



Annual Report



Associated Students 2011-2012 San Diego State University

Associated Students of SDSU is an independent, student-directed, non-profit corporation that is one of the largest student governance organizations in the California State University system. As an affiliate of San Diego State University, the programs and facilities A.S. manages are enjoyed by students, faculty, staff, and the San Diego community.

Linking Life and Learning



ASSOCIATED STUDENTS
SAN DIEGO STATE UNIVERSITY



Linking Life and Learning



Associated Students San Diego State University

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Who We Are:

Our Mission, Vision, Values

MISSION

To support the mission of San Diego State University, we the Associated Students, create, promote, and fund social, recreational, cultural, and educational 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 now and in the future.

VALUES

A.S. SDSU values efforts by and on behalf of students that promote the following ideals:

- Professional Development
- Campus Community
- Communication
- Advocacy
- Shared Governance
- Service
- Diversity
- Sustainability



Message from the President

It has been an honor to serve the SDSU student body for two consecutive years as an executive officer. So much has occurred during this period. Christina Brown was selected as the Executive Director-Designate, and Dan Cornthwaite retired in December 2012, after 30 years of dedicated service to Associated Students and SDSU. It was exciting to see the Aztec Student Union go vertical and each day brings more anticipation of all that it is going to be! The student government is reorganizing itself in order to be more effective and at the same time, allow more students from across the campus community to get involved in student leadership. These are just the changes in Associated Students.

Within the university, it has been rewarding to serve as a student leader with Dr. Elliot Hirshman, SDSU's eighth president. He has challenged the entire campus community to think about what we can be doing better in order to continue to make SDSU a sustainable — in every sense of the word — university for generations to come, through a campuswide strategic planning process. It has been exciting to work collaboratively with fellow students, administrators, faculty, staff, alums, and community members to create this new vision for the university we all care so deeply for. It is motivating to think that the plans we are making now will positively impact generations of Aztecs to come.

All of this, once again, shows SDSU's commitment to shared governance and how strong and visionary a university can be when all stakeholders work collaboratively and there is a free exchange of ideas. Just this aspect alone of being a student leader has taught me so much. I recognize what a difference individuals can make and what an impact students can have when they get involved. I am proud to be the student body president at a university that cares about the student voice and of an organization that lives up to its motto of "Linking Life and Learning." I recognize I follow in a prestigious path of A.S. student leaders and just like them, I am excited and hopeful for the SDSU I am leaving for future Aztecs!

Thank you and GO Aztecs!

Rob O'Keefe
A.S. President





Message from the Executive Director

In these challenging times, it is more apparent than ever how critical the success of the Associated Students is to SDSU. Our success is not only defined by the programmatic, student leadership, and financial support we provide, but also in the ways our organization complements and supports the university's mission.

The opening in fall 2013 of the much-anticipated Aztec Student Union adds yet another significant campus facility to those already managed and operated by the Associated Students. The Aztec Student Union will be the campus community center for San Diego State University, serving students, faculty, staff, alumni, and guests. It will be the 'living room' of the campus and serve as a unifying force that brings together diverse people, providing a forum for divergent viewpoints, and creating an environment where all feel welcome. The Aztec Student Union will provide numerous educationally purposeful activities outside the classroom and serve as a hub of student activity, and significantly, will be the first LEED (Leadership in Energy and Environmental Design) – Platinum student union in America.



In 2012, the Associated Students celebrated its 80th anniversary – another reminder of just how far our organization has come. Viejas Arena, the SDSU Children's Center, Aztec Recreation Center, Mission Bay Aquatic Center, the Aztec Aquaplex, the Open Air Theatre,

Scripps Cottage, and, of course, the new Aztec Student Union are all facilities we're privileged to manage and operate with pride and distinction.

This year also included the announcement of my plans to retire as Executive Director in December 2012. It has been an honor to serve the Associated Students for more than 30 years as Executive Director and to work with countless student leaders, faculty, administrators, community leaders, California State University auxiliary colleagues, and A.S. staff members. The future of the A.S. is bright and I have no doubt that along with our strong student leadership, Christina Brown, Executive Director Designate, will ensure that the organization continues to make significant contributions through service, innovation, and quality programs for year to come!

Go Aztecs!

