

Annual Report

Associated Students of SDSU
2012-13



Associated Students (A.S.) is an independent, student-directed, nonprofit 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 SDSU and San Diego communities.

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Mission, Vision, Values

MISSION STATEMENT

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. of 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. of 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



Letter from the President

Because of the foundation that was laid in the 2012-2013 academic year, this current year is filled with a great deal of opportunity and I am excited to be a part of the discussions and planning. Shared governance is thriving at SDSU and this is evident in the work being done on the University strategic plan entitled "Building on Excellence." There are sixteen taskforces working on specific topics with the goal of strengthening student success, research and creative endeavors and community and communication. In each of these groups, there are students, faculty, staff and administrators working together. This is shared governance in action. I look forward to all the ideas and plans that come from these collaborations.

This past year's A.S. elections were the first that reflected the new A.S. government structure. From all accounts, it was a successful launch. We had a high number of candidates and a new voter turnout record from at least the past thirty years was set. Students who did not get elected but still wanted to serve, had an opportunity to apply after elections, for the appointed seats on the newly formed A.S. Board of Directors and A.S. Judicial Affairs Council. This has proven to be beneficial for all involved and has led to a strong and knowledgeable leadership and A.S. and the SDSU community are the beneficiaries.

It is a great time to be an Aztec. There is lots to look forward to, much to celebrate and new opportunities continue to present themselves. I feel very fortunate to be President during such a historic year. I am grateful to and humbled by the student leaders that came before me. They have blazed a path and they have left A.S. and SDSU a better place for it. Many of my mentors worked hard to make the Aztec Student Union a reality and I look forward to welcoming you to the new centerpiece on campus this spring.

Go Aztecs!



Josh Morse



Josh Morse
A.S. President

Letter from the Executive Director

It is an honor to be sharing the first annual report as Executive Director of Associated Students. The 2012-2013 academic year was one of change. Dan R. Cornthwaite, the AS Executive Director of thirty years, and two university vice presidents, Dr. James R. Kitchen, Vice President for Student Affairs and Sally Roush, Vice President for Business and Financial Affairs, all retired. The California State University system welcomed a new Chancellor, Dr. Timothy P. White. Additionally, A.S. restructured its government. As to be expected of an organization that has thrived and been cutting edge for the past 81 years, A.S. excels amidst change. We continue to build relationships and look for ways to be more sustainable and resourceful. We also provide a real world, positive environment for student leaders to truly flourish. A.S. gives a voice to the concerns of all students, who A.S. leaders were elected to represent. I enjoy watching students lead and utilize shared governance to strengthen SDSU. For all of those reasons, A.S. at SDSU is one of the leading student-directed auxiliary organizations in the nation.



Christina Brown
A.S. Executive Director

There is no greater symbol of forward thinking student leadership than the Conrad Prebys Aztec Student Union, the 206,000 square foot, first LEED (Leadership in Energy and Environmental Design) – Platinum student union project in the United States, that is designed to be the living room of the campus. It will serve an important role in student success here at SDSU. It will offer an array of programming opportunities but what I am looking forward to the most is the Aztec community having a gathering place, a comfortable spot to discuss and exchange ideas. We do not even know what new great opportunities will be born from the new union.

A.S. is committed to strengthening the mission of SDSU through its programs, services and facilities. Thank you for taking the time to look back on the past year's accomplishments, as we continue to build upon them in the year ahead.

Go Aztecs!

A handwritten signature in black ink that reads "Christina Brown". The script is fluid and cursive.

Christina Brown

A.S. Executive Officers

Josh Morse

A.S. PRESIDENT

Josh is a fourth-year student at SDSU, studying finance with a minor in political science. Born and raised in San Diego, Josh is an avid competitive surfer, musician and art lover. After graduating, he plans on attending law school and earning a master's degree in public policy.



(from left) Morgan Chan, Mariah Kelly, Josh Morse, Becca Cohen, Javier Gomez

Becca Cohen

A.S. Executive Vice President

Becca is a hospitality and tourism management major with an emphasis in meetings and events. Originally from Mission Viejo, Calif., Becca loves to travel, go to the beach and spend quality time with her friends.

