership opportunities and participate in shared governance.

# Vision

A.S. SDSU is a unifying and empowering student-directed organization dedicated to serving and involving students at SDSU by enhancing the college experience that leads to a higher quality of life after graduation.

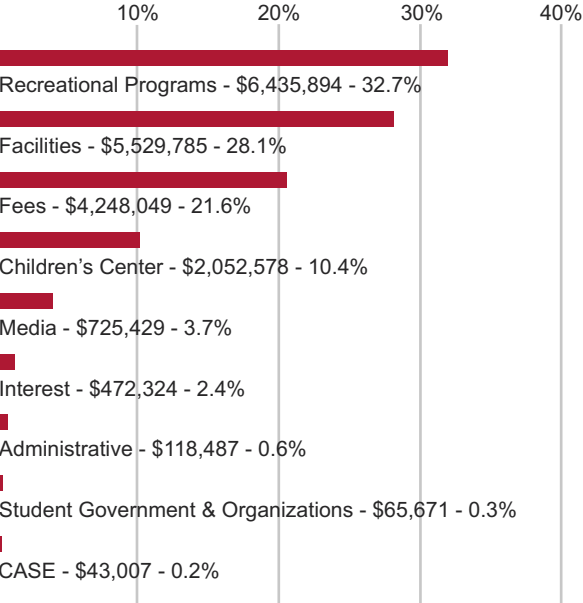
# Values

- Professionalism
- Unity
- Growth
- Advocacy
- Communication
- Opportunity
- Commitment
- Empowerment
- Service
- Mutual Understanding
- Involvement
- Diversity
- Responsibility and Safety
- Innovation
- Voice of Students
- Community
- Campus
- Teamwork
- Respect



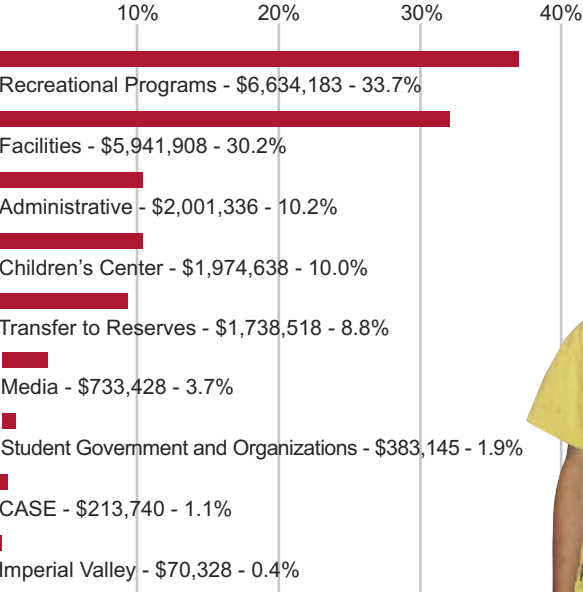
# Revenue

Total: \$19,691,224



# Expenses

Total: \$19,691,224



# 2008-2009 Executive Officers

From the left:

Vice President of University Affairs

**Tim Velasquez**

Vice President of External Affairs

**Daniel Osztreicher**

President

**James Poet**

Executive Vice President

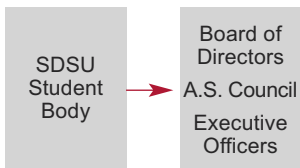
**Joy Salvatin**

Vice President of Finance

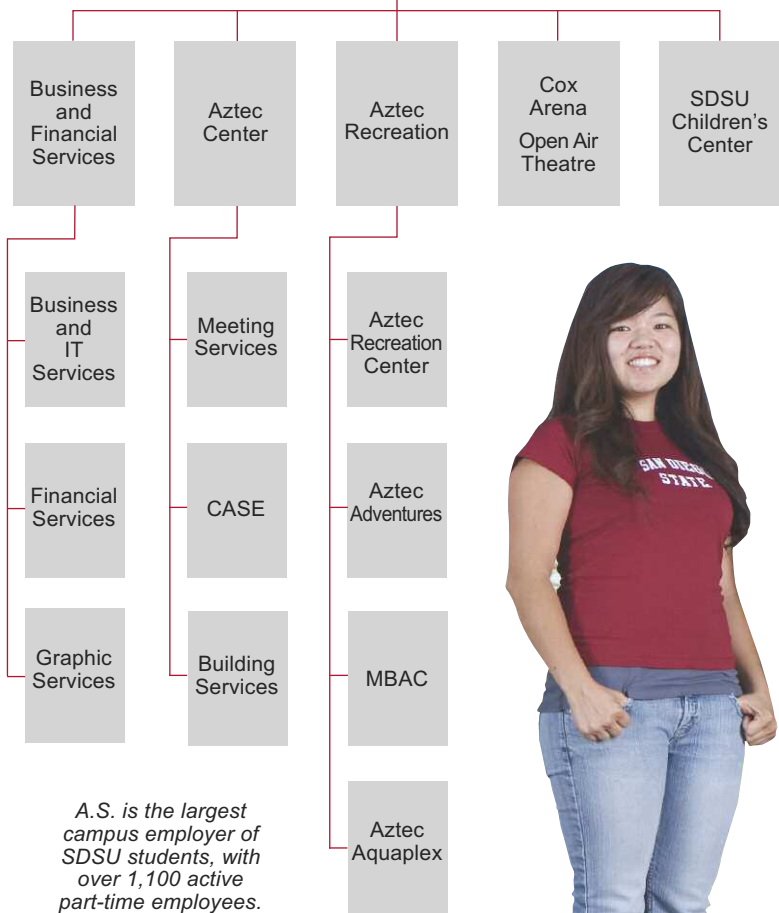
**Grant Garske**







**ASSOCIATED STUDENTS**  
SAN DIEGO STATE UNIVERSITY



*A.S. is the largest campus employer of SDSU students, with over 1,100 active part-time employees. A.S. also has a staff of 92 full-time employees.*



# 2007-2008 Accomplishments

## **SDSU Children's Center**

- **Infant Toddler Caregiving Program:** The Center completed a year long intensive study program with the "Program for Infant Toddler Caregiving," which will implement a new model of enrollment that involves an entire classroom cohort, teachers, children and families, moving up to the next classroom as a group each year, making a three year commitment to maintaining the same relationships and a united community over time.
- **Presidential Leadership Fund Grant:** The Center was a recipient of a Presidential Leadership Grant in the amount of \$26,500. The money will be used to develop architectural drawings to re-design our outdoor play spaces.
- **Record California Department of Education Grant Funding:** The SDSU Children's Center received \$423,090 in grant dollars, a record number for our site from the CA Department of Education, Child Development Division.
- **"A is for Art" Exhibition:** The 4th annual SDSU Children's Center's Annual "A is for Art" Exhibition and Gala Evening, held at the KPBS Studios, expanded the display of our children's creative art pieces to several local businesses and the College Rolando Library. This year the event included a new sponsor, "Frameworks," a local framing company who graciously donated free framing for all 30 canvases created by the children. Just over \$3,000 was raised.

## **Mission Bay Aquatic Center (MBAC)**

- **Family/ADA Restroom Addition Grant:** MBAC received a \$100,000 grant from the California Department of Boating and Waterways to add a family and American Disabilities Act (ADA) accessible restroom and shower adjacent to the current restrooms.
- **Solar Electric Generating System:** Awarded a contract for 41,000 watt solar photovoltaic electric generating system on the roof of MBAC that will produce 100% of MBAC's yearly electrical requirements.
- **MBAC City Lease:** After 12 years, negotiations concluded with the City of San Diego Real Estate Assets Department and Park and Recreation Department to finalize a long-term lease for MBAC.



## Aztec Center

- **Meetings & Events Utilization:** Meeting Services facilitated over 8,890 reservations which totaled over 250,000 guests and over 33,700 event hours. The percentage of meeting room use by customer type breaks down as follows:

Student Organizations . . . . .	64%
Associated Students . . . . .	17%
University Departments . . . . .	15%
SDSU Conference Center . . . . .	2%
Off Campus . . . . .	2%

- **Paperless Board Meetings Inaugurated:** The Facilities Board and Cultural Arts & Special Events (CASE) Board were the first A.S. boards to implement paperless meetings in the spring 2008 semester in support of A.S. Green Love initiatives.

- **ModernSpace Project Development Highlights:** ModernSpace reached the following milestones:

- California State University (CSU) Board of Trustees approved the Campus Master Plan (November 2007)
- A.S. Council approved 50% schematic design (April 2008)
- Sundt Construction selected as the Construction Manager at Risk contractor (April 2008)

- **Cultural Arts & Special Events (CASE) Highlights:**

CASE facilitated 60 coffeehouse performances; 40 noontime concerts; 12 open mic nights; 17 advance film screenings; collaborated with the Division of Undergraduate Studies & Residential Education for the first Common Experience Film Series; 2 Hand Craft Faires; 10 special events including the Jimmy Kimmel Live! College Comedy Championship; the Week of Caring Comedy Kick-Off Show, Aztec Idol, & a DUI Awareness Simulator; over 8 student organization co-sponsored events including a major outdoor carbon-neutral concert during Earth Day with the Enviro-Business Society, AB Samahan's 23rd Annual Filipino Culture Night, African Student Drama Association's Colored Section: The Skin I'm In theatrical performance, and Linguistic Student Association's Spring Colloquium. In addition, CASE offered its first ever graduate internship position during the Spring 2008 semester.

