SJSU | STUDENT UNION, INC.



SAN JOSÉ STATE UNIVERSITY

2023–2024

STUDENT UNION, INC. ANNUAL REPORT





Mission Statement

The Student Union, Inc. of San Jose State University supports the development, growth, and well-being of students and the campus community by providing diverse programs, desired services, and quality facilities that enhance the collegiate experience.

Board of Directors Statement
Andrea Cabrera-Sanchez, Chair



By actively engaging with both students and the board, I have been given the opportunity to bridge the gap between these two groups, ensuring that student voices are heard and considered in the decision-making process of the Student Union.

Looking forward into the rest of my tenure, I will continue to build an inclusive and supportive learning environment for all students.

Interim Executive Director Statement
Aaron Burgess



What a wonderful time to be a part of the Student Union Team. Since I arrived, the organization has been moving in a positive transition to improve the quality of campus life for students, faculty, and staff. The Events and Programs team have been exceptional, providing a wide variety of programs to meet the needs of a diverse campus population.

The Student Union Inc. (SU) has been instrumental in creating an environment that fosters inclusivity and engagement. Our dedicated Evenst and Programs team has curated events that cater to a wide array of interests and backgrounds. From cultural festivals celebrating the rich diversity of our student body to professional development workshops that equip students with essential skills for their future careers, the efforts of the team have not gone unnoticed.

The introduction of wellness programs has also been a significant milestone. Recognizing the importance of mental and physical health, the SU has rolled out initiatives such as meditation sessions, fitness challenges, and mental health awareness campaigns. These programs not only enhance the well-being of our students but also create a supportive community where everyone feels valued and heard.

Currently, the Student Union Inc. is undergoing an audit led by the Chancellor's Office. This comprehensive review will provide the university and the Student Union, Inc. with tangible action items to improve business practices and ensure we are in alignment with our policies and procedures. The audit is a crucial step in maintaining transparency and accountability in our operations.

One of the significant topics under review is the implementation of shared services. By consolidating services, we aim to achieve cost savings and streamline our operations. This approach not only enhances efficiency but also ensures that we can reallocate resources to areas that directly impact student experiences. It is imperative that all parties involved in the process are included in the discussions to guarantee that we continue to provide first-class service.

We have had the great fortune of filling a majority of the vacant positions for full-time staff and reducing employee turnover. This achievement is a testament to the positive work environment and the opportunities for growth and development that the Student Union Inc. offers. The addition of new team members has brought fresh perspectives and innovative ideas, further driving our mission to enhance campus life.

Our team is committed to professional development, and we regularly organize training sessions and workshops to equip our staff with the latest skills and knowledge. This investment in our people ensures that we remain at the forefront of delivering exceptional services to our campus community.

We have just touched the tip of our full potential in providing services for our students, being a valuable campus partner for other departments within the university, and assisting San Jose State University to become a flagship institution in Silicon Valley. Looking ahead, we aim to expand our services to address the evolving needs of our students. This includes the introduction of more specialized programs that cater to niche interests and the development of virtual platforms that facilitate remote engagement. By leveraging technology, we can reach a broader audience and ensure that all students have access to our resources, regardless of their physical location.

Collaboration is key to our success, and we are dedicated to strengthening our partnerships with other departments within the university. By working together, we can create a cohesive support system that enhances the overall student experience. Joint initiatives, such as interdisciplinary projects and co-hosted events, will enable us to pool our resources and expertise for the greater good of the campus community.

Our ultimate goal is to assist San Jose State University in becoming a flagship institution in Silicon Valley. This vision requires a multifaceted approach, including academic excellence, cutting-edge research, and a vibrant campus life. The Student Union, Inc. plays a crucial role in this endeavor by creating a dynamic environment where students can thrive both academically and personally.

The Student Union team is on an exciting journey of transformation. Our commitment to improving the quality of campus life, coupled with our strategic initiatives and collaborative efforts, positions us well to achieve our goals. As we continue to evolve and innovate, we remain dedicated to our mission of serving our students and contributing to the success of San Jose State University as a premier institution in Silicon Valley. The future is bright, and we are excited to be at the forefront of this positive change.



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Impact Statements

Emran Azimi



Board Vice Chair
Facilities & Programs Committee, Chair
Bachelors of Arts, Sociology

Kathryn Blackmer Reyes



Faculty Member, Librarian,
University Library

As a SUBOD faculty member, I support and represent student interests, fostering their development as advocates for themselves. I encourage conscientious questioning, guide decisions, and stand alongside student leaders, staff, and administrators. Witnessing impactful leadership has been a delight, and I eagerly anticipate collaborating with inspiring leaders in this fiduciary praxis-ground for the future.

Aniya Dogra



Personnel Committee,
Vice-Chair
Bachelor of Science,
Civil and Environmental Engineering

As a Student Union Board member, I am a voice for the students and a liaison between the Student Union, Inc and the campus community. I hope to provide a space for students to feel more connected with campus and for people to know they belong at SJSU. I have served on the Board for a year now and I have gotten to learn so much about the diversity of our campus.

The Board is working to ensure students feel valued and respected. We have held events to connect students such as Rec Fest, SpartanFest, movie nights, and more. Through the personnel committee, I have worked alongside fellow Board members to address concerns of the employees of the Student Union Inc.

Dr. Sonja G. Daniels



Ex-Officio Director:
Associate VP, Student Affairs & Campus Life
July 2023 - January 2024

Being on the board is about positively impacting students and their success at San Jose State. I advocate for creating programs, events, and spaces that support recreation, relaxation, studying, and student connections. The SU also focuses on supporting student employment, training opportunities, and maintaining a positive environment for our professional staff and managers.

Sara Bonakdar



Ex-Officio Director:
Vice President for Accounting & Finance

As the BOD designee by the President, I serve as an ex-officio voting Director on the Student Union Board of Directors. My goal is to bring my subject matter expertise in Finance, Contracts, Risk Management and Commercial business to aid in sound decision making and counsel on related matters with the ultimate goal of benefiting our student population.

Justin Duong

Facilities & Programs Committee
Vice Chair
Bachelor of Science,
Forensic Science, CSI

We have faced many challenges this year, but that hasn't stopped my dedication to student success. I hope the Student Union has significantly enhanced your collegiate experience here through strategic innovation and collaborative efforts. I am grateful to all who contributed this year, whether you are full-time staff working long hours or a commuter student working the front desk late into the night. Your actions have not gone unnoticed. Together, I hope to continue to make a lasting impact on this campus, shaping future leaders and fostering a culture of excellence here at SJSU.

Sarab Multani



Ex-Officio Director:
President, Associated Students
Audit Committee, Chair
Bachelor of Science, Public Health
Minor, Business

Siya Johal



Personnel Committee, Chair
Audit Committee, Vice Chair
Bachelor of Science, Kinesiology

My mission as a member of the San Jose State University Student Union board was to establish a lively, welcoming environment where students could interact, develop, and flourish. In order to improve the Union's offerings, I fought for policies and initiatives that promoted community building, helped students thrive, and gave them chances to take on leadership and personal growth roles. My efforts were focused on making sure the Student Union continued to be a focal point that enhanced the educational experience for students and helped them succeed both on and off campus.

Karthika Sasikumar

Faculty Member, Professor,
Polictical Science

I joined the Board because I hoped that my expertise as a professor of Political Science, and my service as the Chair of the university's Senate would be useful to the students. In fact, I've learned a lot from the students about leadership, fair play, and even about running meetings effectively!

Mari Fuentes-Martin, Ed.D.



Ex-Officio Director
Interim VP Student Affairs

Jayeesh Tarachandani



Finance Committee, Vice Chair
Bachelor of Science,
Engineering Technology & CS
Minor, Business

As the Vice Chair of Finance for the SJSU Student Union Board of Directors, I focused on ensuring transparent and equitable allocation of resources to enhance student services and programs. My goal was to empower student organizations by providing them with the financial support needed to create impactful initiatives. By advocating for efficient budget management, I aimed to maximize the benefits that students receive from the university's resources, ultimately enriching their campus experience.