Javier Gomez

A.S. Vice President of External Relations

Javier is a political science major with minors in anthropology and TV, film and new media studies. Hailing from Santa Barbara, Calif., Javier enjoys spending time at the beach, being with his family and traveling.

Mariah Kelly

A.S. Vice President of Financial Affairs

Mariah is a fourth-year business management major with an emphasis in entrepreneurship and a minor in English. Born and raised in Compton, Calif., Mariah enjoys dancing and attending Aztec sporting events.

Morgan Chan

A.S. Vice President of University Affairs

Morgan is a senior double majoring in integrated marketing communications and sustainability. From La Cañada, Calif., Morgan loves French culture, spontaneous adventures, trying new restaurants and being with her family and friends.



A.S. Government Affairs

During the 2012-13 academic year, A.S. finalized its new government structure, with A.S. elections serving as the first step towards implementation. Under its former structure, five elected executive positions lead the A.S. Council, a board of directors with 40-plus appointed members. In comparison, the new structure includes 35 elected positions and 21 appointed positions. The new structure allows more students to participate in A.S. Government Affairs, in addition to streamlining the organization.

In implementing its new government structure, **A.S. Government Affairs experienced a record-breaking student voter turnout for the spring 2013 A.S. election.** Sixty-four candidates ran for 35 positions and more than 18 percent of the student body voted, and hundreds of SDSU students attended the election night results announcement.

In the new structure, the A.S. Board of Directors includes five elected executive officers, six appointed student-at-large representatives and two designees appointed by the SDSU president and the vice president of Student Affairs. The board, which functions similarly to the board of directors of any nonprofit corporation, is chaired by the A.S. president and the A.S. executive director serves as a non-voting member.

The new structure also includes a Campus Life Council and a University Council. The Campus Life Council focuses on programming and services related to student life and the University Council focuses on academic-related issues and resolutions. There is also a Judicial Affairs Council, comprised of an appointed chief justice and six appointed justices, and focuses on appointments, elections and awards.

Each A.S. board, committee or council is advised by an A.S. and an SDSU full-time staff member. Co-advisors work together to create learning objectives, engage students to enhance academic success from retention to graduate rates, and to develop the whole person.



A.S. Council 2013-14

A.S. BOARD OF DIRECTORS

PRESIDENT/CEO
Josh Morse

EXECUTIVE VICE PRESIDENT/COO
Becca Cohen

VICE PRESIDENT OF EXTERNAL RELATIONS/CCO
Javier Gomez

VICE PRESIDENT OF FINANCIAL AFFAIRS/CFO
Mariah Kelly

VICE PRESIDENT OF UNIVERSITY AFFAIRS/CAO
Morgan Chan

STUDENT-AT-LARGE
Jonathan Cole
Joshua Garman
Kevin Hancock
Chad Karczewski
Washington Navarrete
Jessica Seekatz