Dan R. Cornthwaite

A.S. Executive Director





2012-13 Executive Officers



Rob O'Keefe, President

Rob is a political science and international security and conflict resolution double major with a minor in marketing. Having previously served as vice president of finance and as a council representative for the College of Arts and Letters, he is dedicated to making student government at SDSU more accessible to all students. During his time at SDSU, Rob has been involved in several on-campus organizations, including his fraternity, Sigma Phi Epsilon. As a student leader, he has spent much of his time collaborating on student initiatives and furthering philanthropic endeavors. Rob's driving goal during his term as president has been to earn the trust of the student body by focusing on transparency, inclusivity, and communication. He is excited to meet these challenges by working with students, faculty, and administration. Rob's family resides in Lafayette, Calif.



Channelle McNutt, Executive Vice President

Channelle is in her fourth year at SDSU, double majoring in political science and communication. She has an enthusiasm for meeting new people, and a passion for creating strong relationships and interacting with others. Since her freshman year, Channelle has been active in A.S., serving as diversity commissioner for the past two years and as a former representative for the Afrikan Student Union and the College of Arts and Letters. Her other campus leadership roles include serving as the president of the Afrikan Student Union and being an active member of Rotaract, Aztec P.R.I.D.E., and the GreenFest executive committee. This year, she empowered the student voice and increased student activism by strengthening A.S. boards and committees, enhancing student life through further development of campus events such as GreenFest, and creating new traditions for her fellow Aztecs. Channelle was born and raised in San Diego, Calif.



Tom Rivera, Vice President of External Affairs

Tom is a senior majoring in political science with a minor in Latin. The first in his family to attend a four-year university, Tom will be the first to graduate from college with a bachelor's degree. After college, he plans to work in political consulting and public policy development before pursuing a joint degree in law and public policy. Tom loves SDSU and being an Aztec. He has been involved with Associated Students for the last three years and served as founding president of Phi Gamma Delta "FIJI" fraternity's SDSU





chapter. He believes strongly in the need for a unified student body, open communication, student involvement, and activism. His greatest motivation comes from his closest friends and colleagues who inspire and challenge him to always do better. Tom grew up in Moreno Valley, Calif., and moved to Murrieta, Calif., with his family at the age of 15.

Eric Anderberg, Vice President of Finance

Eric is pursuing a finance degree with a minor in international economics. Throughout his career at SDSU, Eric has been involved in numerous student organizations, including serving as president of the SDSU Sigma Alpha Epsilon fraternity chapter in 2011. Eric enjoys working closely with student organizations as he assists them with funding that will help them strengthen and grow. He is the oldest of three children and loves spending time with his family in his hometown of San Jose, Calif.



Matt Cecil, Vice President of University Affairs

Matt is a senior majoring in political science. He prides himself on his outgoing and energetic personality, and is always willing to give a friendly hello to fellow Aztecs. He is a proud member and former president of the SDSU Zeta Beta Tau fraternity chapter and he served as the Interfraternity Council president during the 2011-2012 school year. Most notably, Matt spearheaded the fundraising of \$15,000 for the Chelsea's Light Foundation as part of SDSU's 2011 Greek Week of philanthropy. This year, Matt has sought to empower students so that they are properly informed and represented in University Senate, a body of faculty, staff, and students that sets university policy. In addition, Matt has a passion for community, democratic values, and diversity. Matt has strived to increase student involvement in A.S. and the university community. While Matt was born in San Diego, at the age of 5, he moved to his hometown of Franklin, Mass. Ten years later, he returned and became a student at San Diego State University. Matt's family resides in San Diego, Calif.





