

# Student Union

2022 - 2023  
Student Union at  
San José State University

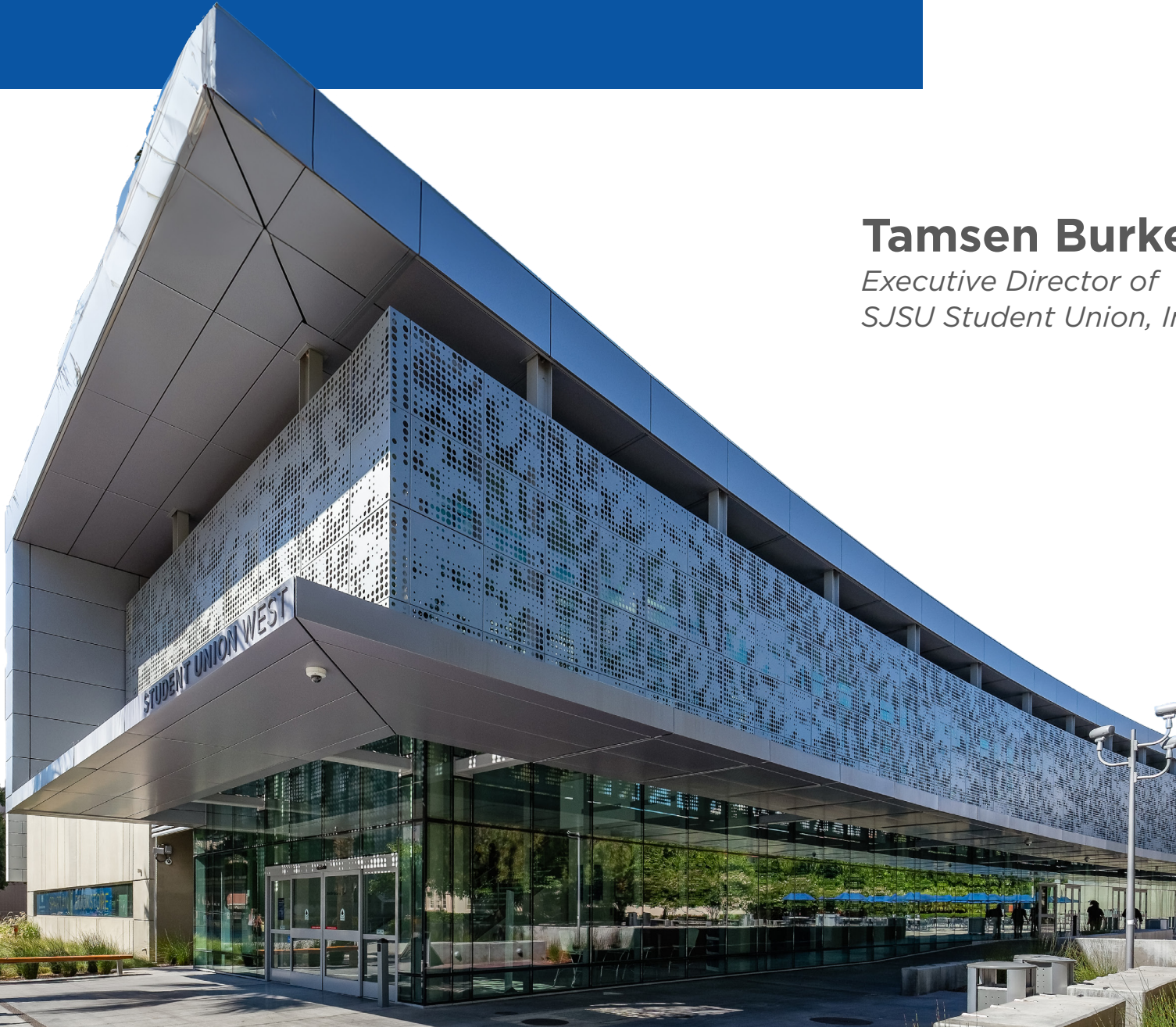
## ANNUAL REPORT

**Diaz Compean Student Union**  
Provident Credit Union Event Center  
Spartan Recreation and Aquatic Center

# 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.

**Tamsen Burke**  
*Executive Director of  
SJSU Student Union, Inc.*



## A MESSAGE FROM THE EXECUTIVE DIRECTOR



Student Union and Spartan Community,

I have been privileged to lead a strong, thoughtful, and resilient business intentional in creating a culture rich in experiential learning programs, services, and facility environments. Through this culture, the Student Union has been able to foster a sense of belonging for students to the Spartan Community, supporting student success and offering opportunities for social and academic growth.

The Student Union of San Jose State University had a year filled with milestones and opportunities to support our mission and values through the reintroduction of historical programs, including the SpartanFest concert, and the exploration of new growth opportunities. Through our strategic priorities and direction, we embodied a commitment to our students and service to our Spartan community.

Our year was filled with growth opportunities for facilities, program, and event oversight and management. Our financial strategies and resiliency inspired dialogues with Student Affairs, Associated Students, Athletics, Campus Life, and other key stakeholders to developed shared student-centric programs and service priorities which empowered our student assistants, staff, and partners to lead and serve at their greatest capacity.

Our teams' commitment to being strong fiscal and mission-driven stewards to students is evident in the depth and breadth of programs and services offered to our Spartan community. Through intentional collaboration and partnerships, we were better equipped to showcase our facilities and programs as well as student and staff leadership in all facets of their work. Moreover, our dedication to our student assistants and SU staff development served as the catalyst for transforming their skills and provided the opportunity to attend and present at ACUI and NIRSA regional and national conferences in recognition to attain graduate assistant opportunities and advancement of their career goals.

I am immensely proud of the Student Union Board of Directors and our team's positivity, resilience, and compassion throughout 2022-2023. Our Board of Directors and staff were instrumental to foster spaces rich in learning experiences which embodied self discovery, leadership development, diversity, equity and inclusive minded programs, and advocacy for recognition and celebration of our students authentic self throughout the Student Union, Spartan Recreation and Aquatic Center, and the Provident Credit Union Event Center.

Lastly, I would like to thank our Chair and Board of Directors for the trust they placed with me to deliver on our goals and support the re-alignment of the corporation to our Operating Agreement and service to San Jose State University. Through our collective approach, we have successfully fostered student success, engagement, and embodied ourselves as the "living room" and "playground" of the campus.

The future of the Student Union is exciting; Together, through our shared experiences, we will be successful for our students and Spartan community.

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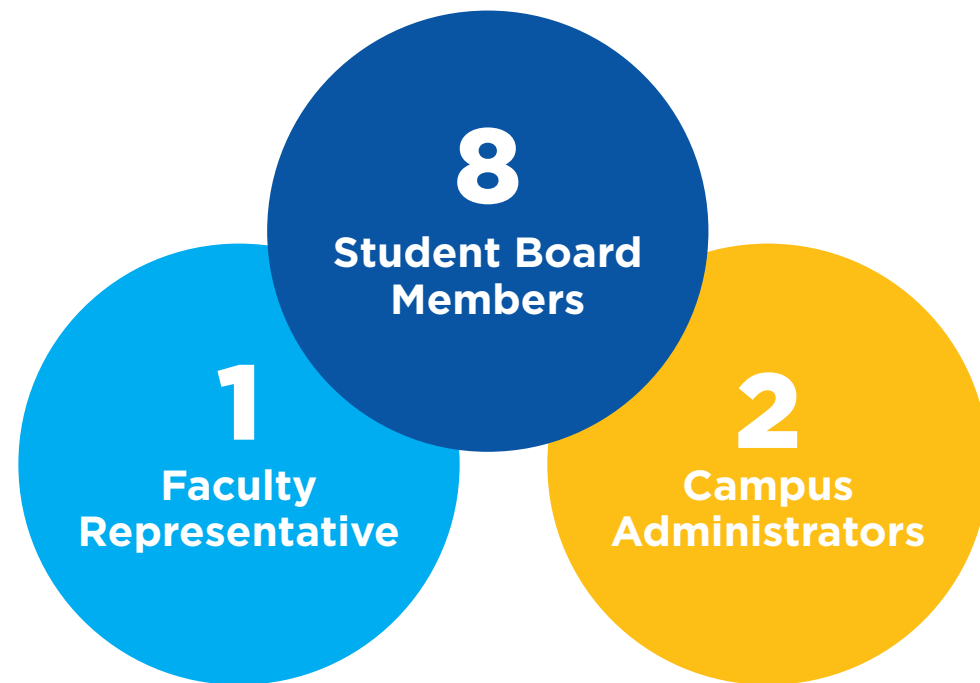
Events and Programs

# Student Union Board of Directors

The Student Union at SJSU 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 enhance campus life at the university.