Aditya Vishwakarma



Finance Committee, Chair
Bachelor of Science,
Computer Engineering

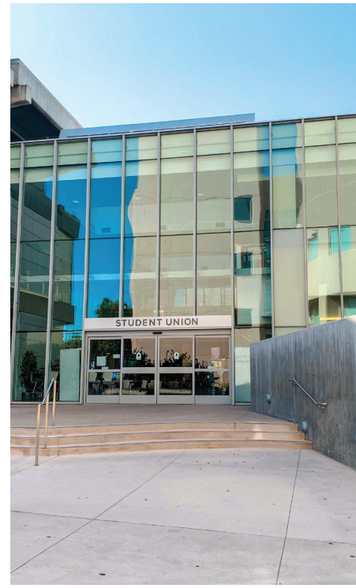
I started as a Board member in July of 2023 as a trainee. I learned a lot and was promoted to being a voting member. After spending some time in the Finance Committee, I was elected chair for Finance. Me and my the team made efforts to ensure that each department of our organization has the necessary funding to carry out different events on campus for the community.

Be it going into meetings with the campus leadership to get our budget requests approved, submitting our documents to the university on time, meeting with the external auditors and updating different documents based on committee feedback to keep everything, we, as a team want whats best for our campus community and I am proud to be one of the students who serves on the board and has a say in decisions that impact students and our campus.



Financial Summary

The Student Union of San José State University is a California State University auxiliary organization that manages and maintains three major facilities at the San José State University (SJSU) campus. The Student Union began operations at SJSU in October 1969 and became incorporated in March 1982. The facilities include the renovated and expanded Diaz Compean Student Union, the Event Center, and the new Spartan Recreation & Aquatic Center. The non-profit corporation has been in business for 50 years and receives no state funding. Revenue is derived from Student Union fees collected as well as revenues earned from various service fees and rental of the facilities. Students interact with the Student Union on a daily basis, either through the use of facilities or participation in sponsored events and programs. The Student Union also acts as a conduit to the greater campus community, who utilizes the various recreational facilities and attends the diverse concerts and events on campus.



Board of Directors

The Student Union, Inc. is governed by a Board of Directors composed of eleven voting members which include Students, Faculty, Community Member, and Administrators.

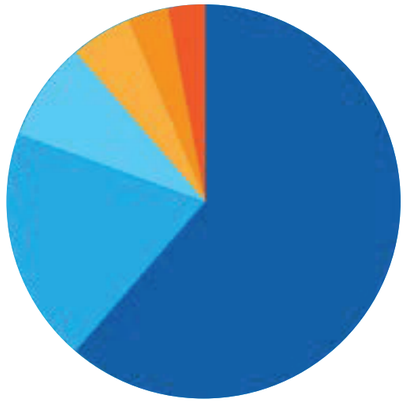
The Student Union's Executive Director acts as the Board Secretary, which is a non-voting position. The Board of Directors meets at least once quarterly, reviews and develops policy, and approves the annual budget. There are four subcommittees of the Board that address personnel, facilities & programs, the annual audit, and finances & reserves of the corporation.

The Student Union financial reserves consist of Local Reserves held by the Student Union and the balance of the collected Student Union fees held in trust by San José State University. These reserves are reviewed regularly by the Board of Directors to maintain a solid financial position as well as ensure adequate funding for future capital improvements.

Providing quality programs and services continues to be a priority for the Student Union staff and the Board of Directors. With the opening of the new Spartan Recreation and Aquatic Center, the Student Union now offers a complete set of facilities, services, and programs that meet the needs and expectations of students and enhances campus life at the university.

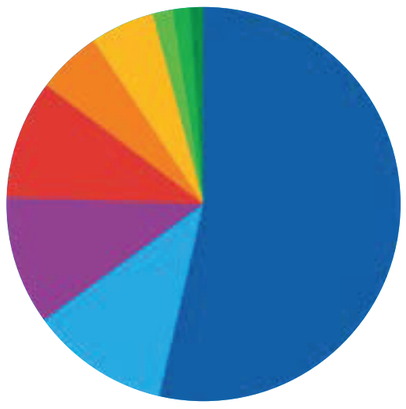
Revenues & Expenses Comparison

FY 2023-2024



Revenue: $11,573,751

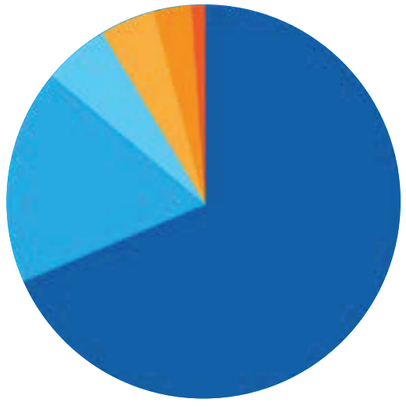
82.8%	Student Fees (Returned for Operations)
5.7%	Service Fees
1.6%	Rental Income
1.0%	Event Services
8.9%	Club Sports and IM Sports
0.1%	Other



Expenses: $13,507,970

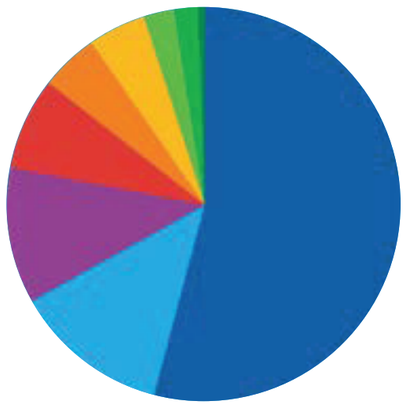
59.5%	Wages and Benefits
14.3%	Business Services (Outside Agencies)
5.8%	Event Cost
0.8%	Other Operational Costs
2.7%	Depreciation
1.7%	Repairs and Maintenance
1.6%	Insurance
0.5%	Project Expenditures
2.3%	Supplies
2.8%	Communications
0.5%	Small Equipment
7.4%	Club and IM Sports Program

FY 2022-2023



Revenue: $13,229,912

86%	Student Fees
8%	Club and Intramural Sports Revenue
4%	Rental Income
1%	Insurance
1%	Other Operational Costs



Expenses: $12,203,144

62%	Wages and Benefits
13%	Business Services (Outside Agencies)
7%	Club and Intramural Sports Program
5%	Event Costs
3%	Depreciation and Amortization
3%	Communications
3%	Supplies
2%	Repairs and Maintenance
1%	Insurance
1%	Miscellaneous
0.2%	Project Expenditures
0.1%	Small Equipment Purchases

Financial Summary

Statement of Revenues, Expenses, and Changes in Net Position

The Student Union of San José State University
(A California State University Auxiliary Organization)

YEARS ENDED JUNE 30, 2024 & 2023

OPERATING REVENUES	2024	2023
Student Union Fees	$ 9,577,426	$ 11,373,385
Service Fees	662,989	584,935
Rental Income	190,127	185,959
Event services revenue	108,736	78,814
Club and intramural sports revenue	1,034,156	1,004,585
Other	317	2,234
Total Operating Revenues	11,573,751	13,229,912
OPERATING EXPENSES		
Wages, Benefits, and Payroll Taxes	$ 8,040,745	$ 7,589,948
Insurance	221,490	159,817
Supplies	308,742	330,386
Communications	384,269	376,895
Repairs and Maintenance	235,410	221,532
Event Costs	784,886	572,967
Small Equipment Purchases	72,311	11,920
Depreciastion and amortization	362,712	411,024
Business services	1,932,829	1,552,345
Club and intramural sports program	995,047	868,008
Miscellaneous	101,532	83,960
Project expenditures	67,987	24,342
Total operating expenses	13,507,970	12,203,144
Operating (loss) income	(1,934,219)	1,026,768

Statement of Revenues, Expenses, and Changes in Net Position (cont.)