A.S. Council 2012-13



President
Robert O'Keefe

Executive Vice President
Chanelle McNutt

Vice President of External Affairs
Tom Rivera

Vice President of Finance
Eric Anderberg

Vice President of University Affairs
Matt Cecil

Arts & Letters
Shannon Clark
Javier Gomez
Kevin Hancock

Business Administration
Mor Frankle
Dara Majdi
Brandon Pereira

Education
Emily Leahy
Lindsey Shaefer

Engineering
Kyle Anderberg
Randy Beltran

Health & Human Services
Paul Contreras
Bridget Mulrooney
Allie Raimondo

Professional Studies & Fine Arts
Sean Guardian
Marc Marconi
Brandon Williams

Sciences
Alex Arena
Dajanae Palmer
Kevin Yabes

Graduate Student Association
Pearl Quijada

Afrikan Student Union
Ezinne Ofoegbu

Andrea O'Donnell Womyn's Outreach Association
Lily Khuu

Andres Bonifacio Samahan
Allan Gonzales

Asian Pacific Student Alliance
Delena Truong

Association of Chicana Activists
Janel Martinez

Interfraternity Council
Tomer Gev

Jewish Student Union
Jon Davidi

Lesbian, Gay, Bisexual, Transgender Student Union
Samuel Forte

Movimiento Estudiantil Chicano/a De Aztlan
Paulina Perez

Panhellenic Association
Becca Cohen

Residence Hall Association
Dillon McLean

Student Veterans Organization
Virginia Martinez

United Sorority & Fraternity Council
Marilyn Martinez

University President's Designee
Dr. James Kitchen
Dr. Timothy Quinnan

University Senate Designee
Dr. Julio Valdes

Non-voting Members:

A.S. President's Cabinet
Morgan Chan
Jonathan Cole
Jacqueline Karczewski
Washington Navarrete
Corey Polant
Celeste Rodriguez
Kristin Sword
Austin Walker
Blaire Ward

Chief of Staff
Jenna Heath

Council Secretary
Clarice Mendoza

Our Organization

A.S. Council | Board of Directors | Executive Officers



Robert O'Keefe
President



Channelle McNutt
Executive Vice President



Tom Rivera
Vice President of External Affairs



Eric Anderberg
Vice President of Finance



Matt Cecil
Vice President of University Affairs

SDSU Student Body

**Executive Director
Government Affairs**

**Business and
Financial Services**

**Business and
IT Services**

**Financial
Services**

**Graphic
Services**

**SDSU Children's
Center**

**Aztec
Recreation**

**Aztec
Recreation Center**

**Aztec
Adventures**

**Mission Bay
Aquatic Center**

**Aztec
Aquaplex**

**Aztec Student
Union**

**Meeting
Services**

**Cultural Arts
& Special Events**

**Building
Services**

**Viejas Arena
Open Air Theatre**



2011-12 Accomplishments



Student Success and Academic Excellence

Associated Students of SDSU is dedicated to cultivating student leaders and engaged students. SDSU and Associated Students seek to engage students in and out of the classroom, leading to higher GPAs and increased graduation rates.

Through its programs and services, A.S. improves the college experience of SDSU students. From study abroad scholarships to offering various leadership opportunities, A.S. helps enrich students' lives by developing the whole person.

Highlights from the 2011-12 fiscal year include:

- **Krista Parker, A.S. Vice President of External Affairs for 2011-12, was recognized as the California Student Advocate of the Year** by the California State Student Association, a statewide consortium of student leaders from California State University campuses.
- With the closure of Aztec Center in June 2011, the **Aztec Student Union team successfully provided facilities and services for 1,729 reservations** in Aztec Mesa and Scripps Cottage, coordinated with Aztec Recreation Center colleagues to provide services and support for student organizations needing large meeting and program space. Staff also provided assistance and consultation support for annual events that were previously held in Montezuma Hall, and continued to provide technical production services throughout campus due to a strong partnership with Viejas Entertainment & Production. The team, in conjunction with Student Life & Leadership in SDSU Student Affairs, also provides temporary office space for university-recognized student groups in the Student Organization Annex.
- **A.S. staff members and student leaders partnered with SDSU Business and Financial Affairs, Athletics, and Student Affairs on programming that enriches the student experience**, including Aztec Nights, the Get Involved! campaign, Cultural Arts and Special Events (CASE) and Homecoming.
- In collaboration with the Division of Student Affairs, **A.S. created new policies, procedures, and services for student organizations to provide internal banking services**. This service significantly improved processes and managed risks associated with off-site bank accounts.
- **Aztec Recreation coordinated with SDSU's School of Exercise and Nutritional Sciences to temporarily transfer the department's bowling classes** from the Aztec Center Bowling & Games venue to an off-campus location at Kearny Mesa Bowl until the new Aztec Lanes open in 2013.



Research and Creative Endeavors

Thanks to students, A.S. manages various facilities on the SDSU campus. As responsible stewards of student fees, A.S. relies on research to improve its programs and services, and is creative with its limited resources.

As a partner with SDSU, A.S. also works with campus departments on projects of shared interest, including research activities and sustainability initiatives.