UNIVERSITY PRESIDENT DESIGNEE
Eric Rivera

VICE PRESIDENT OF BUSINESS & FINANCIAL
AFFAIRS DESIGNEE
Nancy Demich

MARKETING & COMMUNICATIONS COMMITTEE
COORDINATORS
Bree Lutjens
Robby Rosenthal

A.S. CAMPUS LIFE COUNCIL

AZTEC STUDENT UNION BOARD REP
Ezinne Ofoegbu

COMMUNITY SERVICE COMMISSION REP
Jacqueline Karczewski

RECREATION AND WELLNESS COMMISSION REP
Cassie Zimmerman

SUSTAINABILITY COMMISSION REP
Megan Goodman

STUDENT DIVERSITY COMMISSION REP
Gabrielle Gray

STUDENT SUPPORT COMMISSION REP
Alyssa Carbajal

CAMPUS COMMUNITY COMMISSION REP
Hassan Abdinur

STUDENT-AT-LARGE CAMPUS REP
Grace Diaz
Gabriela Leverette

AZTEC STUDENT UNION BOARD COMMISSIONER
Dara Majdi

COMMUNITY SERVICE COMMISSIONER
Kelsey Schroeder

RECREATION AND WELLNESS COMMISSIONER
Tyler Aguilar

SUSTAINABILITY COMMISSIONER
Jordan Wells

STUDENT DIVERSITY COMMISSIONER
Michelle Ong

STUDENT SUPPORT COMMISSIONER
Corey Polant

CAMPUS COMMUNITY COMMISSIONER
Tianna Williams

UNIVERSITY PRESIDENT DESIGNEE
Dr. Timothy Quinnan

A.S. JUDICIAL AFFAIRS COUNCIL

CHIEF JUSTICE
Sean Guardian

JUSTICES
Kiana Caton
Maneet Deol
Tyler French
Alexandria Johnstone
Abby Kim
Dillon McLean

ELECTIONS COORDINATOR
Jennifer Reyes

A.S. UNIVERSITY COUNCIL

COLLEGE OF ARTS & LETTERS REPS
Stav Geffner
Cindy Lopez
Helena McAllister

COLLEGE OF BUSINESS REPS
Jordan Harrison
Jack Losey
Sean Zaher

COLLEGE OF EDUCATION REPS
Lindsey Schaefer

COLLEGE OF ENGINEERING REPS
Onochie Ani
Alex Ben

COLLEGE OF HEALTH & HUMAN SERVICES
REPS
Marya Edgar
Tasnim El Mezain
Kristina Morales

COLLEGE OF PROFESSIONAL STUDIES & FINE
ARTS REPS
Raquel Martin
Blair Ward
Katie Willis

COLLEGE OF SCIENCES REPS
Joshua Beverly
Michelle Mitchell
Cameron Wilmore
Alicia Zamudio Montes de Oca