The Student Union of San José State University
(A California State University Auxiliary Organization)

YEARS ENDED JUNE 30, 2024 & 2023

OPERATING EXPENSES (expenses)	2024	2023
NONOPERATING REVENUE	636,306	277,690
Net nonoperating revenues	636,306	222,449
Change in net position	(1,297,913)	1,297,913
NET POSITION		
Beginning of Year	7,935,466	6,686,249
End of Year	$ 6,637,553	$ 7,935,466

Statements of Net Position

The Student Union of San José State University
(A California State University Auxiliary Organization)

YEARS ENDED JUNE 30, 2024 & 2023

ASSETS	2024	2023
CURRENT ASSETS		
Cash and Cash Equivalents	$ 753,222	$ 892,648
Investments	18	973,675
Accounts Receivable	31,659	51,904
Prepaid Expenses and Other	189,848	160,701
Total Current Assets	974,747	2,078,928
NONCURRENT ASSETS		
Restricted Cash		
Investments	5,340,221	5,311,445
Capital Assets, Net	724,346	1,087,058
Net OPED asset	654,457	395,043
Total Noncurrent Assets	6,719,024	6,793,546
Total Assets	$ 7,693,771	$ 8,872,474
DEFFERRED OUTLOWS OF RESOURCES		
OPEB deffered outflow -	$ 1,027,284	$ 1,265,183
OPED deffered outflow -	459,098	435,082
Total deferred outflows of resources	1,486,382	1,700,265

Statements of Net Position (continued)

The Student Union of San José State University
(A California State University Auxiliary Organization)

YEARS ENDED JUNE 30, 2024 & 2023

LIABILITIES & NET POSITION	2024	2023
CURRENT LIABILITIES		
Accounts Payable	$ 146,532	$ 143,815
Accrued Payroll and Related Expenses	572,128	536,885
Other accrued liabilities	188,675	158,274
Total current liabilities	907,335	838,974
Total Current Liabilities	907,335	838,974
DEFFERRED INFLOWS OF RESOURCES		
OPEB deferred inflow	$ 1,635,265	$ 1,798,299
NET POSITION		
Investment in Capital Assets	$ 724,346	$ 1,087,058
Unrestricted:	5,913,346	6,848,058
Total Net Position	$ 6,637,553	$ 7,935,466

Full and complete audited financials are available at www.sjsu.edu/studentunion



Human Resources

Summary

The Student Union HR team plays an important role in fostering student engagement and well-being by offering a variety of services and programs that support social and recreational, cultural and education development. The HR team focuses on making a significant impact on the student experience, by providing opportunities for them to grow both academically and personally and help them thrive during and after their time at the university.

3 Full-time Staff

1 Student Assistants

Events

10 Full Time Staff meetings

Beginning & End of Year All-Staff Meeting
300+ in attendance

Looking Forward

- Expand and formalize professional development programs for student employees to equip them with transferable skills and prepare them for future careers.
- Develop structured career training modules that cover soft skills (e.g., communication, teamwork, leadership) and hard skills (e.g., time management, project coordination, technical tools).
- Offer specialized training in career-related areas such as resume writing, interview preparation, and networking.
- Introduce mentorship programs where experienced student employees can guide newer hires, offering career advice and skill-building tips.
- Implement a digital badging system or certificates that students can earn after completing professional development milestones (e.g., customer service excellence, leadership training).
- Provide more training opportunities for the Student Union, Inc. professional staff.

Employee Count

July 2023

373	TOTAL EMPLOYEES
326	STUDENT EMPLOYEES
47	FULL-TIME EMPLOYEES

June 2024

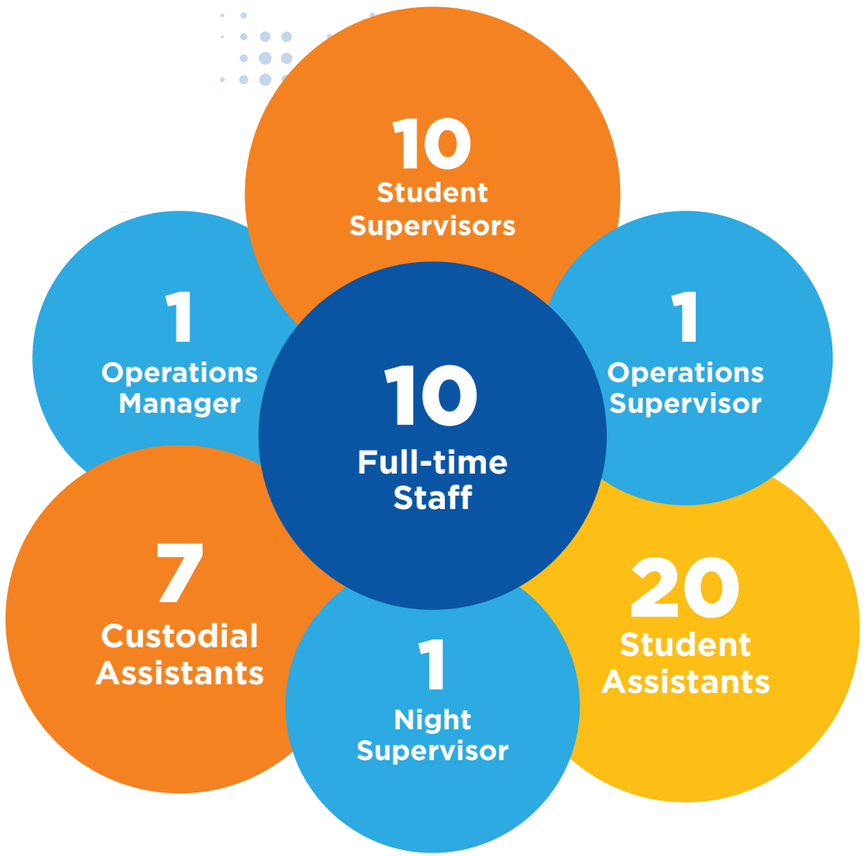
355	TOTAL EMPLOYEES
302	STUDENT EMPLOYEES
53	FULL-TIME EMPLOYEES

Operations

The Student Union Operations Department manages the maintenance, cleanliness, and operations of the Student Union facility for the entire SJSU community. This includes managing the uses of the facility, including event set-up and breakdown for our clients across the Ballroom, Theater, and Meeting Rooms.

Student Union Operations aims to support students and the campus community by providing a relaxing environment, enhancing the overall educational experience and fostering an inclusive campus community.









Events

Presidential Address
SU All Staff Meetings - Fall 2023 & Spring 2024
Student Orientations

LOOKING FORWARD

- Looking to enhance safety measures for the facility.
- Provide better customer experience through events.
- Ensure the facility is held to a high standard of safety, security, and cleanliness.

Audio & Visual

The Audio Visual Department plays a vital role within the campus community, acting as the foundation for the institution's technical and multimedia requirements. We are committed to utilizing the latest industry equipment and employing highly skilled staff. Our department is dedicated to delivering outstanding support for a diverse array of academic, co-curricular, and extracurricular events. Whether it's meeting rooms at the Student Union or concerts in the Event Center, our goal is to provide comprehensive audio visual services across the entire campus.

Professional Development

- Students and full-time staff receive hands-on training with state-of-the-art audio-visual equipment.
- The department promotes teamwork, problem-solving, and effective communication, equipping students with a solid foundation for a successful career in this fast-changing industry.
- Our aim is to cultivate the interests and passions of students eager to pursue careers in this field. We achieve this by providing training, offering support during events, allowing them to shadow us during major occasions, facilitating mock setups for concerts and shows, and guiding them through online AV certification programs.
- We provide introductory training courses for all our staff, followed by advanced sessions focused on specific AV equipment.
- Recently, we acquired an AVIXA membership, granting our student and full-time staff access to online training, certifications, and virtual classes.
- In the coming year, we aim to send students and full-time technicians to industry training courses and seminars, specifically targeting Dante, Crestron, and opportunities with the local IATSE (International Alliance of Theatrical Stage Employees).

6
Full-Time Employees

20
Student Assistants





Events

AV provided services for major campus events, including:

- Fire on the Fountain
- Fall and Spring Convocations
- SpartanFest
- Spartan Speaker Series
- New Student Orientations
- Men and Women's Basketball Games,
- Women's Gymnastics

Highlights

1,000+ Fire on the Fountain attendees

7,500+ Spartans that graduated in t Spring 2024 Commencement

3,000+ Spartans came to attend SpartanFest 2023

300% Increase in Events with services from AV & Event Services

Looking Forward

The goal of the Student Union Audio Visual department is to expand both our team and equipment to effectively support all Student Union and campus events with a skilled team and high-quality service. Our objective is to increase our student and full-time staff numbers, while also offering more comprehensive training and mentorship opportunities to our employees.