**Andrea Cabrera-Sanchez**

*Chair, Finance Committee  
Vice Chair, Personnel Committee*

**B.S Information Science and Data Analytics**

“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.”



**Kathryn Blackmer Reyes**

*Faculty Representative*

“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.”



**Nina Chuang**

*Vice Chair, Audit Committee*

**Nutrition and Food Science with a Minor in Asian American Studies**

“As this year’s Student Body President on the Student Union Board, I’m grateful for the privilege to enhance resources, elevate the student voice, and achieve milestones. Thanks to our dedicated student employees and staff for creating exceptional spaces for the Spartan community. Spartan Up!”



**Jeet Parekh**

*Chair Facilities & Programs Committee  
Vice Chair, Finance Committee*

**M.S Data Analytics**

“My focus was enhancing the student experience through inclusive programs and activities. Using leadership and communication skills, I advocated for students and contributed to decision-making. My tenure aimed at fostering positive change and building a stronger university community.”



**Krishna Sai Mangalarapu**

*Vice Chair, Facilities & Programs Committee*

**M.S Software Engineering**

“As a board member, I have advocated for and implemented initiatives that have improved students’ experiences on campus. Through my leadership and dedication, I have contributed to creating a more positive and inclusive environment for all students.”



**Sara Bonakdar**

*SJSU Administrator*

“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.”



**Aarushi Sharma**

*Chair, Audit Committee*

**Business Analytics**

“Serving on the board for the last two years has been an absolute honor. I’ve had the opportunity to learn more about my community and help implement new reforms on our campus through meetings and presentations. SJSU is a special place and through the SUBOD I have truly grown as a leader and learner.”



**Logan Meline**

*Board Chair, Chair Personnel Committee*

**B.S Business, Concentration in Management**

“As Student Union Board Chair at SJSU, I prioritized elevating the student voice, advocating for facilities, and addressing challenges like inflation and the pandemic aftermath. Initiatives included raising health insurance contributions and hourly wages for employees. Thanks to everyone’s effort, SJSU is recognized as the Most Transformative University (Money Magazine).”



**Rishabh Pandey**  
M.S in Computer Science

“As a board member for the past year, it’s been my privilege to contribute to meaningful discussions and decisions, including approving the operating agreement for the student union and funding for the student union trust. Let’s continue prioritizing the best interests of students and upholding the highest standards to support student success.”



**Dr. Sonja Daniels**  
Faculty Representative

Associate VP, Student Affairs and Campus Life

“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.”



**James Figueroa**  
B.S Biology Concentration in Systems Phys

“Serving on the Student Union Board of Directors has been a highlight of my academic journey at SJSU, igniting my passion for improving the campus environment for students. I’ve learned the importance of prioritizing student perspectives while also driving progress. Engaging in high-level discussions about student union matters has deepened my connection to the campus community more than I anticipated.”



**Peter Lee**  
Non-University Director  
Term: 2021-2022 and 2022-2023

# 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.

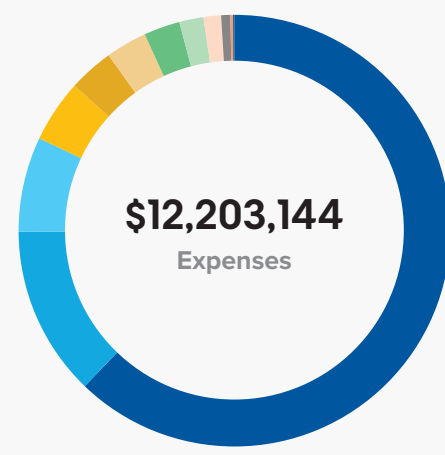


# Revenues & Expenses Comparison

## FY 2022–2023

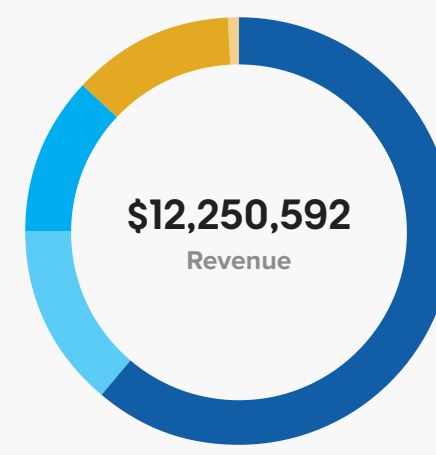


- 86% ● Student Fees
- 8% ● Club and intramural sports revenue
- 4% ● Service Fees
- 1% ● Rental Income
- 1% ● Insurance
- 0.02% ● Other Operational Costs



- 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

## FY 2021–2022



- 61.2% ● Program Fees (Formerly Student Fees)
- 13.9% ● Investments
- 11.9% ● Rental Income
- 12.4% ● PPP Loan Forgiveness
- 0.6% ● Other



- 35.9% ● Wages and Benefits
- 9.1% ● Business Services (Outside Agencies)
- 7.7% ● Utilities
- 5.4% ● Depreciation
- 4.3% ● Insurance
- 3.3% ● Other Operational Costs
- 1.7% ● Repairs and Maintenance
- 0.4% ● Event Cost
- 0.2% ● Project Expenditures
- 32.0% ● Contributions to University: Non-Capital

## Statement of Net Position

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

YEARS ENDED JUNE 30, 2023 &amp; 2022

ASSETS	2023	2022
<b>CURRENT ASSETS</b>		
Cash and Cash Equivalents	\$ 558,563	\$ 1,056,779
Restricted Cash	334,085	149,017
Investments	973,675	2,959,814
Accounts Receivable	9,899	98,396
Receivable from the University	42,005	2,517,107
Prepaid Expenses and Other Current Assets	160,701	68,424
Total Current Assets	<u>2,078,928</u>	<u>6,849,537</u>
<b>NONCURRENT ASSETS</b>		
Investments	5,311,445	-
Capital Assets, Net	1,087,058	1,527,332
NET OPEB Asset	\$ 395,043	\$ 1,451,676
Total Noncurrent Assets	<u>6,793,546</u>	<u>2,979,008</u>
Total Assets	<u>\$ 8,872,474</u>	<u>9,828,545</u>
<b>DEFERRED OUTLOWS OF RESOURCES</b>		
OPEB deferred outflow differences between projected and actual experience and changes in assumptions	\$ 1,265,183	\$ 244,272
OPEB deferred outflows-other contributions after the measurement date	<u>435,082</u>	<u>424,061</u>
Total deferred outflows of resources	<u>1,700,265</u>	<u>668,333</u>

## Statement of Net Position (continued)

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

YEARS ENDED JUNE 30, 2023 &amp; 2022

LIABILITIES & NET POSITION	2023	2022
<b>CURRENT LIABILITIES</b>		
Accounts Payable	\$ 143,815	\$ 1,106,185
Accrued Payroll and Related Expenses	536,885	465,604
PPP Note Payable	158,274	175,503
Other Accrued Liabilities		
Total Current Liabilities	<u>838,974</u>	<u>1,747,292</u>
Total liabilities	<u>838,974</u>	<u>1,747,292</u>
<b>DEFERRED INFLOWS OF RESOURCES</b>		
OPEB deferred inflows-changes in assumptions and differences in expected and actual experience	<u>1,798,299</u>	<u>2,063,337</u>
<b>NET POSITION</b>		
Net investment in Capital Assets	1,087,058	1,527,332
Restricted for club sports programs	334,085	149,017
Unrestricted - Student Services	6,514,323	5,009,900
Total Net Position	<u>\$ 7,935,466</u>	<u>\$ 6,686,249</u>

Full and complete audited financials are available at [www.sjsu.edu/studentunion](http://www.sjsu.edu/studentunion)