UNDECLARED/UNCLASSIFIED STUDIES REPS
Jake Garelick

GRADUATE STUDENT ASSOCIATION REPS
Raj Mohanty

UNIVERSITY SENATE DESIGNEE
Dr. Ghada Osman

UNIVERSITY PRESIDENT DESIGNEE
Dr. Timothy Quinnan

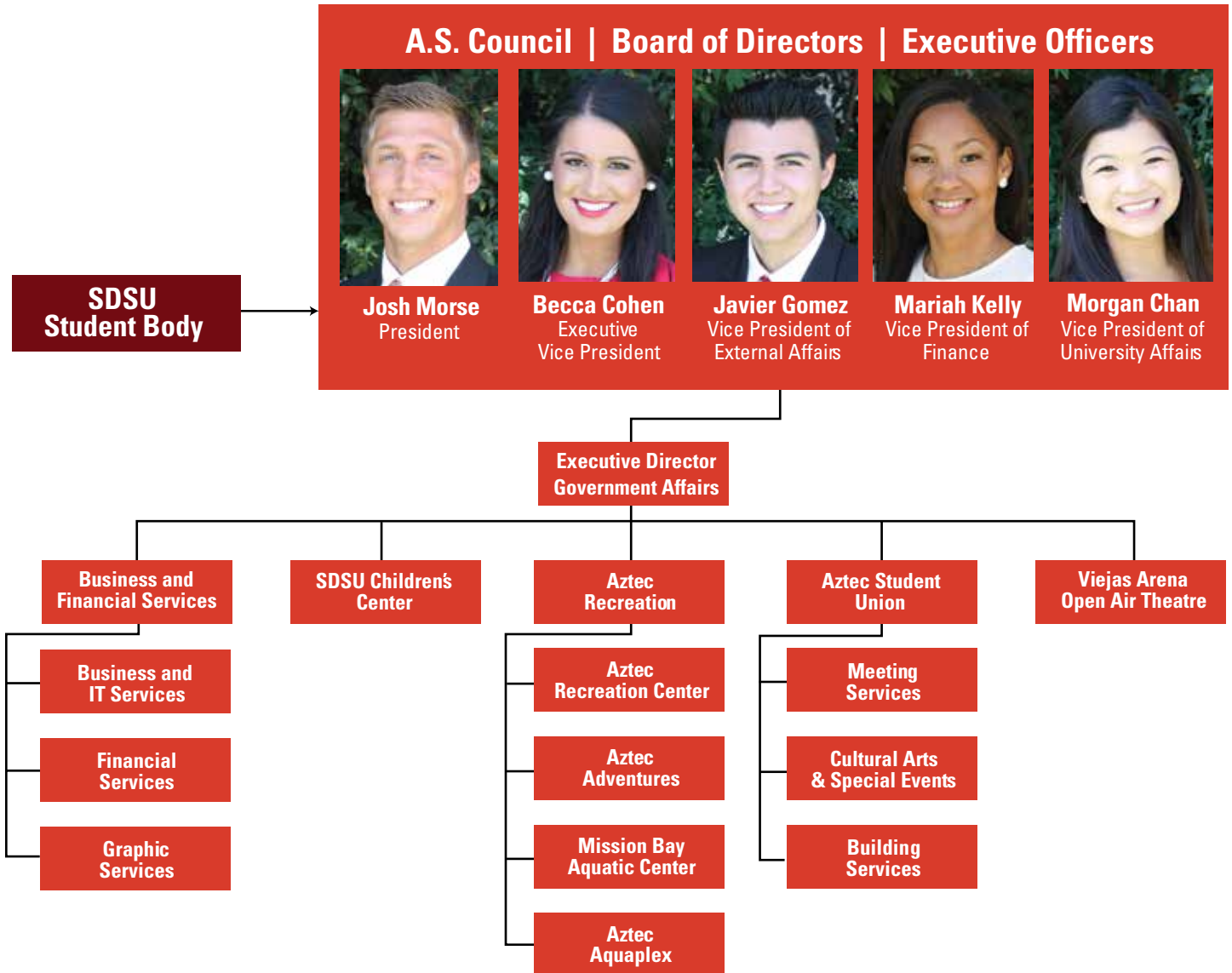
EXECUTIVE DIRECTOR
Christina Brown

GOVERNMENT EXECUTIVE AFFAIRS AND
PROGRAMS ADMINISTRATOR
Jennifer Esquivel Parker

CHIEF OF STAFF
Nick Serrano

GOVERNMENT SECRETARY
Clarice Mendoza

Our Organization



A.S. Programs and Services

As a nonprofit auxiliary of SDSU, A.S. of SDSU provides a variety of programs and services to the students and the San Diego community, including:

- **Viejas Arena and Open Air Theatre** are two premier event and concert venues on the SDSU campus.
- **Aztec Recreation** encompasses the Aztec Recreation Center fitness facility; Aztec Aquaplex swim and tennis complex; Aztec Adventures, an outdoor program; ARC Express, a satellite fitness facility opening in spring 2014; Aztec Lanes, a bowling and games center debuting in spring 2014, and the Mission Bay Aquatic Center, one of the world's largest waterfront instructional facilities.
- **Aztec Student Union** includes Union Programs & Services, Aztec Student Union Board, A.S. Graphics and A.S. Marketing & Communications.
- **SDSU Children's Center** provides high-quality child care services to the community
- **Business Services** supervises financial services for A.S. programs and services, including providing banking and accounting services for SDSU student organizations from invoicing to reimbursement.
- **Government Affairs** participates in shared governance on campus and provides leadership opportunities for all students.

Major Accomplishments

In support of the mission of SDSU, A.S. played a key role in the university's strategic planning process that took place during the 2012-13 academic year. Several student leaders throughout A.S. served on task forces that, along with the university community, identified three key areas of focus in its "Building on Excellence" report: student success, research and creative endeavors, and community and communication.

As stated in its mission, A.S. supports the mission of the university, including its strategic plan. To better highlight its contributions to the campus community, the annual report collects the accomplishments from the 2012-13 fiscal year into the themes prevalent in the "Building on Excellence" report.