Bowling Center

The Bowling Center provides a place for recreation and socializing with 14 state-of-the-art bowling lanes and a billiards room. Students often enjoy the space for meeting their friends, working on group projects, or studying alone. It is a relaxed environment with the added ability to bowl or play pool. The Bowling Center is a recreational and lounge area but also offers a great space for competitive environments with leagues serving students, faculty, staff, and community bowlers.



Events

102 Student Events

15 Faculty/Staff Events

25 External Events

1 Collegiate Tournament

800% INCREASE IN OUTSIDE EVENTS

Metrics

- A turnover in the beginning of the year resulted in a lack of usage data for the year.
- Overall, we saw an increase in revenue of about 14%.
- League Bowling had a 65% increase in revenue
- Open play had a 13% revenue increase with the largest increase coming from community open play.
- Bowling classes were cut in half but the increase of leagues made up for the difference.
- 4 Sections of Kinesiology Bowling Classes
- 4 Leagues - Three evening leagues and one on Friday afternoon

Bowling Center

Professional Development

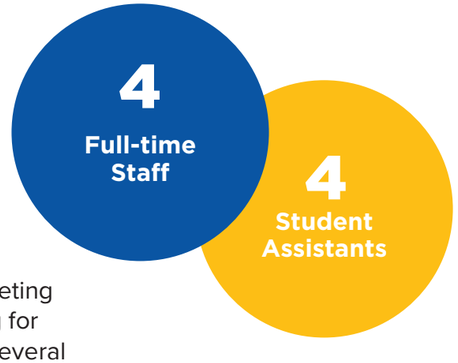
- During the Spring, training was a priority for the coordinator as we developed this new position and prepared for summer maintenance tasks. This training included annual cleaning and overhaul of major components of the bowling pinsetter machines.
- Updated our procedures and process for training student staff and creating a training standard for the porter and desk positions.
- Added new supervisor training to teach better ways to research bookkeeping errors that increased as a result of going cashless.
- Our new coordinator has been building and promoting new leagues for students.

LOOKING FORWARD

In the future we are anticipating the opening of the food and beverage outlet inside the bowling center. Offering refreshments will add positively to the overall experience.

The Bowling Center plans to offer lessons to SJSU students to help students understand the sport of bowling and basic techniques to improve bowling skills.

Event Services



The Student Union Event Services department provides event and meeting reservations, quality facilities, event logistics, scheduling, and planning for over 352 student organizations, 207 campus departments as well as several off campus clientele who seek to utilize the unique event space and conference facilities that the Student Union offers.

The Student Union's unique event space provides a welcoming environment for student organizations and the campus community offering a large Ballroom that can be used multi-purposely, a Theater that seats 312 and 9 meeting rooms that can be used for breakouts, workshops and conference rooms. The meeting rooms provide the perfect space for student organizations to meet weekly or monthly.

The Student Union Event Services department also provides a Box Office that supports ticket sales for Campus Life Division of Student Affairs sporting and entertainment events.

Professional Development

- Trained student staff with the EMS Scheduling System, learning to input details and costs for large events in the Ballroom and theater, including the scheduling of labor for Ballroom Set-up, AV Operations and Equipment, and logistical requirements.
- Full-time staff received training on the Time, Place and Manner Policy and how we schedule these events to ensure that all members of our campus community are able to fully exercise their constitutional rights to free expression and peaceful assembly, while following University policies and guidelines.
- Cross training for student staff and full time staff on the Box Office operations to support Campus Life Division of Student Affairs ticket sales.
- We streamlined the Box Office ticket sales processing by creating a QR code whereby students can enter their information ahead of time that links to a Google spreadsheet which helps with processing the transactions efficiently and ensures the line moves quickly and smoothly.

Events

10/19/2023 Dr. Martin Luther King Library Mini Con - 405 attendees - A conference for all Bay Area libraries to attend, with keynote speakers in the Ballroom, breakout sessions, and a resource fair.

10/2/2023 Turning Point - Charlie Kirk Tour - 914 attendees - A student organization brought in Charlie Kirk to speak on political issues, attendees were allowed to ask questions on controversial issues. Event Services helped support the event with high security to include several officers and metal detectors. Event operations were smooth, with zero incidents reported.

1/15/2024 African American Community Service Agency - 44th Annual Dr. Martin Luther King Jr. Luncheon - 604 attendees - This event was an off campus client that partnered with VP Student Affairs to celebrate Dr. Martin Luther King on the actual holiday. The event included special speakers for the celebration and entertainment that included a live band performance with vocalist.

3/23/2024 Office of the President & Community and Government Relations - Women's Leadership and Policy Summit 2024 - 872 attendees - This event was a collaboration between the Office of the President & Community and Government Relations. Leaders and community members met to discuss women's rights issues. Supervisor Cindy Chavez spoke alongside other keynote speakers, with afternoon breakout sessions in the meeting rooms.

Metrics

3x Tripled Number of Events that we reserved and provided support for space utilization, event logistics and preparation.

4,231 tickets sold with improved ticketing speeds

266% Increase in events
2,510 events in 2022-23
6,672 events in 2023-24

Looking Forward

In the coming year, Event Services hopes to accomplish the following goals:

- Improve our communications with the university community.
- We have begun to update our reservation forms to receive more information early in the process, so that we know how to support and prepare for the event.
- Learning Time, Place and Manner Policy
- We have begun learning of the TPM Policy regarding free speech and the protocols to follow in order to properly manage these types of events.
- Create a customer service survey whereby clients can provide feedback at the end of their event, so that we can receive information about their experience and learn where we may need to make improvements.

Events & Programs

The Events and Programs team for Student Union is an integral part of the educational mission of San Jose State University and Student Life on campus. The Events and Programs team works inclusively, and collaboratively. To provide memorable shared experiences for the Spartan community.

3
Full-time Staff

4
Student Assistants

42% **Increase in** Overall Event **Attendance**

324% **Increase in** Game Series **Attendance**

404% **Increase in** Craft Series **Attendance**

151% **Increase in** Movie Night Series **Attendance**

12,000+ Total Check-Ins
40 Total Events



Over **12,000 students** attended and checked into 2023-2024 events based on in-person check-ins through the SJSU SAMMY App.

240%
INCREASE
FROM 22-23







SPARTANFEST

3,454 CHECK-INS

FREE CONCERT FOR SJSU STUDENTS



Highlights

SpartanFest 2024 - 3,454 Attendees
Student Union Open House - 1,024 Attendees
Taste of the Bay - 1,054 Attendees
Overall Event Attendance: Increased by 42% from 2022-23
Game Series Attendance: Increased by 324% from 2022-23
Craft Series: 3,200 Attendees Total - Increased by 404% from 2022-23
Movie Nights Series: 1,860 Attendees Total - Increased by 151% from 2022-23

Looking Forward

Enhance Student Staff Training
We will focus on further enhancing the safety of our events by implementing Active Shooter training for Information Desk staff, along with additional Customer Service and De-escalation training. The Department now has 12 student assistants that we plan on create training for upward mobility and self reliance.

Logistics Improvements
We aim to address current logistical challenges with Operations, Event Services, and Facilities to create standardized event layouts and line management routes. This will help ensure a smooth and safe event experience for all participants.

Collaboration and Resource Enhancement
We plan to continue collaborating with different entities within the Student Union and across the SJSU campus to enhance our events and programming. These efforts will support our resource centers and benefit the wider student body.

Collaborative Event Planning
We will continue to collaborate with similar event programming groups, combining resources to create stronger, more impactful events that serve the student body.