## 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, 2023 & 2022

OPERATING REVENUES	2023	2022
Student Union Fee Funding	\$ 11,373,385	\$ 2,477,077
Service Fees	584,935	319,805
Rental Income	185,959	170,631
Event services revenue	78,814	145,824
Club and intramural sports revenue	1,004,585	872,495
Other	2,234	13,371
Total Operating Revenues	<u>13,229,912</u>	<u>3,999,203</u>
OPERATING EXPENSES		
Wages, Benefits, and Taxes	\$ 7,589,948	\$ 5,913,759
Insurance	159,817	126,539
Supplies	330,386	232,907
Communications	376,895	258,692
Repairs and Maintenance	221,532	246,577
Utilities	-	7,128
Event Costs	572,967	153,880
Small Equipment Purchases	11,920	2,190

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

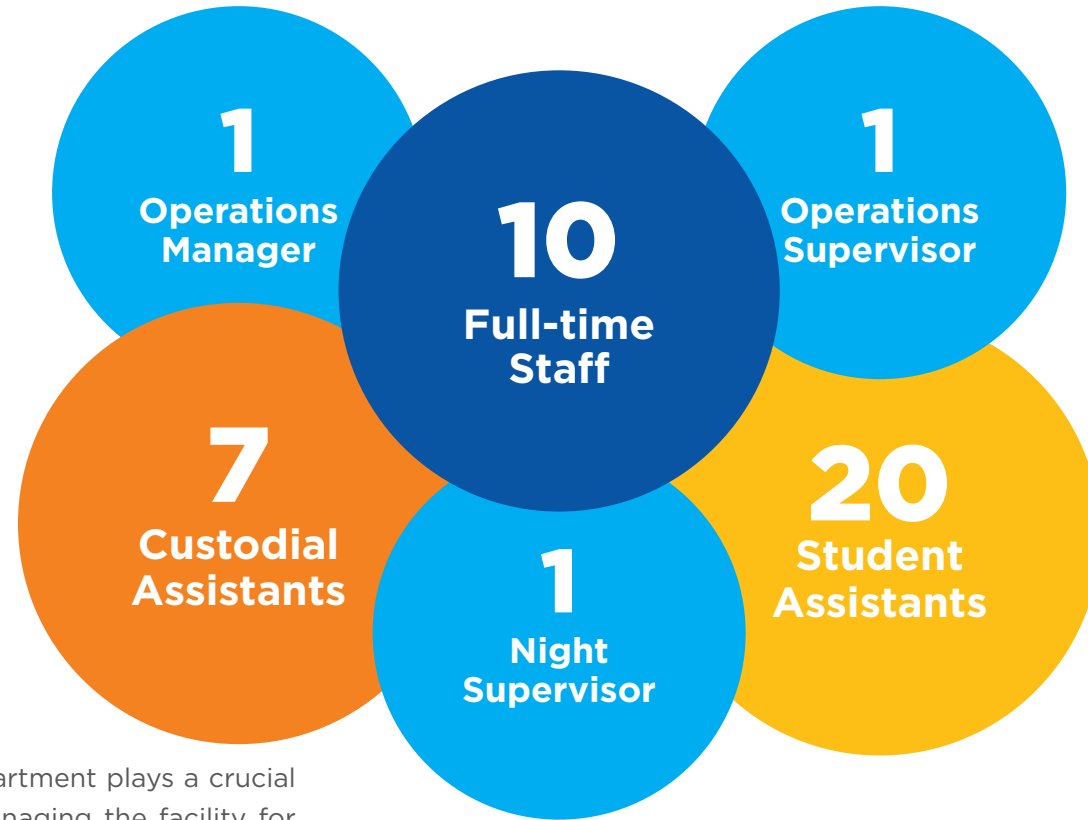
The Student Union of San José State University  
(A California State University Auxiliary Organization)

YEARS ENDED JUNE 30, 2023 & 2022

OPERATING EXPENSES (cont.)	2023	2022
Depreciation and Amortization	\$ 411,024	\$ 639,101
Business Services	1,552,345	1,516,307
Club and intramural sports program	868,008	766,643
Bad debt expense	-	476,730
Miscellaneous	83,960	53,091
Project expenditures	24,342	34,240
Total Operating Expenses	<u>12,203,144</u>	<u>10,427,784</u>
Operating Income (loss)	<u>1,026,768</u>	<u>(6,428,581)</u>
NONOPERATING REVENUE (Expenses)		
(Loss)/Gain on sale of capital assets	(55,241)	15,235
Investment Income (loss), Net	<u>277,690</u>	<u>(350,612)</u>
Net nonoperating revenues (expenses)	<u>222,449</u>	<u>(335,377)</u>
Change in net position	1,249,217	(6,763,958)
NET POSITION		
Beginning of Year	<u>6,686,249</u>	<u>13,450,207</u>
End of Year	<u>\$ 7,935,466</u>	<u>\$ 6,686,249</u>

# Operations

The Student Union Operations Department plays a crucial role in ensuring cleanliness and managing the facility for the SJSU community. The SU Operations also handles setting up the Ballroom for events and ensures clients events run effortlessly. The 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.



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**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.

# Human Resources

The Student Union Human Resources Team facilitates a healthy, communicative environment to foster the aspirations of students and staff, enabling them to be their best and contribute to our culture of excellence. As a trusted partner, we enhance the collegiate experience by fostering business priorities that create a culture of learning and growth where students and staff can excel.



## Student Union, Inc. Employee Count

July 2022	June 2023
Total Employees <b>368</b>	Total Employees <b>377</b>
Full-Time Employees <b>45</b>	Full-Time Employees <b>48</b>
Part-Time Employees <b>8</b>	Part-Time Employees <b>8</b>
Student Employees <b>315</b>	Student Employees <b>321</b>



## Events



17 Full Time Staff meetings

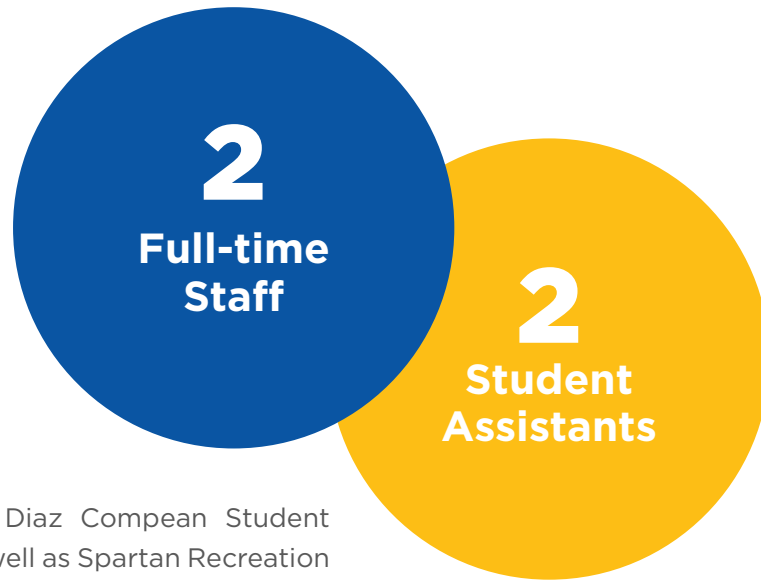


Beginning & End of Year All-Staff Meeting  
**300+ in attendance**



CSU Learn Training

# Facilities & Maintenance



Overseeing the day-to-day maintenance of the Diaz Compean Student Union, the Provident Credit Union Event Center, as well as Spartan Recreation and Aquatic Center buildings, Facilities & Maintenance provides support for every department and campus partner who operates within Student Union, Inc. facilities, including plumbing, painting, door repairs, mounting hardware, daily checks of the domestic water, HVAC, and other building systems. The department also works with outside vendors to perform upgrades and critical repairs that require specialized trade skills. In addition, maintenance works with construction teams to assist with shutdowns and building issues found during construction along with performing critical support during concerts at the Event Center and high-profile events in the Student Union.

industryweapon

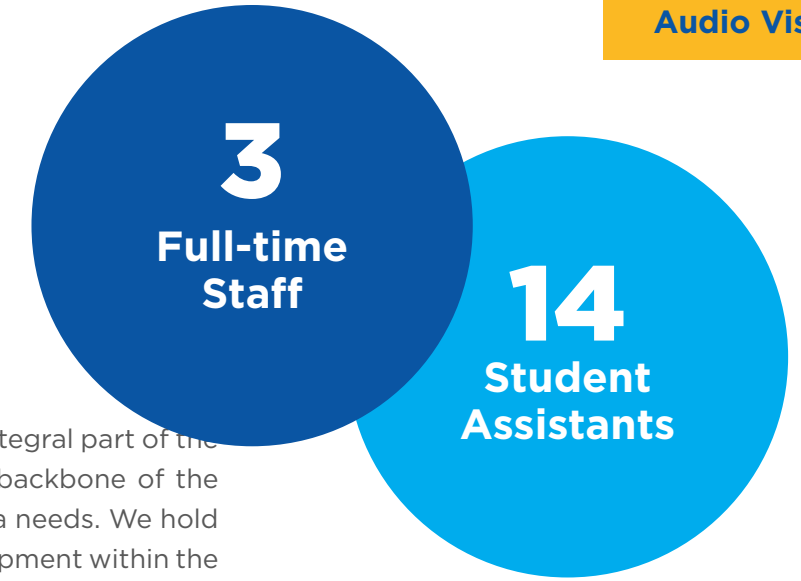
CommandCenter **HD**

**DIGITAL SIGNAGE  
PLAYER LICENSE**

## Unified Digital Signage System Employed

Thanks to the switch to CommandCenter HD, we are able to offer advertising services across the university to promote events, programs, and resources for students and the campus community.