Student Success

As a student-directed, nonprofit corporation, A.S. works with the campus community to provide programs and services that enhance and support student success. Research shows that engaged students are successful students, from increased GPAs and retention rates to higher graduation rates. Highlights from the 2012-13 year include:

Aztec Recreation continued to contribute to student engagement and success with 9,256 student members during the 2012-13 year. Physical activity gained through Aztec Recreation membership contributes to elevated moods, reduced stress, improved cognitive functioning and enhanced immune system. Research shows that social wellness is also improved by participation in group activities, from fitness classes to intramural sports, creating opportunities for socialization, building friendships and creating a sense of community.

Aztec Recreation built upon its successful ongoing partnerships with San Diego State academic units. Mission Bay Aquatic Center classes affiliated with the School of Exercise and Nutritional Sciences witnessed record enrollment highs with 2,191 students enrolled throughout the 2012-13 academic year. Additionally, through successful partnerships with the School of Exercise and Nutritional Sciences, the L. Robert Payne School of Hospitality and Tourism Management, the Department of Geography and the Department of Psychology, half of Aztec Adventures outings program participation was directly linked with an academic unit.

Aztec Recreation sports clubs and team challenge collaborated to create and implement a leadership development series for sport club officers. Team leaders participated in monthly seminars that addressed club development, leadership and communication, conflict resolution, sportsmanship and ethics, acknowledgement and transition of leadership.

Aztec Recreation sports clubs were increasingly successful in competing at the regional and national levels during the 2012-13 academic year. The surfing club won the National



Scholastic Surf Association 2013 national championship, the 10th national championship for an Aztec Recreation sport club program. Additionally, the men's soccer club won the open division of the 2012-13 National Intramural Recreational Sport Association national championships and the men's crew lightweight 8 won the West Coast Regional Championships. Overall, eight of the 18 club teams finished their seasons ranked within the top 25 of their respective national organizations.

The A.S. Campus Program Funding program distributed \$111,321 to 47 SDSU student organizations for 54 events, with 39 percent of the funds allocated to educational events and 38 percent to cultural events. The funding provided assures that organizations continue to engage students, which helps improve social wellness and student success. Examples of funded programs include high school conferences and guest speakers.

In partnership with the SDSU Office of Financial Aid and Scholarships, Associated Students distributed \$360,780 in study abroad scholarships to 373 students. With more than 350 study abroad programs in 50 countries, SDSU is committed to preparing students for an increasingly global future.

Creative and Research Endeavors

As a student-directed corporation, A.S. manages several programs and services 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.

In 2012-13, the SDSU Children's Center began a new research project to follow the effects of dual-language teaching with children from 6 months of age through prekindergarten. Working with faculty from the Department of Child and Family Development and the Department of Cross Cultural Studies in the College of Education, the SDSU Children's



Center teaching team presents daily curriculum and communication in English, Spanish and sign language. In the first year, teachers saw positive effects as children assimilate multiple languages in their first few months of life.

More than 14,000 hours of research was conducted last year as part of the ongoing relationship between the SDSU Department of Family and Child Development and the SDSU Children's Center, which serves as a laboratory for the department.

In 2012-13, the SDSU Children's Center expanded its efforts to increase children's knowledge of the natural world by offering opportunities for children to engage with nature on a daily basis. From enhancing existing gardens to expanding opportunities for outdoor play, the "Nature in Our Backyard" program has deepened center students' understanding and love of the planet and its natural resources, and how all people play a part in protecting those resources.

Associated Students completed a major lighting upgrade project in the seating bowl and throughout Viejas Arena. The project included installation of energy-efficient lighting fixtures and a control system, as well as motion detectors in key areas.

Aztec Recreation's Aztec Adventures program collaborated with the Department of Psychology in authoring a research article, "The Relative Influence of Mindful Meditation and Nature Exposure on Self-Nature Interconnectedness," that observed that self-nature interconnectedness, or how much one considers nature a part of their identity, was significantly higher for Aztec Adventures participants compared to other conditions.



Community and Communication

A.S. provides a variety of programs and services to SDSU students that are also available to the San Diego community. As a responsible member of the College Area neighborhood, A.S. partners with its local community planning group to help strengthen local ties. A.S. also partners with other nonprofit organizations in San Diego on community service and other projects.