Highlights from the 2011-2012 fiscal year include:

- The **SDSU Children's Center and the SDSU Department of Child and Family Development completed its first full cycle in its "Continuity of Care Model" study.** The groundbreaking research seeks to develop a stronger relationship between children, families, and teachers by moving classrooms as a community over time.
- Nearly 15,000 hours of research was completed in the past year as part of the ongoing **partnership between the SDSU Children's Center and the Department of Child and Family Development.**
- The **Mission Bay Aquatic Center** staff, in cooperation with the A.S. Green Love Sustainability Advisory Board, collaborated with University of California San Diego's Building Commissioning and Sustainability Department and **submitted materials for platinum certification in Leadership in Energy and Environmental Design Existing Building: Operations and Maintenance** for the Mission Bay Aquatic Center. Students from the SDSU and UC San Diego U.S. Green Building Council student chapters conducted the certification in collaboration with Mission Bay Aquatic Center and UC San Diego staff.
- The fourth annual **GreenFest**, a weeklong festival, **continued to focus on school pride and expanding student knowledge of sustainability and green initiatives on and off campus.**
- **Sustainability continues to be a critical value for Associated Students**, in addition to energy-saving facility upgrades at Viejas Arena, A.S. installed an array of solar photovoltaic panels atop Parking Structure 1. The power produced will be credited to Aztec Student Union, currently under construction and scheduled to open in fall 2013.





2011-12 Accomplishments



Community Engagement

In addition to serving SDSU students, A.S. is dedicated to serving the university and San Diego communities. Driven by its successful facilities and relationships with partners on and off campus, A.S. served thousands of San Diegans last year.

Highlights from the 2011-12 fiscal year include:

- **Viejas Arena and the Open Air Theatre hosted 135-plus events**, many of which brought extensive positive media exposure to A.S. and SDSU. These events included, but were not limited to: an appearance by His Holiness the Dalai Lama that required extensive work with the U.S. State Department for security, The Campaign for SDSU kick-off gala that generated significant donations to the campus, 40 basketball games, 14 concerts, and the SDSU commencement ceremonies.
- **The Aztecs Rock Hunger food drive collected nearly 55,000 lbs. of food for the Jacobs & Cushman San Diego Food Bank** as part of the Colleges Rock Hunger food drive in October. The Colleges Rock Hunger food drive competition serves as a kick-off donation to the Jacobs & Cushman San Diego Food Bank's holiday food drive.
- **Mission Bay Aquatic Center continued its partnership with the Peninsula Family YMCA** and summer watersports camp enrollment was the largest in the facility's history with 1,900 campers.
- **Aztec Recreation strengthened its collaboration with the SDSU Athletic department to co-host the NCAA Women's Water Polo Championship at the Aztec Aquaplex.** The partnership garnered national media coverage for the newest Associated Students-managed facility.
- **Government Affairs successfully initiated the "Buck Starts Here" campaign that was then adopted by the California State Student Association and all the California State University Associated Student Inc. auxiliaries** as an effective student response to state funding reductions. As part of the campaign, a box of "bucks" was collected on each CSU campus and delivered to the governor's office. The bucks featured a photo of Gov. Jerry Brown on a mock dollar bill that students wrote on to share how a budget reduction had affected them.
- **The SDSU Children's Center annual A is for Art Fundraiser drew more community support with additional sponsors**, as well as a new partnership with students in the School of Art, Design, and Art History in the College of Professional Studies and Fine Arts. This event brings families, staff, university partners, and the larger San Diego community together to showcase the work of the center's young artists, the importance of the arts in the lives of children, and raises funds to support the work the center does on a daily basis to promote learning for all program participants.
- **The SDSU Children's Center continued to serve the families of SDSU students, community members, faculty, and staff** with as many as 225 children enrolled during the academic year.



Diversity and Internationalization

One of the main values of A.S. is diversity. A.S. strives to encourage diversity in thinking, in leadership, and in employees.

Additionally, SDSU is an increasingly international campus, with large numbers of international students and programs, and students studying abroad. A.S. supports a global worldview as it partners with departments and organizations on campus.