# Audio Visual



The Audio Visual Department is an integral part of the campus community, serving as the backbone of the institution's technical and multimedia needs. We hold ourselves to the most up to date equipment within the industry and strive for expert staff, the department is responsible for providing excellent support for various academic, co-curricular, and extracurricular activities. From a wide variety of events, ranging from meeting rooms to concerts in the Event Center, we aim to support all across the campus.

### Highlights

- 1,000+** Fire on the Fountain attendees
- 7,500+** Spartans that graduated in Spring 2023 Commencements
- 3,000+** Spartans came to attend SpartanFest 2023



## Professional Development

### What programs are in place to direct student employees towards career advancement?

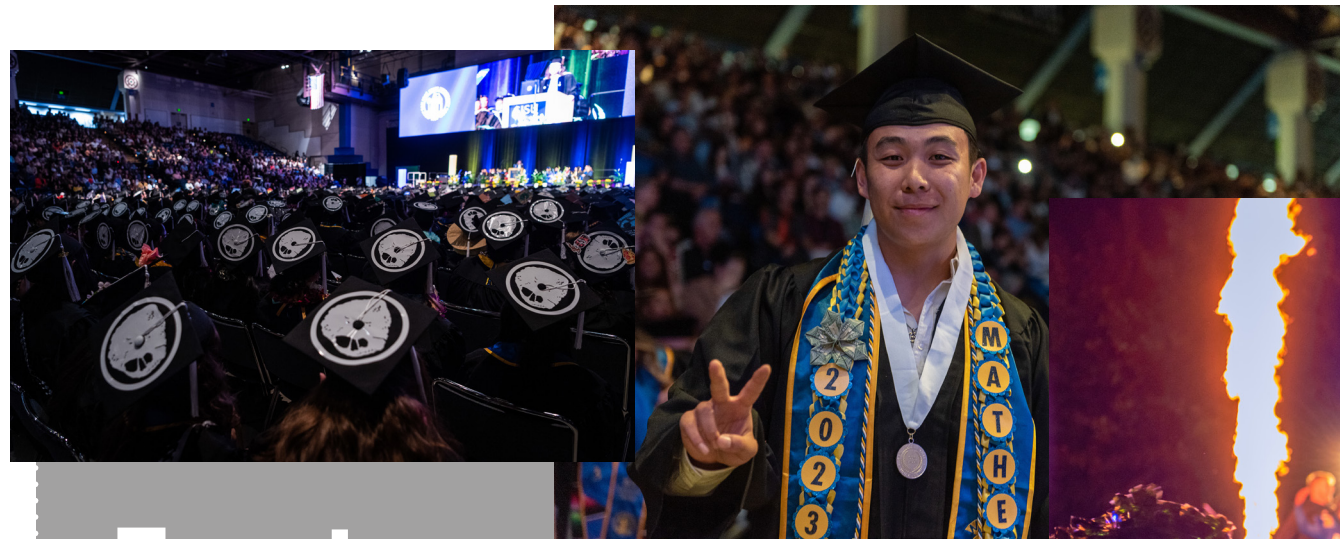
The Audio Visual Department invests in its student employees' professional development by providing hand-on training with cutting-edge audio-visual equipment, fostering valuable technical skills. Additionally, through mentorship and live event experience, the department encourages teamwork, problem-solving, and effective communication, empowering students to build a strong foundation for a successful career in the rapidly evolving industry.

### What were the goals, outcomes, and metrics to develop professional and student staff?

Our goal is to nurture those students who are interested and passionate about the line of work by offering training, supporting them during events and shadowing us during big events, allowing mock setups for concerts/shows, and having them certified through AV training programs online.

### What classes, training, services, and programs took place to develop professional/student staff?

We offer beginning training courses to all our employee staff then offer an advanced training on specific equipment and online certifications. Our goal this coming year is to send student and full time technicians out to training courses within the industry for Dante, Crestron, and with the local IATSE (International Alliance of Theatrical Stage Employees).



## Events

- Annual Fire on the Fountain event, Spartan Homecoming
- The return of SpartanFest
- Athletic Events, our Spartan Basketball Teams
- The SJSU President's Welcome Address
- Transfers and New Student Orientations, and Parents and Family Weekends
- We support all our Student Union Events Team Programs such as Movie Nights, Music at Noons, Karaoke and Mocktails etc
- Fall/Spring Commencements
- Greek Philanthropy events in Morris Dailey Auditorium
- Rooted Festival at Tower Lawn
- And much more...

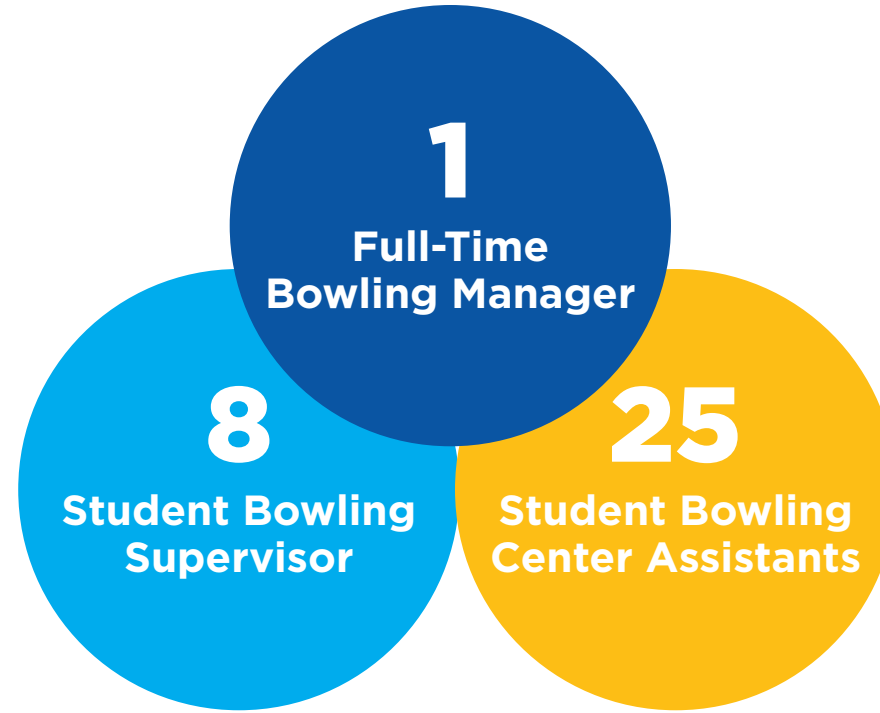


LOOKING >>>  
>>> FORWARD

The Student Union Audio Visual department's goal is to grow and expand our team numbers and equipment to support all Student Union and Campus events with an expert team and quality service. We have operated with a small student staff and full time staff and have not fully recovered our numbers from Covid-19 pandemic. Our goal is to reach our number of students and Full time staff and give more in depth training and mentorships with our student 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 student, staff, and faculty leagues.



## Professional Development

The Bowling Center continues its tradition of peer training throughout the year. Two all-hands training occurred at the beginning of Fall and Spring semesters, with all Student Supervisors contributing to the process. Also this year student supervisors had a very direct role in hiring 8 new team members who are starting in the Summer and Fall of 2023.