SPARTAN RECREATION & AQUATIC CENTER

Guest Services

SRAC Operations

Aquatics

Outdoor Adventures

Spartan Summit Climbing Wall

Intramural Sports

Fitness and Wellness

Club Sports

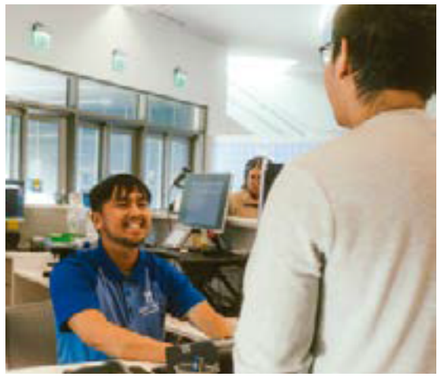
Guest Services

The Guest Service members welcome all the visitors including students, faculty/staff, alumni and community members to the SRAC. The staff are responsible for selling the facility memberships to different categories of members and manage equipment checkout for SJSU students.

1
Full-time Staff

37
Student Assistants





Metrics

Student
45,384

Non-Matriculated Students
343

Faculty/Staff
187

Alumni
207

Community
497

Totals
46,613

Professional Development

- Training on the significance of personal values in relation to career; training on values in alignment with company values and mission statements.
- 20 students became American Red Cross CPR/First Aid/ AED Adult+Pediatric Certified



LOOKING FORWARD

- Increase/Improve the training and development activities for the guest services staff to help them use their experience in exploring opportunities after their life in SJSU.
- Increase the awareness among students and community members about different activities and facilities available in the SRAC to help their fitness goals by participating in tabling events.

SRAC **Operations**

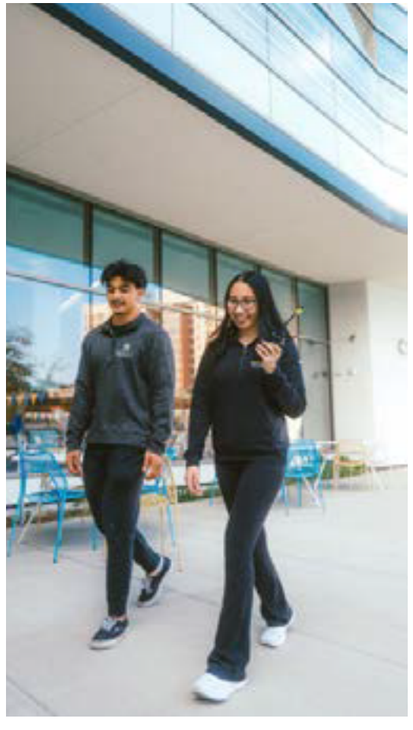
The SRAC facility's efficient operation is the responsibility of the Operations staff. They monitor the users inside the building and make sure everyone in the facility adheres to SRAC policies. Additionally, the staff supports the guest service employees and provides assistance to members with their lockers.

2
Full-time Staff

39
Student Assistants

Professional Development

- The operations staff are given the necessary training and skills for their job at SRAC as well as for teamwork, leadership, and communication skills that will benefit them in their careers.
- Regular team meetings are organized to reevaluate the work priorities and feedback is given to encourage the student staff
- Training sessions are conducted periodically to help the student staff improve their skills.
- Went over Strength assessment with Student Operations Supervisors, we examined what areas each staff member thrives in and how they can lean into that strength while here at the SRAC and future career
- All Staff are CPR/FIRST AID/AED certified
- Emergency Procedures Training
- CPR Review
- EvacuTrac Chair Review
- Basic First Aid Review
- Team-building such as bowling night at the SU Bowling Center



SRAC Operations

Events

Summer Orientation - To welcome new Spartans, SJSU planned their Summer Orientation series including their 5-session Transfer Orientations along with their 6 2-session SpartaCamp Orientation inside the SRAC facility. Each session had approximately 700-800 registered attendees.

- Student Orgs
- Hosted 7 Student Organizations Events
- Such as Delta Gamma Anchor Splash which host about 200 participants
- Delta Gamma Anchor Slam 200-300 Participant
- AfroBall Tournament 60 Participants
- Rose Cup Phi Kappa Phi 50 Participants
- Club Sport Competitions/ Participants
- Men's and Women's Basketball Club Team
- Powerlifting Meet about 100 participants
- Club Badminton Matches
- Club Wrestling Tournament
- SRAC 5-YEAR ANNIVERSARY
- Celebrated 5 years of SRAC
- Student Union Student Employee Appreciation
- Celebrated Student Employees by having games, giveaways and food
- Student Survey for new equipment
- Had students take a survey to pick 6 new machines for the facility
- Machines coming in Winter of 2024
- Offered Pickleball to users for the first time

Facility Reservations

The SRAC provided facility spaces for a number of SJSU student organizations, university departments, and various off-campus organizations.

- Women's Swim and Diving Team
- Men's Basketball Team
- Women's Basketball Team
- Recreation Management Rec Day
- Men's Water Polo Games
- Women's Water Polo Games
- Kinesiology Classes
- SJSU Track Team

Facility Numbers

- These numbers are pulled through Fusion and Connect 2
- Hourly Counts
- SRAC Supervisors and Operations Assistants do a count each hour to see how many people are in the building and what spaces they are using

July, 1st 2023 - June 30th 2024

- Fit Floor 1- 62,092 users
- Fit Floor 2- 44,627 users
- Fit Floor 3- 24,4409 users
- Fit Floor 4- 17,419 users
- Fit Floor 5- 3,549 users
- 3 court gym- 39,524 users
- Studio A- 8,577 users
- Studio B- 3,678 users
- Studio C- 464 users
- Studio D- 3054 users
- 50 Meter Pool- 14,520 users
- Recreation Pool 16,900 users
- Indoor Track- 3,866 users
- MAC Gym- 10,888 users
- Climbing Area- 3,724 users

Facility Entries July 1st 2023 - June 30th 2024

- 544,359 users entered the facility between

Distinct Users July 1st 2023 - June 30th 2024

- 18,618 who have entered the facility at least once

Total Weekly Average During Academic Year

- July 1st 3080 users

LOOKING FORWARD

- Looking forward to new gym equipment coming in November-December
- Initiate Red Alert Drills in the facility
- Emergency Drills in the SRAC for Operations Staff to be better prepared in a real life medical emergency
- Offering More times for Pickleball

Aquatics

The Aquatic Center is a hub for aquatic activity featuring a spacious recreation pool for leisurely swims, relaxation and numerous events. The facility features a state-of-the-art competition pool designed for athletes of all levels. It hosts The San Jose State University Men's and Women's Water Polo teams, as well as the Women's Swim and Dive team. Club sports calls the pool home with both men's and women's teams. With facilities catering to all skill levels, the center fosters a sense of community and encourages a healthy, active lifestyle through its diverse programs. It is an employment site for 80-100 students employees as lifeguards where they learn new skills and abilities and have maintained a solid safety record.

1
Full-time Staff

75
Student Assistants

Users

Recreation Pool
16,900

Competition Pool
14,520





Events

NCAA Division 1 Swimming, Diving, and Water Polo Programming, Club Sports, Aqua Aerobics Classes.

Water Polo Tournaments: The men's and women's water polo teams from San Jose State hosted numerous other colleges from the Bay Area, California, and other NCAA level teams. These games included multi day and multi team tournaments.

Swim Meets: The San Jose State women's swimming and diving team hosted several Division I schools from within and outside of the state to compete in dual meetings at the Aquatic Center.

Club Water Polo: Men and Women's Club water polo teams were able to train multiple times a week in the competition pool

Water Aerobics: The Aquatic Center host water aerobics three times a week, and facilitates an environment for patrons to participate in low impact exercise

Beginning and End-of-the-year Pool Parties: The Aquatic Center welcomed all students to take part in activities, listen to music, and relax in the facility to destress during their finals.

Athletics Pool Party: Student athletes were invited to the Aquatic Center for refreshments, music, activities, and prizes. It provided the athletes an opportunity to socialize, get to know one another better, and celebrate the end of another school year.

Anchor Splash: The fraternities competed in the sorority relays and contests for innertube relays, and choreographed dance. The sororities are hosted as a fundraiser and donate the money to a charity.

Swim Camp: Swim camp brought swimmers to the San Jose Aquatic Center for 3 days of practices.

American Red Cross Learn to Swim Program: Children and Adults participated in swimming lessons at the Aquatic Center. Beginning and advanced swim lessons were offered to a variety of age groups. Lessons were taught by our own students who became swim instructor certified in the spring semester.