Highlights from the 2011-12 fiscal year include:

- With revised program funding guidelines, the **A.S. Cultural and Special Events board was able to provide funding for 42 student organizations**, compared to 30 organizations in 2010-2011. Funding was divided accordingly: 59 percent for educational events, 33 percent for cultural events, 5 percent for special events and 3 percent for arts events.
- **A.S. participates in several San Diego parades tied to diverse communities**, including the San Diego Martin Luther King Jr. Parade and the San Diego Pride Parade.
- **A.S. provides funding for a graduate student advisor for lesbian, gay, bisexual, and transgender students in the Cross-Cultural Center** managed by the SDSU Division of Student Affairs.
- **All full-time A.S. employees are encouraged to enroll in the Safe Zones ally training program** that works to ensure a campus atmosphere that is welcoming, informative, and safe for all lesbian, gay, bisexual, transgender, questioning, queer, intersex, and ally students, faculty, and staff. To date, 51 full-time A.S. employees have completed the program since its inception in 2008.
- **Government Affairs renewed the Diversity and Inclusion Pledge** with Dr. Elliot Hirshman, SDSU President, and released a Diversity Pledge video in cooperation with the SDSU Office of Diversity and SDSU Marketing & Communications.
- **A.S. continued to make progress on its employment diversity goals** that seek to hire diverse employees at a rate that corresponds with student enrollment at SDSU.
- **Aztec Recreation collaborated with the American Language Institute**, offered through the SDSU College of Extended Studies, to offer Aztec Recreation Center memberships to international students in 2011-12. This new partnership ensured that 3,800 American Language Institute students are now an active part of Aztec Recreation.
- **Government Affairs continues to partner with the SDSU Office of Financial Aid and Scholarships to offer scholarship funding for study abroad opportunities** that are increasingly becoming a requirement for students. In 2011-12, A.S. provided \$342,350 in study abroad scholarship funding to 355 students.



The New Aztec Student Union

In fall 2013, Aztec Student Union will open its doors to the San Diego State University community. As the "hearthstone" or "living room" of the campus, the Aztec Student Union will be the gathering place of the university, providing services and conveniences that members of the campus community need in their daily lives. It will create an environment for getting to know and understand others through formal and informal associations.

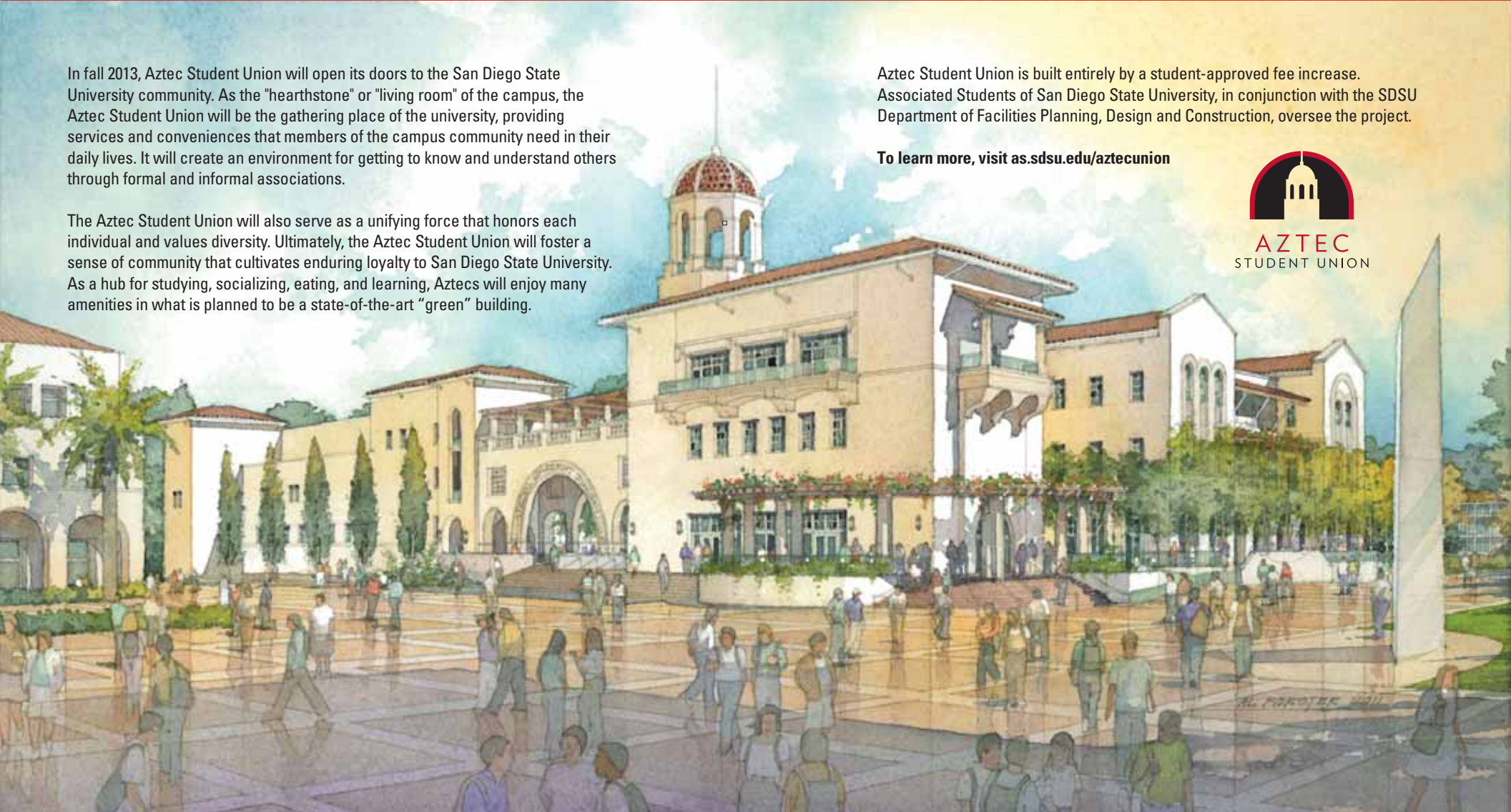
The Aztec Student Union will also serve as a unifying force that honors each individual and values diversity. Ultimately, the Aztec Student Union will foster a sense of community that cultivates enduring loyalty to San Diego State University. As a hub for studying, socializing, eating, and learning, Aztecs will enjoy many amenities in what is planned to be a state-of-the-art "green" building.