- Rigorously trained and promoted 4 new Supervisors front he ranks of Bowling Center Attendants
- Four Students awarded with the Adama Awards, named for retired Bowling Center Manager, Larry Adama.
- Awesome Attitude Award - Ashley Tran
- The Leadership Award - Jayson Tram
- Customer Hero Award - Kenneth Nguyen
- The Teamwork Award - Thales Olaivar

## Events



**79+** Hosted events for different groups

**128+** total of events

**3,200+** Participants at these events

Hosted successful events for Special Olympics of Northern California and for the Office of the Mayor of San Jose, Matt Mahan

**LOOKING FORWARD**

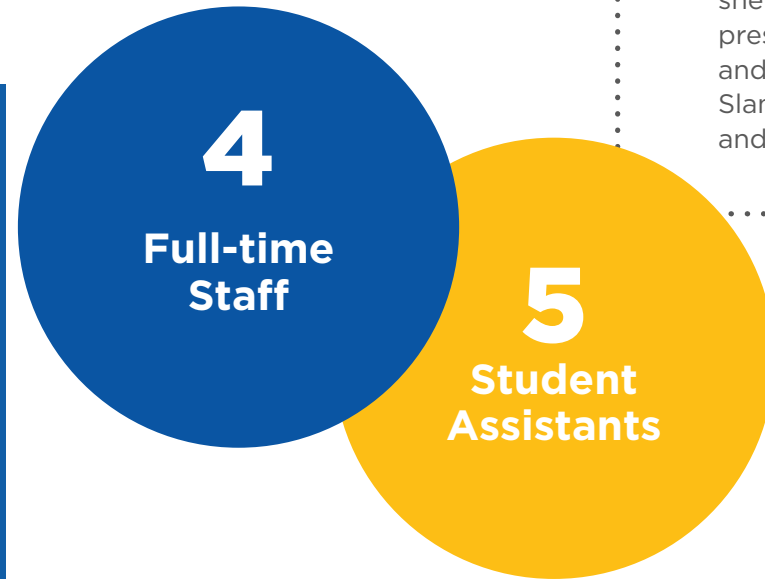
- Successful search and onboarding process for a new Bowling Center Manager
- Smooth transition into a Cashless Operation
- Enhancements to League Management and Play

# 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 at large offering a large Ballroom that can be used multi purposely, a Theater that seats 312 and 8 meeting rooms that can be used for break out rooms, workshops and the perfect space for student organizations to meet weekly or monthly.

## Professional Development

- Developed customer service scripts for those who need assistance with event scheduling/planning
- Created troubleshooting solutions and customer service scripts to maximize frontline communications with campus community, optimizing event reservation experience
- Developed training program for full-time staff and student assistants on Box Office ticket sales and distribution duties to include managing the transferring of the online ticketing system and tracking the ticket sales in support of the sporting and special events provided by Campus Life Division of Student Affairs.



## Events

- Several unique and engaging events were provided for our students this year as we collaborated with MOSAIC in presenting a series of Open Mic Nights, which encouraged our students to express themselves, share their talents and connect with other students.
- The SJSU Research Foundation - 2023 Celebration of Research is always an innovating event and this year was no exception as there was more collaboration among departments and university teams.
- The SJSU special events team from University Advancement, coordinators from the Division of Research and Innovation and the President's marketing team. The President was invited to this event as she wanted more graduate students' projects to be presented. There were a total of 64 posters displayed and presented and several resource tables for the Grand Slam, Graduate Enrollment Management, and Research and Foundation.

LOOKING >>>  
>>> FORWARD

Event Services is working with university partners to streamline event scheduling across campus by updating online management systems and reservation processes.

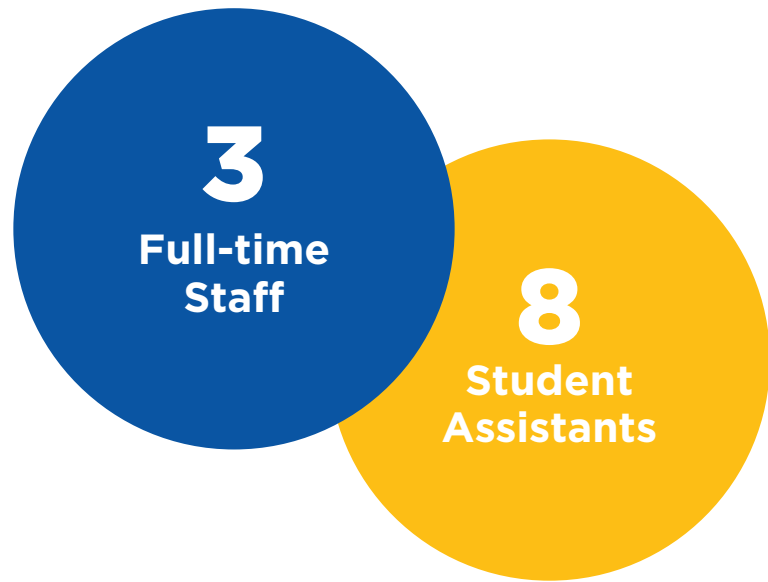
The team is improving Box Office sales and ticketing with research into better point of sale systems.

Feedback surveys will enhance reservation processes, customer service, and facility operations.

An internship program for students in event planning will offer practical experience in hospitality and event management.

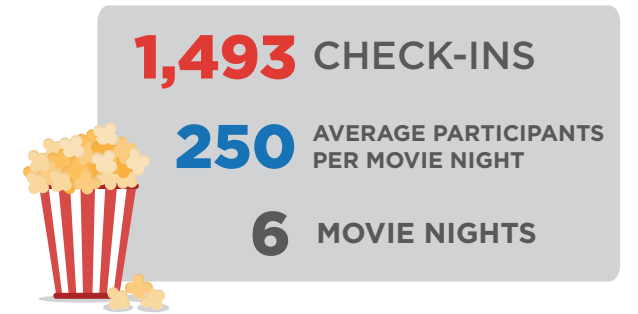
# Events & Programs

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. During the 2022-2023 year, the department increased the number of programs as well as the types of offerings, maximizing student engagement, education, and recreation.



## Movie Nights

Movie Nights were the most popular programming series, bringing a relaxed yet engaging cinematic experience to students at the Student Union Ballroom, Meeting Room, Theater, and the greater community. Movie Nights featured interactive food opportunities including DIY Popcorn Bars, Pizza, and snacks.



## 5,000+ Total Check-Ins



Over 5,000 students attended and checked into 2022-2023 events based on in-person check-ins through the SJSU SAMMY App.

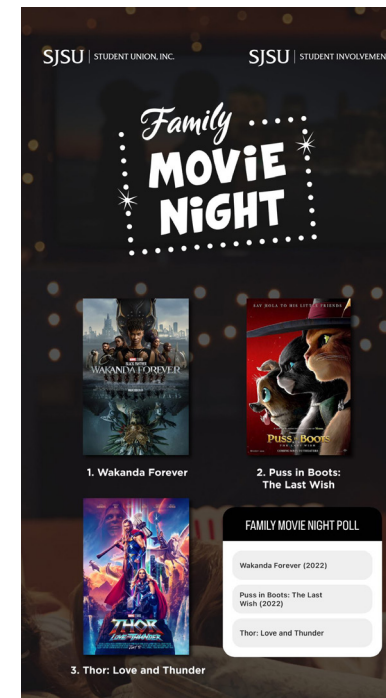
This year, the use of the SAMMY App allowed for valuable data collection including tracking attendance and conducting post-event feedback surveys, fostering better curation of events based on student response and feedback.



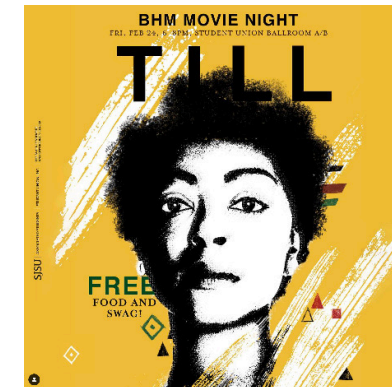
Student Union collaborated with the MOSAIC Cross Cultural Center and the Center for Asian and Pacific Islander Student Empowerment (CAPISE) to show the newly released Everything Everywhere All At Once.



Family Movie Night opens up the event to the larger SJSU community, allowing SJSU students to bring family members, maximizing recreation and enhancing the campus experience.



Instagram Polls were used to plan for Movie Nights, allowing students an opportunity to take part in the event planning process, ensuring that the Movie Nights were catered to their own engagement.