Professional Development

ZERO
WATER RESCUES

This past year, we had zero water rescues, attributing to participant awareness and staff training in maintaining a safe aquatic environment.

Thanks to staff training and responsiveness, a small number of medical situations were resolved quickly and effectively.

WATER SAFETY INSTRUCTOR TRAINING

- WSI classes offer students the chance to learn how to teach swimming. The course covers essential content that guides students through the process of instructing others in swimming techniques. Key topics include creating effective learning environments, understanding different learning styles, adapting to individuals with diverse needs, water safety, and more. This year, ten student assistants participated in the WSI class to prepare for our swim lesson program in Summer 2024.

LIFEGUARD CERTIFICATION TRAINING

American Red Cross Certified

Red Cross Lifeguard training classes offer thorough instruction in water safety and lifeguarding skills. Participants acquire crucial abilities, including water rescues, CPR, AED usage, and First Aid. The program combines theoretical knowledge with practical hands-on experience, equipping lifeguards to effectively handle a range of situations in diverse aquatic settings.

Metrics

The aquatic facility welcomes a diverse range of participants in various programs throughout the day. From community members and Division 1 athletes to the general student population and individuals of all ages during the summer, students have ample opportunities to engage with and respond to a wide array of ways in which to participate. This dynamic environment not only enhances their practical skills but also fosters valuable interpersonal interactions.

This past year, we are proud to report zero water rescues and only a few minor medical situations, all of which were handled quickly and effectively.

Students also addressed numerous customer inquiries and occasional complaints, successfully resolving issues to ensure a positive experience for our patrons. This not only enhanced the customers' enjoyment but also allowed the participating students to further develop their skills in real-world scenarios.

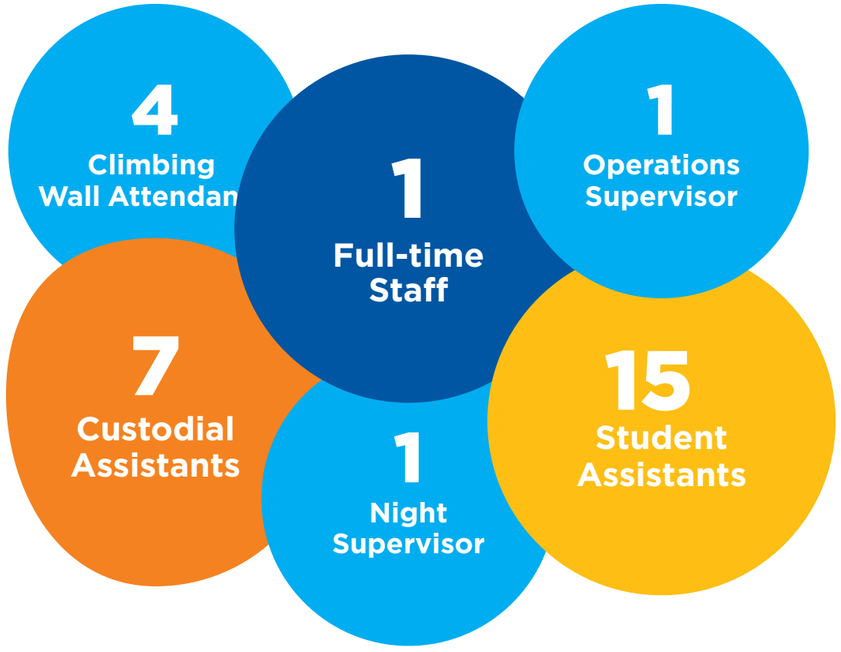
As lifeguards, the staff are well-trained in crowd control, First Aid, CPR, AED, customer service, and life-saving water safety skills. They continuously maintain and refine these abilities through monthly in-service training that includes both classroom learning and hands-on scenarios. Mastery in these areas prepares student employees for careers involving public interaction and safety in various environments. Additionally, working at the aquatic center fosters essential teamwork, communication, and time management skills. Effectively assisting customers, coordinating surveillance rotations with coworkers, and managing pool responsibilities contribute not only to immediate success but also to future achievements in this field.

LOOKING FORWARD

- Looking to recruit, train, and hire new lifeguards to replace the large number of graduates we had this year.
- Continue to monitor, repair, or replace used pool equipment and parts
- Continue to expand the swim lesson program

Outdoor Adventures

The Outdoor Adventures (OA) and Spartan Summit Climbing Wall department fosters an adventurous, and growth oriented atmosphere, enriching the students to push themselves both physically and mentally, all the while creating a fun environment focusing on Diversity, Equity, and Inclusion that is built with emotional and physical safety in mind. This also allows our student staff the opportunity to grow as individuals and provide customer service, work on interpersonal skills, and develop professional skills such as leadership, decision making, and accountability. We strive to provide excellence to whomever we serve, and educate students about the outdoors. Lastly, we teach Leave-no-Trace efforts, and minimal impact while recreating in the world we love so dearly.



Outdoor Adventures

Spartan Summit Climbing Wall

23+ Climbers a day during Top Rope Hours in the Spring 2023 semester

Bouldering Area remains open throughout regular SRAC Facility hours and we saw a general increase in climbers throughout the semester.

Events

- Situated in the heart of Silicon Valley, surrounded by the Santa Cruz Mountains, the San Francisco Bay Area, and the various rivers of California, The OA department works hard to plan exciting, engaging, and educating trips for the SJSU Student Population.
- Pinnacles National Park Day Hike
- Surfing in Santa Cruz
- Women's Backpacking in Yosemite
- Kayaking with Otters
- Ski and Snowboarding
- Castle Rock Backpacking
- Nisene Marks Hike
- White Water Rafting
- In addition to regular trip programming, the Climbing Wall held special themed events to engage different audiences, different interest groups, and incorporate different holidays to better appeal to the diverse SJSU student population.
- Try a Climb
- Top Rope Tuesday
- Womens Wednesday
- Candy Drop
- Orientation / Fun Climbs
- Valentine's Day Climb & Giveaways

Spartan Summit Climbing Wall

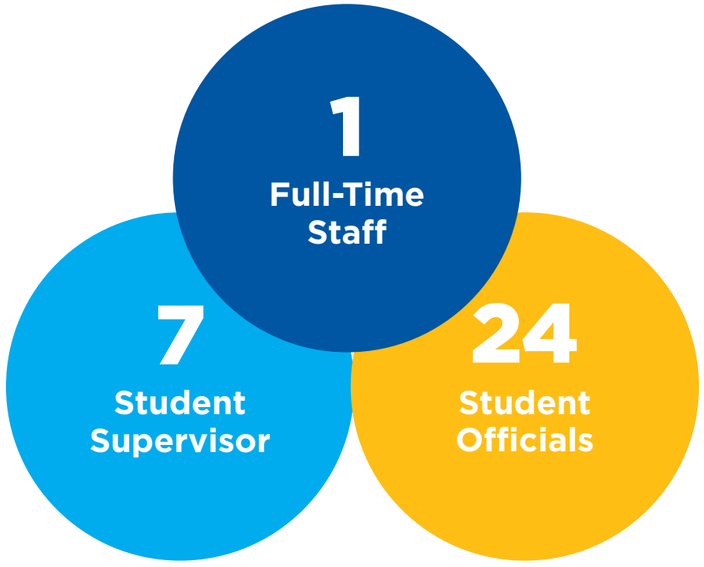


LOOKING FORWARD

- Establish a stronger sense of climbing community through climbing classes, more events, and constant engagement all while growing the presence of the Spartan Summit Climbing Wall.
- Develop and improve Rental Center's strategic implementation of procedures, to increase simplicity, and encourage flow. This will have a positive impact on the community, less stress, and better productivity will improve all experiences.
- Continue to develop student staff through leadership training, wilderness principles, climbing best practices, and more:
- Teach hard skills, including rock climbing, backpacking, trip planning, organization, community building, and responsibility.
- Teach interpersonal skills, communication, leadership and accountability. Climbing Community - Professional development in instruction, interpersonal skills, and teamwork, risk management techniques

Intramural Sports

Intramural Sports at San Jose State University offers quality programming and services for various sports and activities to the student body. IM Sports is committed to student development and learning among a diverse campus community and in preparation for a diverse and changing society. Our goal in providing this service is quality game play, good sportsmanship, and for student leaders to grow and learn within the program.