Aztec Student Union is built entirely by a student-approved fee increase. Associated Students of San Diego State University, in conjunction with the SDSU Department of Facilities Planning, Design and Construction, oversee the project.

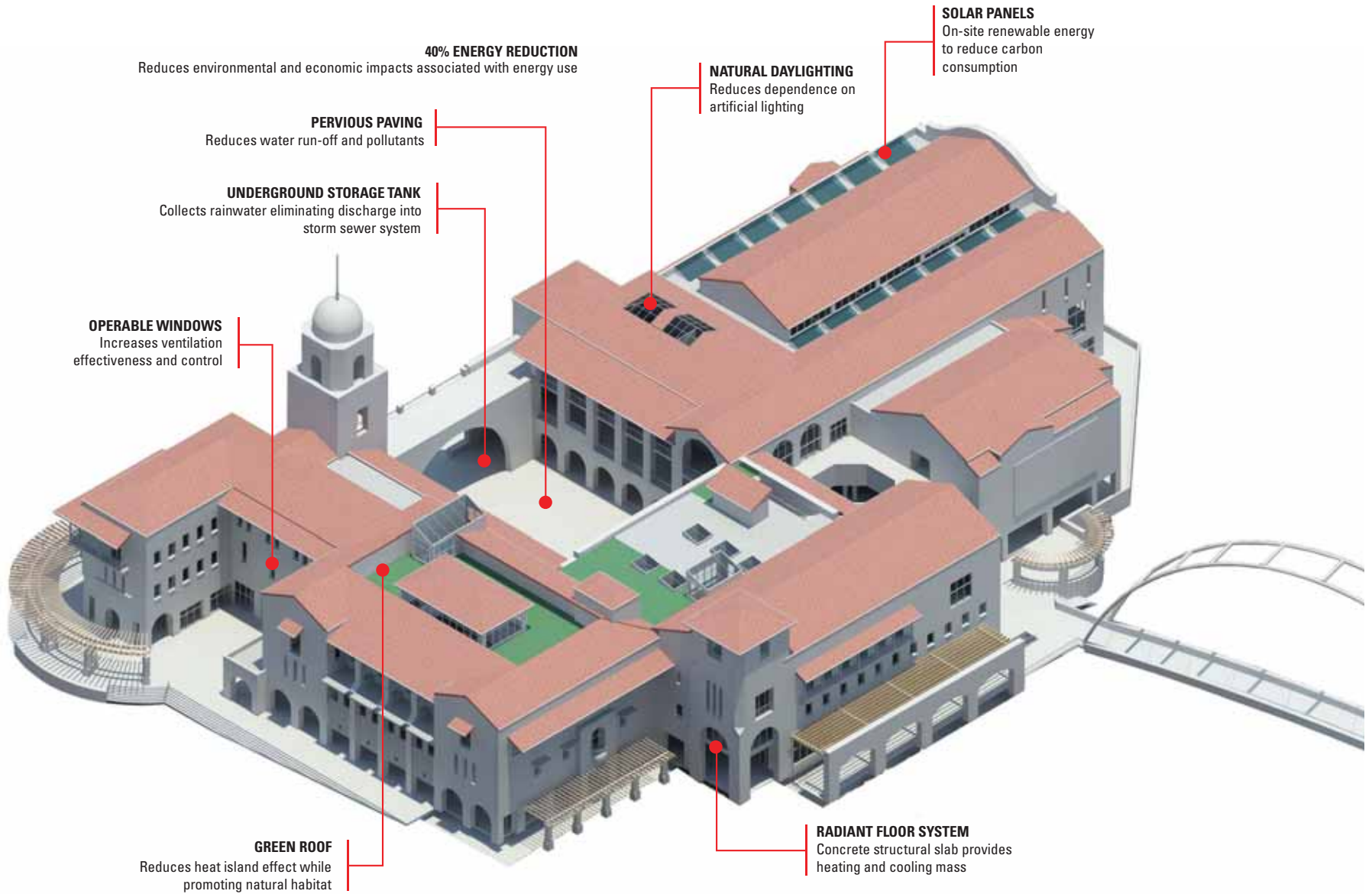
To learn more, visit as.sdsu.edu/aztecunion