The Student Union teamed up with Associated Students and the Black Leadership and Opportunity Center (BLOC) for Black History Month, showcasing the movie Till (2022).



## Flick and Floats

The Fall Semester kicked off with the first of our Flick and Floats event, showing a screening of Finding Nemo on an inflatable screen at the SRAC Pool Deck, offering a complete entertainment experience with food, a place to swim, and areas to relax and watch the movie.



The success of the event brought much life to the Spartan Recreation and Aquatic Center,







## Pool Party

We continued our Pool Party this year where we offered students an outdoor recreational experience, allowing them to enjoy the SRAC Aquatic facilities with fun, food, and giveaways.

**481** CHECK-INS



## Breakout Breakfast

In collaboration with Campus Life, we hosted a Breakout Breakfast with campus leaders, encouraging students to grab a bite and meet campus leaders.

**226** CHECK-INS

## SpartanFest Spring 2023



### Return of SpartanFest

This year marked the return of SpartanFest, an exclusive free concert for SJSU students. Thanks to conversations and collaboration across the university, the event was a success. Event included Bay Area talent, DJ Umami, alongside performers Pi'erre Bourne and Tee Grizzley.

**3,400** CHECK-INS



LOOKING **>>>**  
**>>>** FORWARD

- Hire a full staff to better support and execute events on campus
- Increase event attendance and put on larger events
- Enhancing our large scale event experience
- Engaging with student population to collect data that SJSU student population is interested in
- New Events

# SPARTAN RECREATION

SRAC Operations

Guest Services

Aquatics

Outdoor Adventures

Spartan Summit Climbing Wall

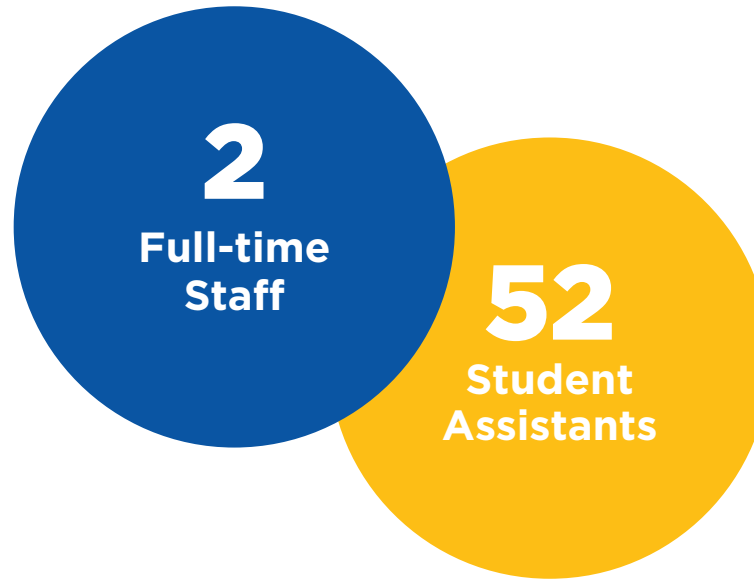
Intramural Sports

Fitness and Wellness

Club Sports

# SRAC Operations

The Spartan Recreation and Aquatic Center (SRAC) facility is operated, maintained, and monitored by the SRAC 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 Services employees and provides assistance to members with their lockers.



## Events

Summer Orientation: To welcome new Spartans, SJSU planned their Summer Orientation series including their 5-session Transfer Orientations along with their 2-session Frosh SpartaCamp Orientation inside the SRAC facility. Each session had approximately 500-700 registered attendees.

- Facility Reservations: The SRAC provided facility spaces for a number of SJSU student organizations, university departments, and various off-campus organizations.
- Women's Swim Team
- Recreation Management Rec Day
- SJSU Athletics Volleyball
- Men's Water Polo Competition
- Kinesiology Classes
- SJSU Track Team

## Professional Development

- Guest Services Supervisor transitioned to Operations Manager
- The operations staff are given the necessary training for their jobs 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.
- Interviews and Resume Writing - Workshop conducted to improve student employees career-building skills
- CPR/First-Aid
- Emergency Procedures
- Team-building

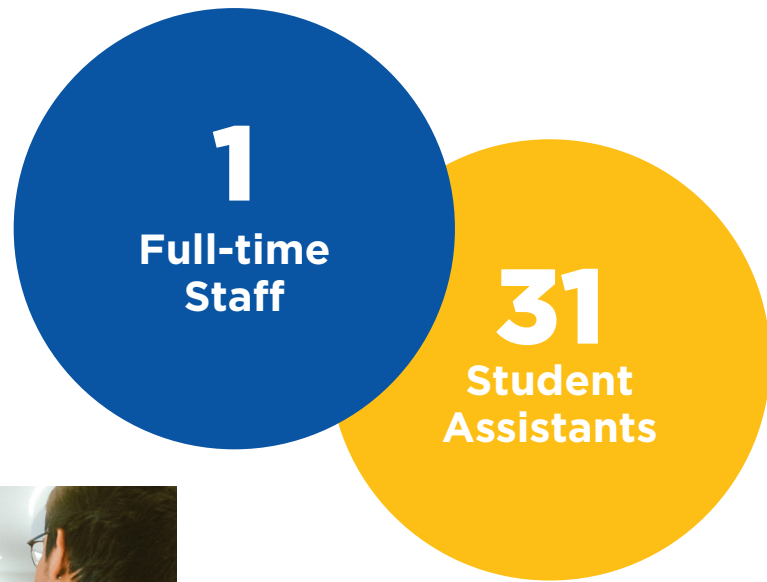


LOOKING >>>  
>>> FORWARD

- Increase the number of members using the facility spaces for their fitness goals
- Train the staff to manage all kinds of situations within the facility and with the members
- Improve the workflow process for student organizations to use the facilities.

# Guest Services

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



### 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



## Metrics

**546,818 total entries into the SRAC Facility**

2022-23 Total Entries	
Students	515,490
Non-Matriculated Students	10,171
Faculty/Staff	5,147
Alumni	5,983
Community	10,027
<b>Total Entries</b>	<b>546,818</b>

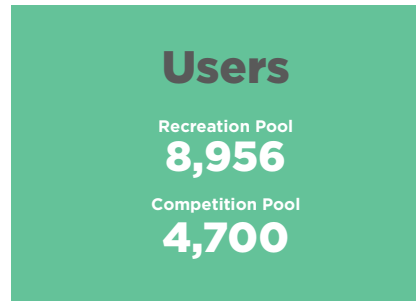
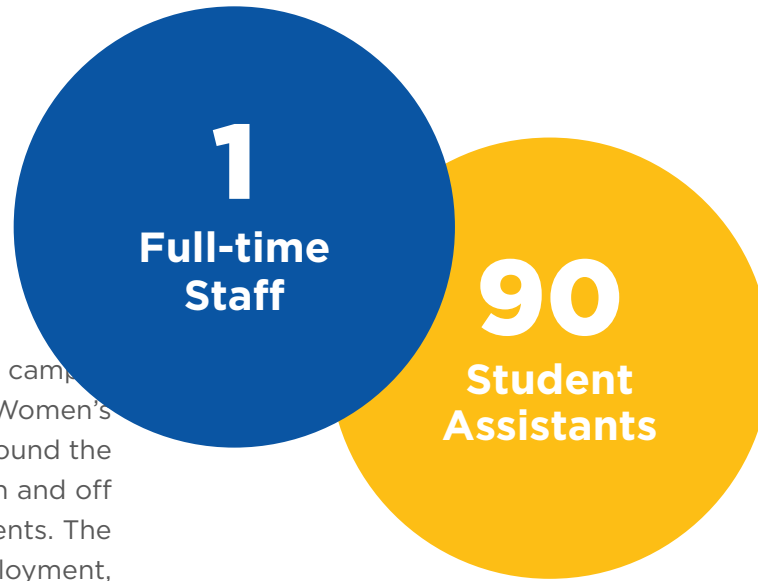
Membership Sales 2022-23					
	Annual, Aquatic Annual, Aquatic Monthly, Monthly	Pre-commitment	Summer	Summer Family	Other
Alumni	517	55	5	16	27
Community	888	41	6	39	7
Faculty/Staff	353	112	1	8	30
Student Summer	-	-	769	-	62
Non-Matriculated Students	651	-	-	-	108
Other	-	-	-	-	55
<b>Total Memberships Sold</b>	<b>2409</b>	<b>208</b>	<b>781</b>	<b>63</b>	<b>289</b>

**LOOKING FORWARD**

- Increase training and development to prepare student employees for their postgrad careers, with training in soft and hard skills.
- Increase the awareness among students and community members about different activities and facilities available in the SRAC to help meet their recreation goals by participating in tabling events.