## Cox Arena

- **New Five-Year Ticketmaster Agreement:**

The contract provides a new stream of revenue from ticket sales



commissions and up to date ticketing equipment for the box offices.

- **Hosted a “Hillary Clinton for President” Campaign Stop:** The event brought over 7,500 Clinton supporters to the Cox Arena and highlighted the Cox Arena as a nationally recognized facility.
- **San Diego Section California Interscholastic Federation (CIF) High School Basketball Tournament Returns to the Cox Arena:** The event consisted of 10 games over two days resulting in the crowning of champions in 5 divisions for both men and women’s teams.
- **Open Air Theatre Electrical Upgrade:** In coordination with the SDSU Physical Plant, able to start the project to redo the electrical system at the Open Air Theatre. The project is being completed at a cost of \$80,000 to the Associated Students which is significantly lower than might have been required if not for the huge assistance that the Physical Plant provided.

## **Student Government/Government Affairs**

- **A.S. “Green Love” Program Initiated:** Motivated by direction from student leaders, A.S. initiated its own version of an eco-friendly “green” initiative across the organization. The program was able to accomplish the following milestones in its inaugural year:
  - Held a A.S. full-time staff kick-off event in October 2007 at the California Center for Sustainable Energy to raise awareness and develop enthusiasm for the A.S. Green Love Initiative.
  - Converted to 100% post-consumer recycled copy and office paper for all A.S. departments
  - Converted to 100% post-consumer Green Seal Certified paper towels and toilet paper for all A.S. departments. In addition to converting to environmentally friendly paper, by consolidating all purchases into one bid the A.S. saved \$20,000 per year in custodial paper purchases.
  - Created a new A.S. Green Love Sustainability Advisory Board.
  - Passed an A.S. Sustainable Program fee increase to fund future sustainability projects for the Associated Students.
  - Developed and implemented numerous policies and green guidelines for purchasing appliances, electronics and other products.
  - Worked with our custodial contractor, GMS Janitorial Services, to convert cleaning chemicals in all A.S. departments to environmentally friendly Green Seal Certified products.
- **Community Service Efforts:** A community service component was added to the External Affairs Board (EAB) this year, and the group participated in two successful community service projects:



- In the fall, the students participated in a Firefighter Gift Basket delivery project. Because parts of San Diego County were ravaged by wildfires in October 2007, students wanted to show their appreciation to the men and women who risked their lives to protect the safety of our community. They hand delivered the baskets to four fire houses in the cities of San Diego and La Mesa.
- In the spring, SDSU students painted a mural at Hardy Elementary School. Several of the elementary school students attended as well, and were able to work with the college students collaboratively on this project.

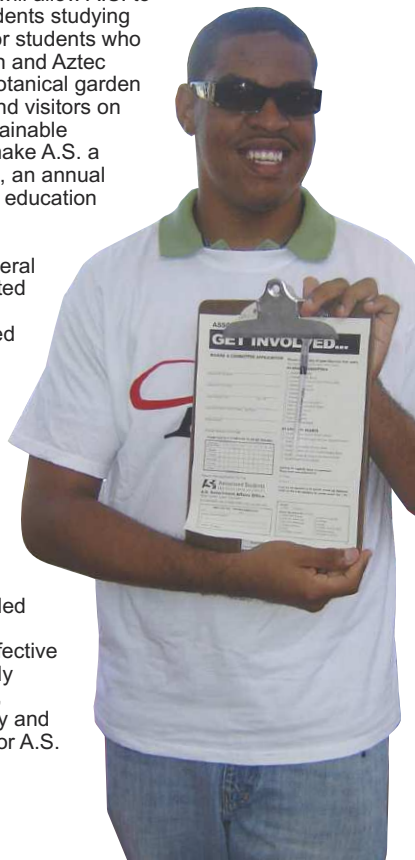
— **Voter Registration:** Titled “I Will Vote”, the campaign encouraged students to take the next step beyond just registering to vote, and actually casting a vote in the election. These efforts concentrated on engaging students in the 2-5-08 Presidential Primary election. Also, one of the “VOTE STRONG” wristbands was given to Hillary Clinton at her 2-1-08 visit to SDSU, and she pledged to wear it until the election.

— **Student Body Association Fee Referendum:** Student leaders collaborated with many different groups on campus to advocate for and successfully pass an increase to the student body association fee, which is estimated to add an additional \$1.4 million dollars to the annual budget, which will allow A.S. to provide: scholarships for SDSU students studying abroad; discounted legal services for students who need them; additional student driven and Aztec Pride programming and events; a botanical garden and mural that educates students and visitors on the history of the Aztec culture; sustainable upgrades to A.S. facilities that will make A.S. a leaders in energy conservation; and, an annual campus-wide event that will provide education and entertainment opportunities.