More than 450,000 guests attended 100-plus Viejas Arena and Open Air Theatre events. Events included 17 concerts, 17 sold-out SDSU men's basketball games, the California Interscholastic Federation (CIF) High School San Diego Section Basketball Tournament, four high school graduation ceremonies and 14 major campus events, including seven commencement ceremonies and two convocations.

Associated Students also enhanced the financial stability of its major entertainment venues by **successfully negotiating a new contract with Live Nation for the promotion of concert events in both the Viejas Arena and Open Air Theatre.** A.S. also implemented cost-saving programs and additional revenue generation through events that allowed the facilities to exceed budget expectations for the year.

While Aztec Student Union continued construction, **Meeting Services continued to serve the SDSU community by providing meeting and event space for student organizations and campus departments with more than 110,000 people participating in events held in Aztec Mesa and Scripps Cottage.** Meeting Services also continued to manage and operate the Student Organization Annex, which serves as temporary office space for several SDSU student organizations, and launched a virtual event management system designed to streamline the client reservation process.

Aztec Recreation's Aztec Aquaplex expanded its programming, with nearly 110,000 visitors to the facility during the 2012-13 year, averaging anywhere from 225 guests per day to a high of 475 guests per day in the summer. There was an increase of 450 participants in youth and adult swim lessons and other water-based fitness programming



as compared to the previous year, and 140 people took advantage of summer family memberships last year.

The SDSU Children's Center and SDSU partnered with the College Area Community Council to start the College Area Community Garden. Located adjacent to the center, it will offer small- and medium-sized plots for organic garden use by members of the College Area community. The first-of-its-kind project serves the needs of community and enhances the relationship between students and College Area neighbors.

The A.S. Cultural Arts and Special Events board continued a successful collaboration with various SDSU programs and departments, including the SDSU Homecoming Steering Committee, SDSU Athletics, the SDSU Alumni Association and Student Life & Leadership in the Division of Student Affairs.

Student leaders in A.S. Government Affairs led the annual Aztecs Rock Hunger campus-wide food drive, donating 107,551 lbs. of food for the Jacobs & Cushman San Diego Food Bank. Part of the countywide Colleges Rock Hunger food drive competition sponsored by the Hard Rock Hotel San Diego, SDSU has won the competition each year since its inception in 2007 and doubled the amount of food collected every year since 2009.

Topping all previous records, A.S. Government Affairs registered 4,413 SDSU students to vote in local, state and federal elections in fall 2012. Those registered comprised nearly 14 percent of the student body and the number registered was the most of any California State University campus. A.S. Government Affairs registered students in conjunction with Rock the Vote, the California State Student Association and the California Public Interest Resource Group, or CalPIRG.



The New Aztec Student Union

Construction on Aztec Student Union will be completed in December 2013, with grand opening activities planned throughout the spring 2014 semester and a ribbon-cutting ceremony and community open house planned for March 7. Associated Students is working with campus partners to plan programming for the new facility that is twice as large as the former student union, Aztec Center. For updated grand opening information, please visit as.sdsu.edu/aztecunion.

Built entirely by a student-approved fee increases, the Union is designed as the first in the California State University system to be Leadership in Energy and Environmental Design Platinum-certified, the highest level of certification for green buildings by the U.S. Green Building Council. As the "campus living room," Aztec Student Union will be a gathering place that provides the services and conveniences that students and other members of the campus community need in their daily lives. 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.