# Aquatics

Aquatics continues to provide a space for recreation and athletic competition on campus at San Jose State University. Home to the SJSU Women's and Men's Water Polo, Women's Dive, and Women's Swim Team, Aquatics has made it possible for students from around the world to have a place to practice, compete, and unwind. Many students who live on and off campus come to the pool to study, relax, swim, meet friends, and participate in events. The facility also has made it possible for numerous students to obtain on campus employment, where they learn new skills and abilities.



## 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.
- **Water Aerobics:** The Aquatic Center host water aerobics three times a week, and facilitates an environment for patrons to participate in low impact exercise
- **End-of-the-year Pool Party:** 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 donated the money to a charity.
- **MPSF Tournament:** The MPSF Women's Water Polo is a intercollegiate NCAA Division-I level championship which was hosted by the San Jose State Aquatic Center for over 3 days. A total of 7 teams have participated in this tournament.
- **USA Swimming Regional Diversity Camp:** The USA Swimming diversity camp brought 50 swimmers ages 11-14 to the San Jose Aquatic Center for 3 days of practices. In their time here, USA Swimming utilized the competition pool a total of 5 practices.

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.

**LIFEGUARD CERTIFICATION TRAINING**



**American Red Cross Certified**

Red Cross Lifeguard training classes provided lifeguards with comprehensive instruction on water safety and lifeguarding techniques.

Participants learned essential skills such as water rescues, CPR, AED usage, and First Aid. The training covers both theoretical knowledge and practical hands-on experience, ensuring lifeguards are well-prepared for situations that might occur in various aquatic environments.

**Goals**

Aquatic Center staff is dedicated to continually enhancing expertise in first aid, lifesaving techniques, decision making skills, and striving to maintain a secure environment for both patrons and fellow staff members.

**Outcomes**

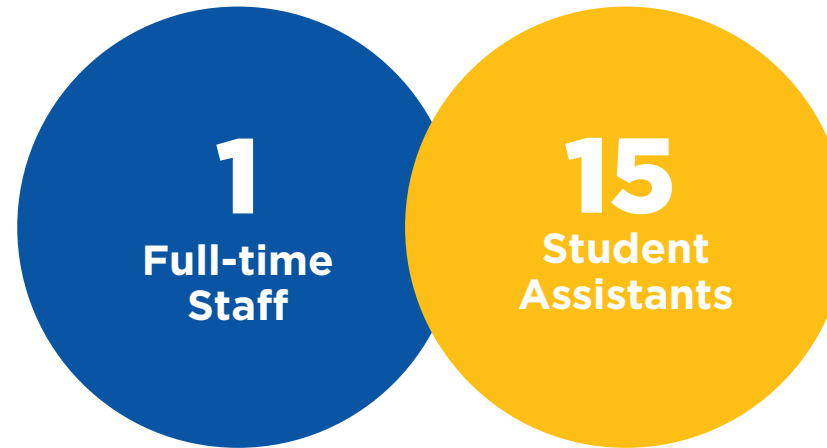
Outcomes include providing a safe environment for current students and customers to recreate, as well as continued development of independent decision making and work habits of the students.

**LOOKING >>>  
>>> FORWARD**

- Encourage more community members to use the space for recreation, spectate competitions, and participate in events.
- Promote announcements about events, especially women's NCAA Division 1 MPSF water polo conference tournament, to reach more students and the community.
- Expand in-service training opportunities for employee development.

# Outdoor Adventures and Spartan Summit Climbing Wall

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.



## Professional Development

- Climbing Orientation - New Staff learn the basics of climbing, then teach the Orientations to new climbers. With all reviews, an evaluation is conducted by student supervisors allowing supervisors and students to learn how to be receptive and enhance their ability to both give and receive constructive feedback.
- Leadership Training - Several forms of Leadership Training were conducted, particularly in areas of logistics as well as on the field, on our Outdoor Adventures trips.
- Our Outdoor Adventures Student staff assisted with selection, surveying, logistical planning, organizational communication, planning, and execution of trips.
- OA Supervisors and Staff - Teach valuable instructional skills on the trip, expanding organizational communication skills as well as adaptation skills with large groups in new physical environments.
- CWI Certification Training - Climbing staff work towards their Climbing Wall Instructor Certification, an internationally recognized certificate.
- WFR Training - Wilderness First Responder training that gives them a medical certification that is the standard for all professional guides today.

# 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. We saw a general increase in climbers throughout the semester.

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.



## Events

- 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
- Try a Climb
- Top Rope Tuesday
- 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.
- Candy Drop
- Orientation / Fun Climbs
- Valentine’s Day Climb & Giveaways
- Womens Wednesday



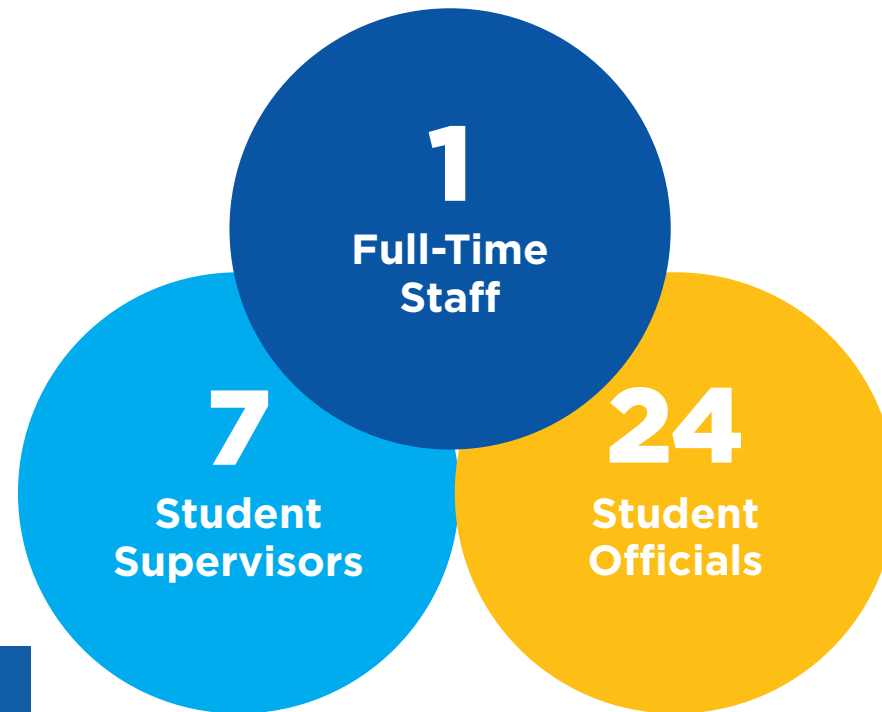
**LOOKING >>>  
>>> FORWARD**

- 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.



# 1,695 Participants

## Intramural Sports Tournaments

- 4v4 Volleyball
- 6v6 Volleyball
- 5v5 Basketball
- 3v3 Flag Football
- 6v6 Outdoor Soccer
- 5v5 Indoor Soccer

## Highlights

- In the school year 2022-2023, the Intramural Sports department focused on revamping the department by expanding our activities and outreach to the student community.
- Dodgeball and 5v5 Indoor Soccer was expanded to have an open league division.
- Outreach - created more content for social media posts and participated in tabling for program promotion at Rec Fest, Welcome Week.
- Intramurals hosted Halloween Themed dodgeball tournament, Super Smash Bros Esports Tournament, Knockout Basketball Tournament.
- Becoming a more marketable program was a high priority amongst the staff.
- We developed a more comprehensive rulebook for each sport that clearly communicated rules, regulations, and code of conduct to participants, ensuring fairness, safety, and sportsmanship.

LOOKING >>>  
>>> FORWARD

- Expanding eSports - Increase eSports presence and engagement by expanding selection of games offered, allowing more students with different interests and skill levels 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.