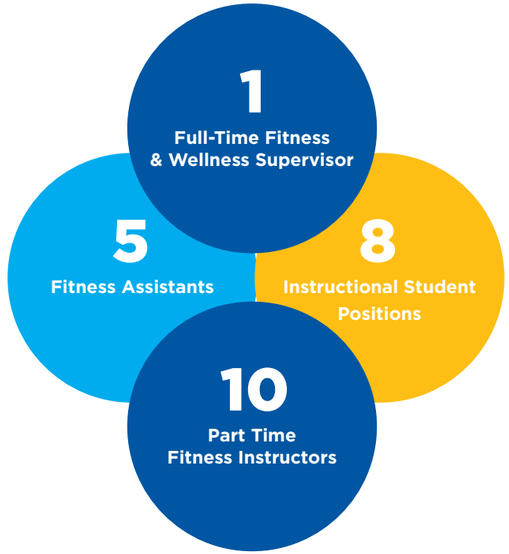
Intramural Sports

LOOKING FORWARD

- Expanding eSports - Increase eSports presence and engagement by expanding selection of games offered, allowing more students with different interests and skill elvels to participate in tournaments.
- Inclusive Environment: Promote inclusivity and diversity within the intramural sports program. Encourage participation from all genders, skill levels, and backgrounds. Implement policies and programs that foster a welcoming and respectful atmosphere.
- Diverse Sports Offerings: Expand the range of sports offered to cater to different interests and skill levels. Include both traditional sports like basketball, soccer, and volleyball, as well as non-traditional options such as pickleball, dodgeball, or slow-pitch softball. This will attract a wider pool of participants.

Fitness and Wellness

Spartan Recreation Fitness aims to instruct users on how to safely exercise, be active, and use fitness equipment for various fitness purposes. We provide access to group fitness classes and instructional small group training. The purpose of the personal training program is to develop student employees wanting to enter the fitness industry by equipping them with the necessary knowledge to pursue a career as a professional after graduating. The Fitness Assistant position offers an entry level position to work directly with fitness programming to students deciding on whether or not to begin the pursuit of a career in fitness.



Personal Training

- Was able to serve most participants wanting personal training outside of those that could only do odd/specific times.

Events

- Incorporated a pull up bar station for tabling and dead hang participation for the station was extremely popular during transfer orientations.

Highlights

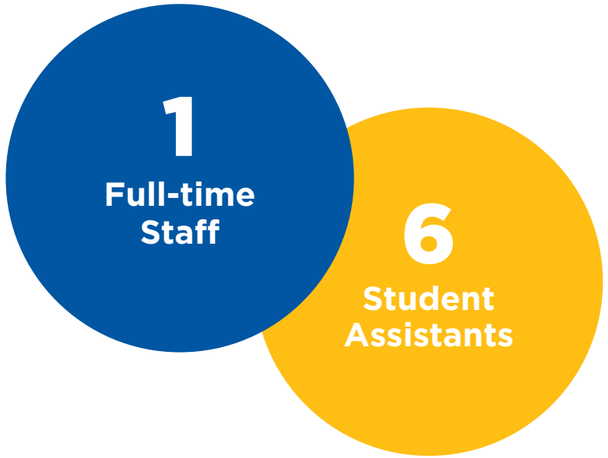
- Offered roughly 25 classes a semester with a class average of about 10 participants/class
- Positive reviews of group fitness classes
- Survey responses
- The #1 way I have been able to stay grounded and keep my peace in all my years at SJSU have been through the SRAC yoga classes especially with Alex and Nicole. I'll always be grateful for the energy yall have shared<3
- I only took the Yoga classes at the SRAC, and I am very satisfied with my experience! It was very rewarding to take Yoga under various instructors because each of them has a different style or flow to their Yoga. Enough variations were offered so that I can progress at my own pace—perhaps vigorous on one day and light on another—and the instructors provided insightful feedback to questions that I asked them after the class. Overall, the SRAC group fitness classes helped me re-awaken my own personal Yoga practice.
- I love the yoga class with Jamie. I never thought of myself as someone who likes group classes, but I love her class and try to go every week. She is an amazing instructor and has the most warm and welcoming energy ever. Can't wait for this class next year!

LOOKING FORWARD

- The Fitness team hopes to expand staffing to increase demand and service
- Moving forward, we hope to offer some sort of continued education/growth to provide a better reason to stay at the SRAC
- Fostering a community at the SRAC that welcomes all levels of fitness instead of having the SRAC as just a building to workout at.
- Groups are centered around group fitness and small group training offerings that can propel a participant's future fitness journey/endeavors.

Club Sports

Club Sports at SJSU is made up of 31 registered student organizations who have an invested interest in a specific sport and want to compete at the college club level. We emphasize leadership development, creating a sense of community and sense of belonging as our club athletes practice together and compete against other colleges and universities at both the regional and national levels.

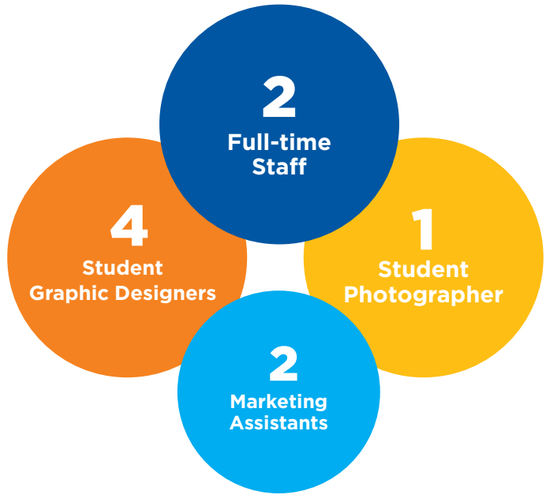


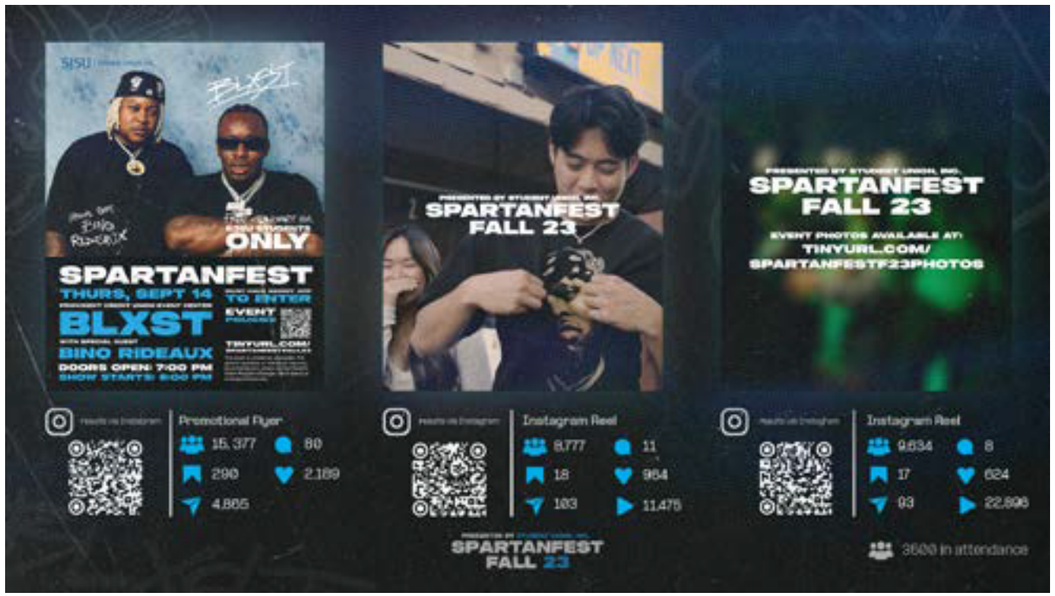
31 Teams
825+ Registered Student Athletes
220+ Competitions

Club Sports

Marketing

The mission of the Student Union's Marketing Department for the 2023-2024 academic year is to inform, educate, and engage students and the campus community about the wide range of programs, services, facilities, and events that the Student Union offers. Throughout the past year, the Marketing Department focused on supporting the Student Union's initiatives by promoting various offerings designed to enrich student life by creating and delivering effective marketing assets that reach across departments, target audiences, social media platforms, and communication mediums. By creating and sharing events through social media, SAMMY app, on-campus digital screens, and physical posters/ flyers, our goal was to ensure that every student had access to information that could improve their university experience and encourage community involvement.