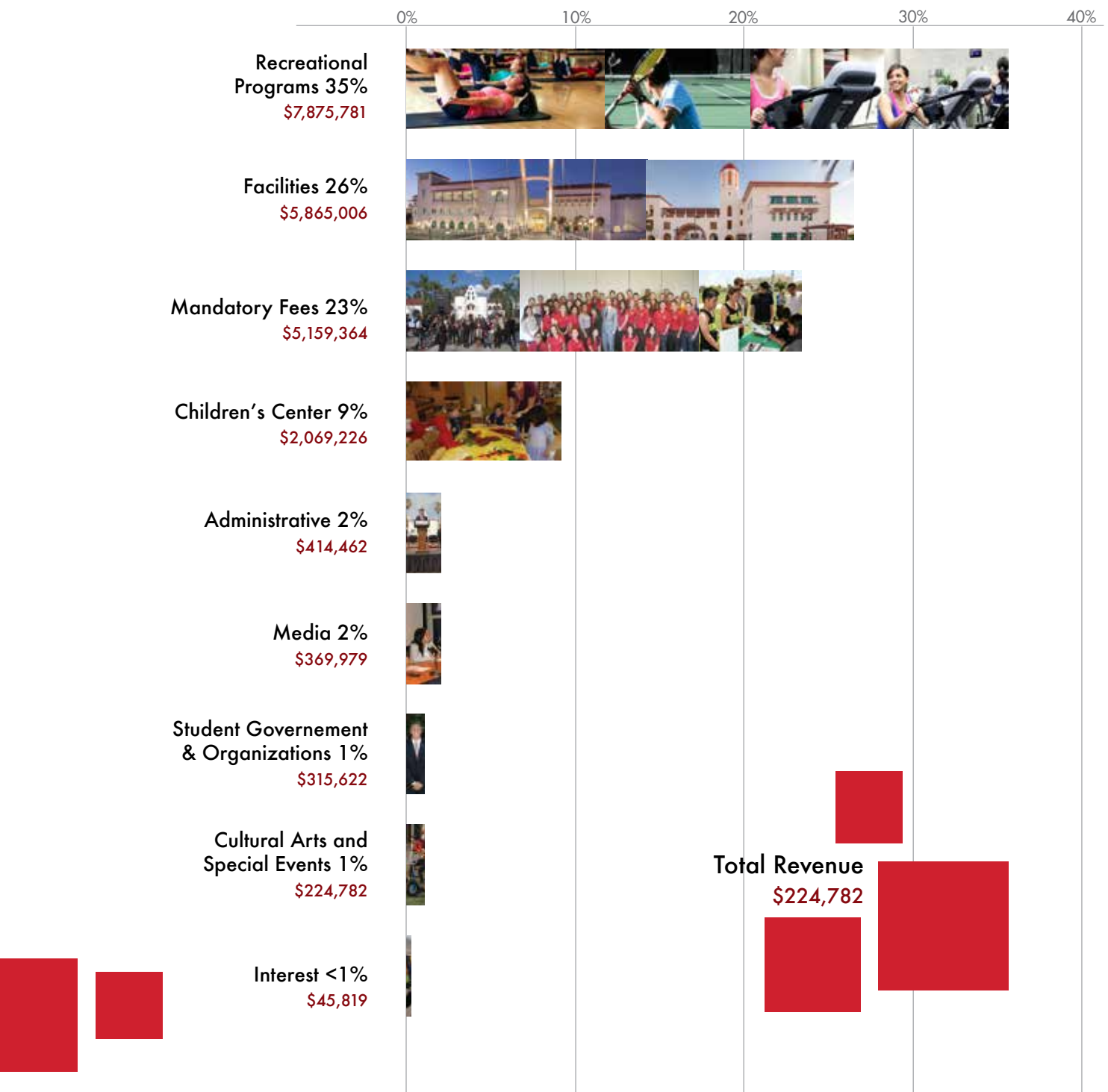
Aztec Student Union will also serve as a unifying force that honors each individual and values diversity. By providing opportunities for every student – from leadership to recreation to education and entertainment – the Union will help engage each student on campus. Research shows that these well-rounded students are more academically successful, with higher GPAs, retention rates and graduation rates than those who are less engaged.

Ultimately, the Aztec Student Union will foster a sense of community that cultivates enduring loyalty to San Diego State University.