## Personal Training

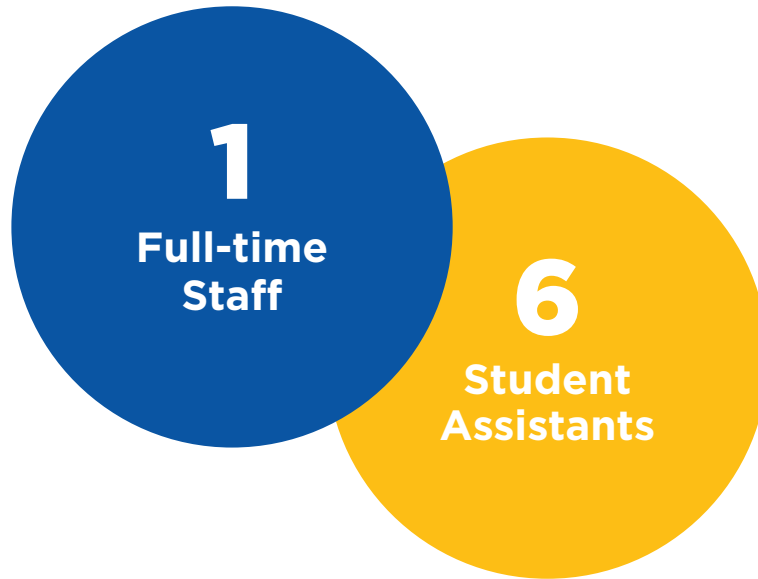
- 4 personal trainers through Fall 2023
- Each trainer has 1-3 active clients
- 5-7 sessions a week during Fall & Spring Semesters
- Small Group Trainings
- Personal Trainer & Group Fitness Instructor Prep Program - Program offered to encourage participants to become a personal training and/or a Group Fitness Instructor.
- 16 hour program (8 weeks x 2 hrs / 4 weeks x 4 hrs)

## Highlights

- Fitness Class Offerings
- Aqua Fitness
- Body Combat - Les Mills
- Body Pump - Les Mills
- Cardio Kickboxing
- CORE
- Cycle
- Dance Fitness
- GRIT - Les Mills
- Intro to Boxing Fitness
- Intro to Suspension Training
- Bootcamp
- Pilates
- POP Pilates
- Yoga
- Average Weekly Participants in Group Fitness Classes
- Fall 2023 - 143 participants
- Winter 2023 - 25 participants
- Spring 2023 - 176 participants

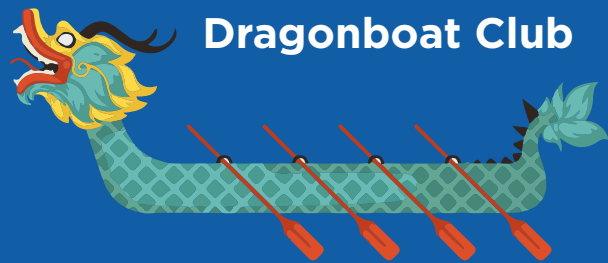
# Club Sports

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

## Team Awards & Titles



### Dragonboat Club

- 2022 CDBA College Cup: 6th Place Division A
- 2023 CDBA Regional Regatta: 4th Place Division A, 1st Place College Cup
- 2023 Long Beach Dragon Boat Festival: 2nd Place Division II, 2nd Place College Division



### Men's Lacrosse Club

- 2023 WCLL Championship Tournament Semi-Finalist

### Roller Hockey Club

- 2023 WCRHL Division 3 Regular Season Title



## Team Awards & Titles (cont.)

### Judo Club

#### Hauro Imamura Collegiate Cup

- Women's Team Runner Up - 2nd Place
- Men's Team Runner Up - 2nd Place

#### National Collegiate Judo Championships

- NCJA Novice Girls Team - 1st Place
- NCJA Novice Boys Team - 2nd Place
- NCJA Black Belt Girls Team - 1st Place
- NCJA Black Belt Boys Team - 1st Place



#### Individual Medalists

- **11 Gold** medalists & national champions
- **8 Silver** medalists
- **1 Bronze** medalist



### Spartan Mambo (Salsa) Club

- 1st Place at The Granada LA 2023 College Salsa Team Competition
- 1st Place at the SLO Salsa Exchange Individual Competition

### Men's Rugby Club

- 2023 CRAA D1AA USA College Rugby National Champions

### Women's Rugby Club

- 2nd Place for 7s Nationals in Texas

### Men's Soccer Club

- 2023 WCSA Nor Cal 2nd Division League Champions

### Women's Volleyball Club

- 2022-2023 SJSU Club Sports Team of the Year



## Professional Development

Club Sports Presidents, Treasurers, Safety Officers, and Marketing Officers took part in officer-specific training to aide and support them in their club leadership role.

# Marketing

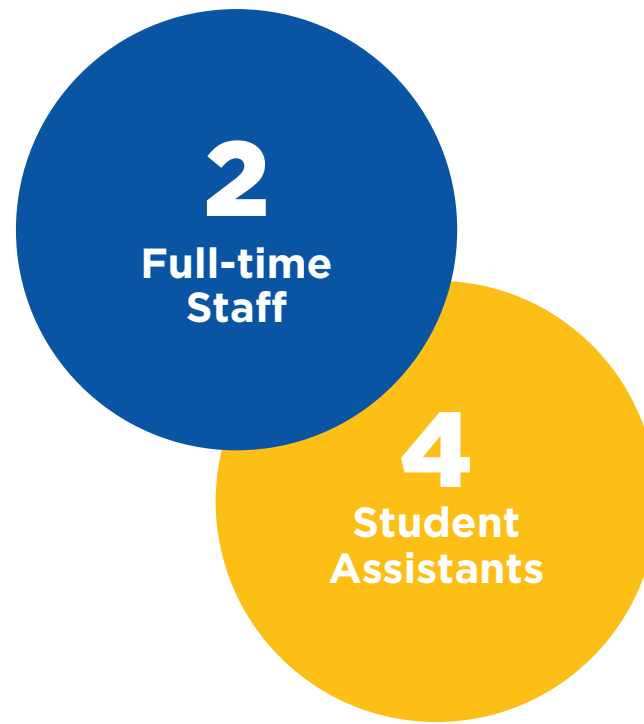
The Marketing team zeroed in on their mission for the 2022-2023 year: to inform, educate, and engage the campus community about the various programs, services, facilities, and events that the Student Union, Inc. offers. The Marketing Team delivers comprehensive assets across numerous departments, audiences, platforms, and mediums to ensure the timely engagement, education, and promotion to our campus community, and most importantly, our SJSU Spartans.



## Emphasis on Accessibility

Marketing continues to prioritize accessibility in all its digital and print communications. This year, we continued to standardize messaging regarding accessibility, with accessibility statements in all print mediums, and in all digital messaging, either in the assets themselves or in their corresponding captions.

In addition to including accessible marketing, Marketing continues to design with visual accessibility in mind, emphasizing color contrast and easy-to-read fonts that meet the Web Content Accessibility Guidelines.



## Highlights

### Events & Programs

Marketing regularly works with Events & Programs to create, design, and produce various assets for each event, including a marketing package with 4 digital sizes, 4 print sizes, and additional wayfinding signage.

### Photography & Videography

In the 2022-2023 year, Marketing ramped up its photography and videography assets, including more marketing during special events as well as more content revolving around our programs across all our facilities.

### Facility Signage

Produced building hours, bathroom signage, wayfinding, closure signs, and other essential operations announcements for Student Union and the Spartan Recreation and Aquatic Center.

### Admitted Spartan Day & Orientation Materials

Designed and produced 25+ marketing assets and giveaway materials including informational postcards, now hiring posters, Board of Director recruitment

### Highlights

- SpartanFest Spring 2023 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 (\_\_\_ number of votes)
- Designed digital and print marketing assets to promote the poll and inform SJSU student population
- SpartanFest Spring 2023 - Marketing created 25+ assets in preparation, promotion, and content creation of the first ever SpartanFest concert since 2019.
- 1 T-Shirt Design Produced
- 15+ Marketing Assets Produced
- 10+ Wayfinding Signage Produced



### 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

### Professional Development



Advancing Campus Community

Full-Time Staff from Marketing attended their first ACUI Conference, where they discovered new marketing strategies for Student Union, allowing for a much needed revitalization of the Instagram strategy used in the new generation of incoming Spartans.

# SU

2022 - 2023  
Student Union at  
San José State University

## ANNUAL REPORT

**Diaz Compean Student Union**  
Provident Credit Union Event Center  
Spartan Recreation and Aquatic Center