AZTEC
STUDENT UNION



The New Aztec Student Union

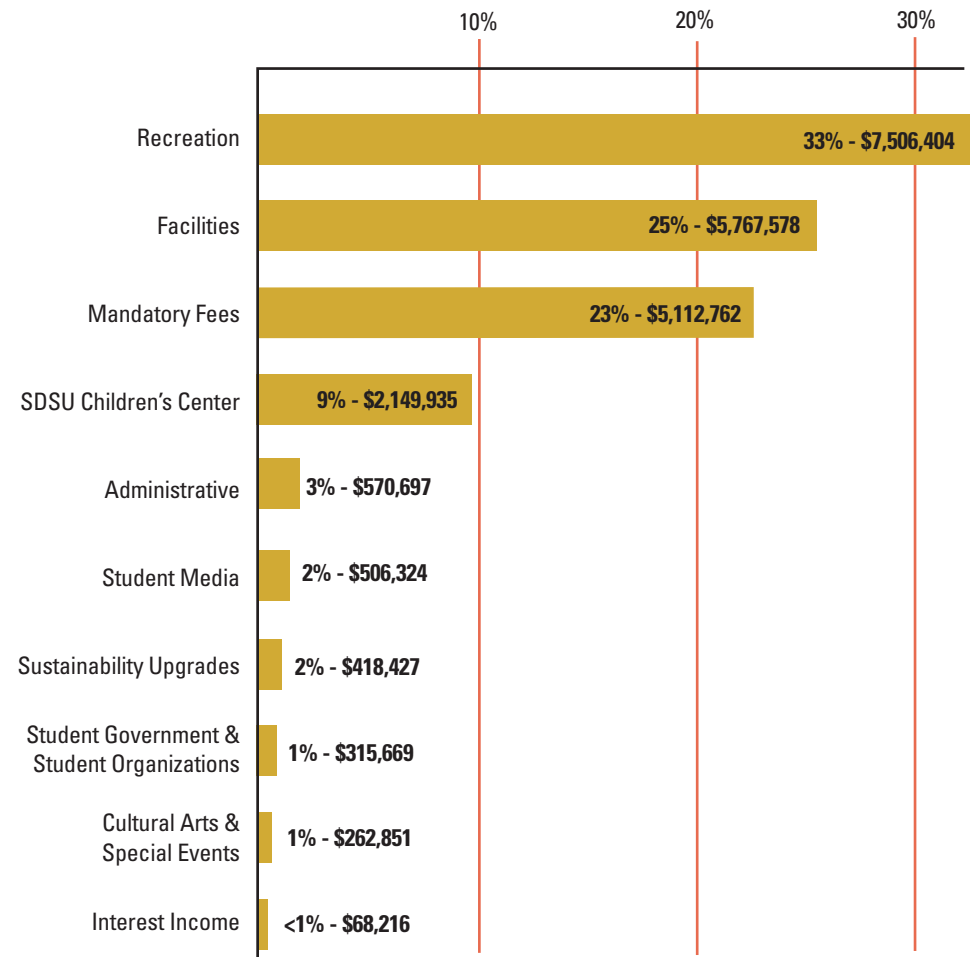




Financials

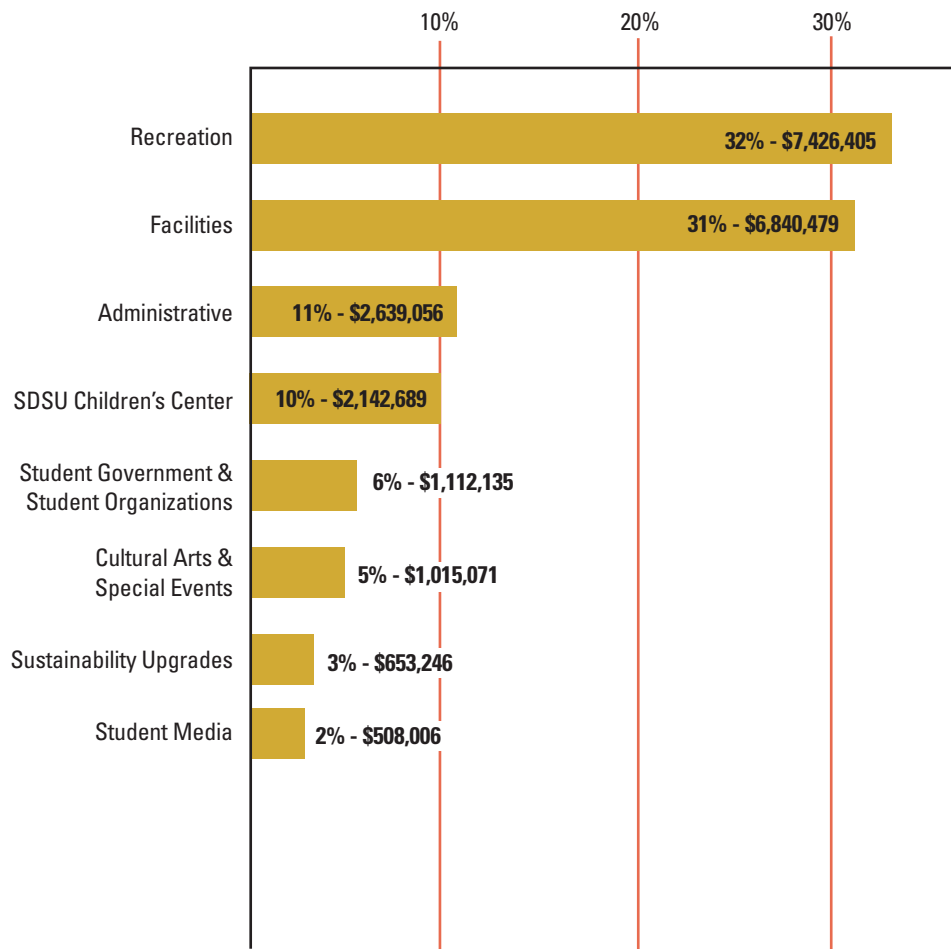


REVENUES: Total \$22,678,863





EXPENDITURES: Total \$22,337,087





Contact A.S.



A.S. Business Office

as.sdsu.edu | 619.594.6487

A.S. Government Affairs

as.sdsu.edu/govt | 619.594.6555

Aztec Student Union

aztecstudentunion.com | 619.594.5278

Aztec Recreation

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

Cultural Arts & Special Events

case.sdsu.edu | 619.594.6487

Mission Bay Aquatic Center

mbaquaticcenter.com | 858.488.1000

SDSU Children's Center

childcare.sdsu.edu | 619.594.7941

Viejas Arena & Open Air Theatre

viejasarena.com | 619.594.0234