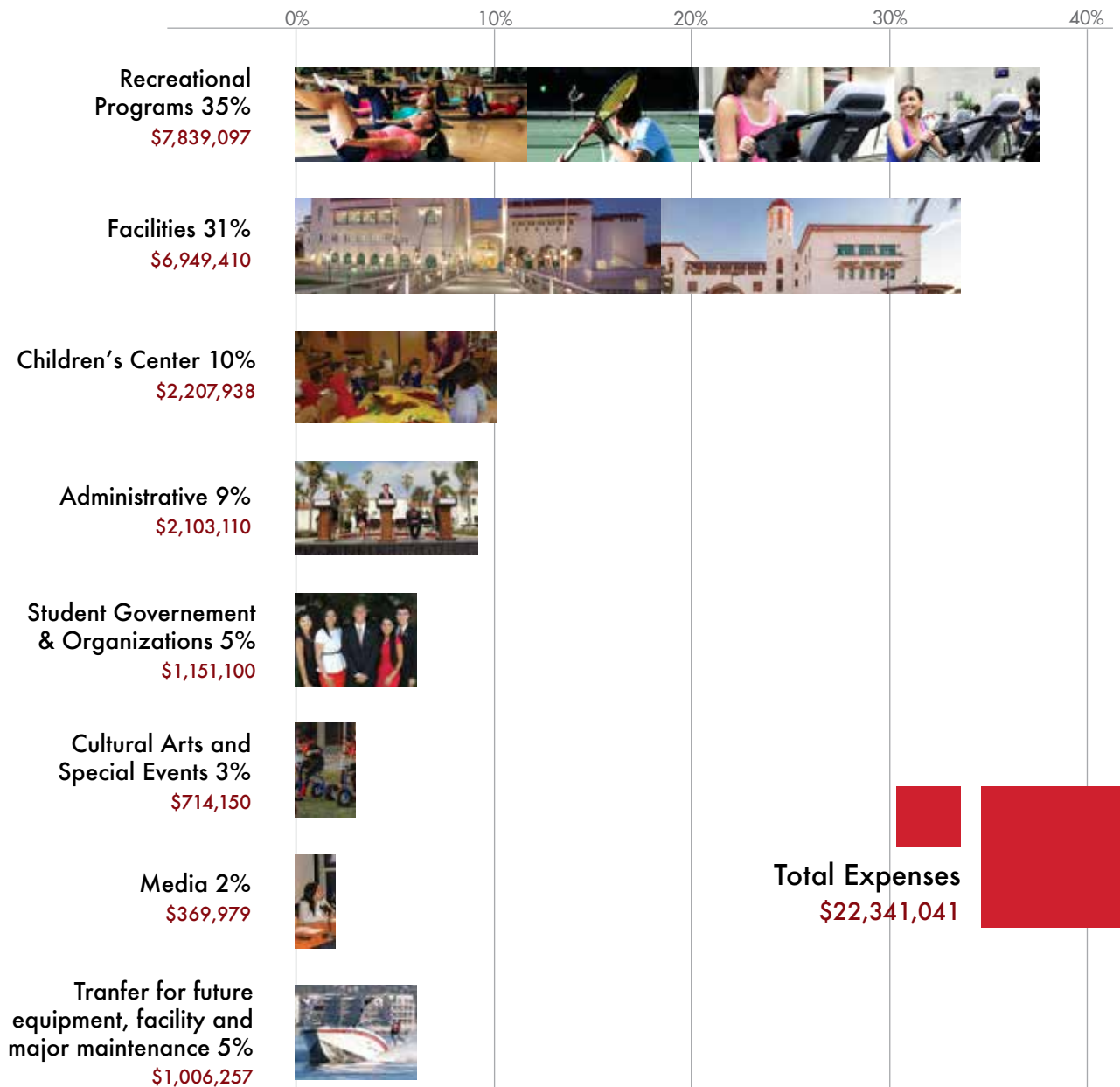


Financials

REVENUES



EXPENSES



*Financial data is based on cash basis management reporting.

Contact A.S.

A.S. Business Services
as.sdsu.edu | 619-594-6487

A.S. Government Affairs
as.sdsu.edu/govt | 619-594-6555

Aztec Student Union
as.sdsu.edu/aztecunion | 619-594-5628

Aztec Recreation
arc.sdsu.edu | 619-594-7529

Mission Bay Aquatic Center
mbaquaticcenter.com | 858-488-1000

SDSU Children's Center
childcare.sdsu.edu | 619-594-7941

Viejas Arena and Open Air Theatre
viejasarena.com | 619-594-0234