— **Student Body Elections:** A.S. General Elections were successfully conducted March 24-27. Incumbent A.S. President James Poet was re-elected to another term, becoming the first 2-term A.S. President in more than 35 years.

## Business Services

— **Medical Insurance:** Medical insurance carriers have a limited obligation to provide advance notice regarding new insurance rates. With a limited amount of time between the date pricing was provided by the insurance carrier indicating a significant increase, and the plan effective date of January 1, 2008, successfully transitioned the health care offering, thereby increasing the overall quality and benefit of the health care offerings for A.S.



employees, including an overall reduction in out-of-pocket costs.

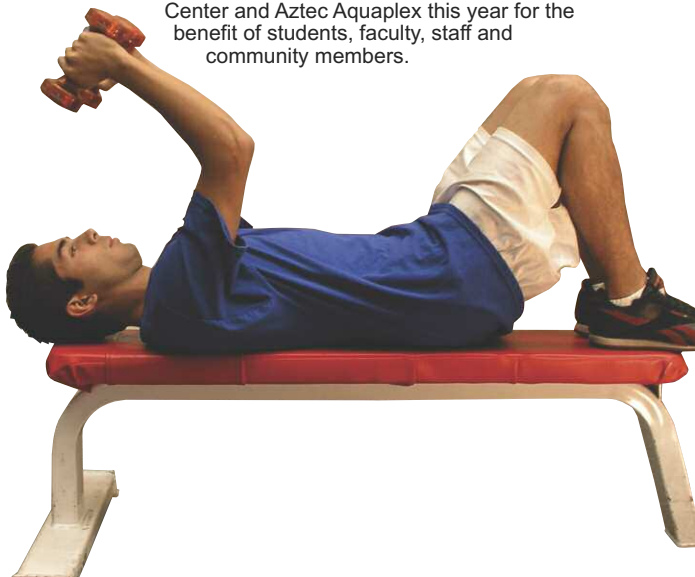
- **Server Upgrades:** Successfully upgraded two key and sizeable file servers without incident ensuring a seamless transition unnoticeable to all users. The data transferred exceeded 100 gigabytes for each server and the new capacity is 1 terabyte for each server.

## Financial Services

- Implemented a new fixed asset inventory process that allows the various A.S. departments to use a bar code hand held scanner to track their fixed assets.
- **Accuterm (previous accounting software) Reports/Off Site Storage:** Successfully completed the process of printing hard copies of the various journals in the old accounting software. Once these reports were printed, they were placed in storage boxes and sent off site for safekeeping.

## Campus Recreation

- **MBAC & Campus Recreation Merge:** Began the integration of the Mission Bay Aquatic Center and Campus Recreation programs into a single "Aztec Recreation" brand that merges all SDSU recreation services offered by the A.S. at the Aztec Center Bowling & Games, Mission Bay Aquatic Center, Aztec Recreation Center, Recreational Sports and Aztec Aquaplex.
- **Increased Participation:** Membership figures for the Aztec Recreation Center (ARC) continue to reflect what a huge hit the programs are with SDSU as ARC membership increased by five percent (to 17,000+ members) due to a coordinated marketing campaign using improvements in customer services, facility enhancements, public relations, advertising and innovative communication systems.
- **Wi-Fi Connectivity Blankets SDSU Recreation Facilities:** Wireless access was installed within the Aztec Recreation Center and Aztec Aquaplex this year for the benefit of students, faculty, staff and community members.



## Graphics Services

- **Department Growth/New Initiatives:** To meet the growing demand for graphics design work by all A.S. Department and Programs, and to tackle the project of updating and redesigning our A.S website to ensure that it is ATI compliant, two new positions were added. The A.S. Graphics Specialist is responsible for the conversion, redesign and maintenance of the A.S. website and a part-time student position, the Graphics Assistant, will act as backup for regularly scheduled web and print updates.
- **New A.S. Logo Developed:** The redesign of the Associated Students logo was completed and unveiled in the 2008 Fall semester. The design was the work of the students of SDSU's Graphic Design Studio class, under the direction of Gary Benzel. The final logo was the created by Petra Ives, a member of the design class.

## Contact Associated Students

### Aztec Center Student Union

azteccenter.sdsu.edu | 619.594.6551

### A.S. Business Office

as.sdsu.edu | 619.594.6487

### Campus Recreation

arc.sdsu.edu | 619.594.PLAY (7529)

### Cox Arena & Open Air Theatre

cox-arena.com | 619.594.0234

### Cultural Arts & Special Events

case.sdsu.edu | 619.594.6487

### A.S. Government Affairs

as.sdsu.edu/govt | 619.594.6555

### Mission Bay Aquatic Center

missionbayaquaticcenter.com  
857.488.1000

### SDSU Children's Center

childcare.sdsu.edu  
619.594.7941



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