Highlights

- Events & Programs - As our Events & Programs team has expanded and programming has increased, so has the demands for Marketing. Marketing has created systems for project requests and managements unique to the requests of our Events & Programs team, including comprehensive print and digital marketing, a huge focus on wayfinding signage, and various digital experiences to help enhance the quality of events.
- Videography - This year, Marketing ramped up its videography efforts as short-form content has increased in popularity and usage across the SJSU population. Both full-time and student assistants had opportunities to work in video production, editing, filming, and marketing research.
- SpartanFest Fall 23 Recap
- Building signage - Produced essential signage for the Student Union, the Provident Credit Union Event Center, and the Spartan Recreation and Aquatic Center.
- building hours, bathroom signs, wayfinding signages, closed signs, and other critical informational signs to support daily operations and improve navigation across these facilities.
- Admitted Spartan Day & Orientation Materials - Designed and produced the marketing assets for SJSU's freshman/ transfer orientation program and Admitted Spartan Day marketing assets including informational postcards, "Now Hiring" postcards, lunch bags, stickers, upcoming event flyers, campus maps, and our infamous and informational survival guide. Additionally, we designed and developed the marketing materials for SpartaCamp, SJSU's freshman orientation program.
- SpartanFest Fall 2024 Artist Poll - Created a poll to collect student data on artists to be selected for SpartanFest Spring 2023 - the first artist poll through Instagram with a huge response of over
- Designed digital and print marketing assets to promote the poll and inform SJSU student population
- SpartanFest Fall 2024 - Since 2019, the Marketing Department has proudly handled the marketing and creative production for SpartanFest, the most anticipated annual event on campus. Our team creates a full suite of marketing materials which include print assets such as postcards, flyers, posters, and stand-up banners. In addition to pre-event promotions, the Marketing team also captured the energy and highlights of SpartanFest by producing a recap video.
- 1 T-Shirt Design Produced
- 15+ Marketing Assets Produced
- 10+ Wayfinding Signage Produced

Professional Development

- 2 full-time staff members and 1 student attended the ACUI Conference in Denver, Colorado where we developed valuable skills in marketing, visual communication, and inclusivity in marketing. The conference also provided insights into current marketing trends, allowing our team to bring fresh, innovative approaches to the Student Union's marketing strategies.
- A highlight of our participation was the chance for our team to showcase their work by submitting entries to the ACUI awards. Our student team members proudly submitted the following projects:
- Student entries:
- Video & Animation: Info Center - Lost Item by Bobby
- Promotional Product: SRAC Stickers by Xyrill
- Social Media Campaign: SpartanFest by DJ.
- Full-time entry:
- Promotional Campaign: Taste of the Bay by Leila

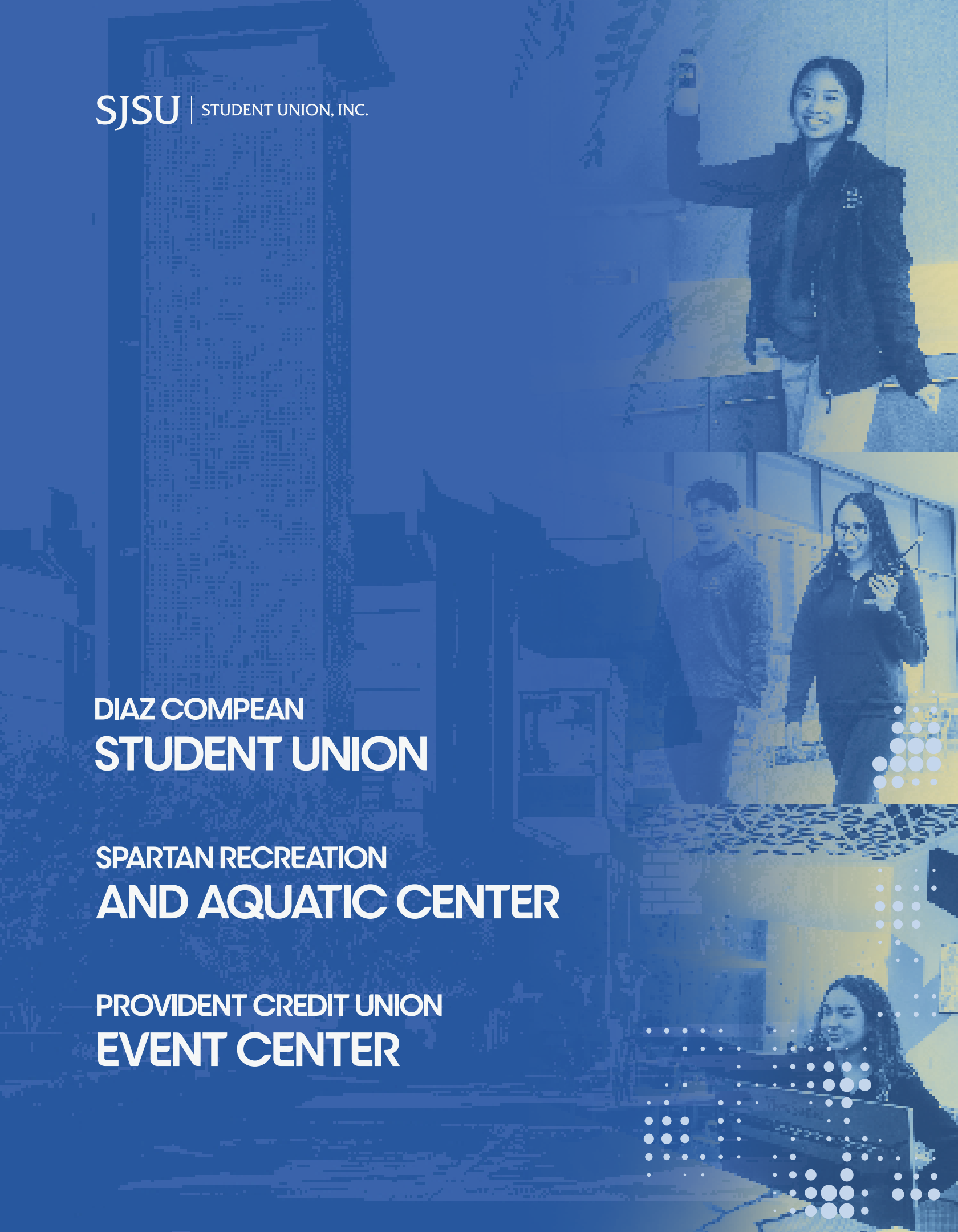


ACUI National Conference participation for full time staff

Looking Forward

- Expand marketing team by hiring more Graphic Designers and Marketing Assistants,
- More content across numerous departments, establishing larger brand presence for the Spartan Recreation and Aquatic Center
- Improve web presence
- Increase student engagement and shift beyond simply promotional efforts
- Focus on increasing engagement throughout all marketing efforts
- Shifting focus from merely informing to informing, educating, entertaining, and engaging
- Creating more professional development trainings/workshops
- Offering more opportunities for student staff to develop soft skills
- Creating more training materials including students for students to gain new technical skills
- Develop a more cohesive brand guide that caters not only to Student Union Marketing, but one to help establish understanding of the Student Union Brand across the entire corporation and the greater SJSU community
- Shifting focus from brand guide as a visual identity to brand guide across the board as a single, unified image
- Updating, expanding, and improving the web presence of the Student Union and Spartan Recreation and Aquatic Center
- Plans for website re-design and overhaul

SJSU | STUDENT UNION, INC.



DIAZ COMPEAN
STUDENT UNION

SPARTAN RECREATION
AND AQUATIC CENTER

PROVIDENT CREDIT UNION
EVENT CENTER