2011-2012 Annual Report

ASI will be every student's connection to the ultimate college experience.
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Corporate Philosophy

ASI Mission Statement

Our mission is to enrich the quality of student life and to complement the educational mission of Cal Poly through shared governance, student employment, student advocacy and a broad spectrum of programming, services and opportunities for leadership and social interaction.

ASI Vision Statement

ASI will be every student's connection to the ultimate college experience.

Strategic Goals

ASI will provide world class student programs and services.

ASI will practice thoughtful resource management.

ASI will develop the finest people to serve students and the campus.

ASI will increase campuswide communication and education.

ASI will develop active leaders to serve as the voice of the students through involvement in the campus community.
ASI is a student run, non-profit organization that represents the collective student voice on campus in the form of student governance. ASI provides direct benefits to students through a wide variety of essential services, programs, events and employment opportunities with a keen focus on quality and conscientious resource management. With continued state budget cuts and reduced enrollment, ASI is poised to face the future no matter what challenges await. No matter what difficult factors present themselves, they will be met with creative solutions which will grant us the ability to provide uninterrupted programs, services and the ultimate college experience to our student body.

Cal Poly’s Associated Students, Inc. has been active for 73 years and was officially incorporated in 1964. ASI is proud to offer a wide range of programs and services in state of the art, well-managed facilities. With an operating budget of more than $13 million, ASI derives approximately 70 percent of its funding from student fees and 30 percent from program revenue. During 2011-12 ASI employed 77 full-time employees, 540 student employees and 25 intermittent employees.

ASI is steadfast on its promise to exceed students’ expectations and has never wavered in its fundamental commitment to Cal Poly students and the campus community. Join us in celebrating another successful year.
Every year the student voice grows stronger and more engaged as a result of the outstanding representation by ASI Student Government leaders. Solid and focused, ASI’s 2011-12 student leadership raised the bar for future student government teams at Cal Poly. With the successful implementation of the new campus wide initiative The Mustang Way, ASI Student Government led 16,000+ students with heads high and hopes even higher.

“Getting involved in Student Government has given me the chance to learn more about the operations of our university, make new friends, find new mentors, and be an influential part in the positive changes happening on campus.”

-Kiyana Tabrizi, ASI President 2011-12

ASI’s Student Government leaders were well equipped to uphold its strategic goals: advocacy, outreach and accountability. This year’s leadership team brought attention to class availability, campus diversity, and access to services. Also high on the awareness list was political initiatives, sustainability and transparency. ASI Student Government members worked tirelessly to provide an amazing student experience and campus life.
ASI Student Government

ASI Student Leadership

ASI President Kiyana Tabrizi
Chief of Staff Katie Morrow
ASI Chair of the Board Katie Titus
Vice Chair, Board of Directors Kaitlin Harr
Chair of University Union Advisory Board Karen Mesrobian
Vice Chair University Union Advisory Board Solomon Reda

ASI Board of Directors

Katie Titus Chair - College of Agriculture, Food & Environmental Sciences
Aaron Borgeson - College of Liberal Arts
Ashley Brooks - College of Engineering
Kevin Capata - Orfalea College of Business
Emily Carr Anderson - Orfalea College of Business
Jason Colombini - College of Agriculture, Food & Environmental Sciences
Ryan Crist - College of Liberal Arts
Evan Domingue - College of Engineering
Katie Evans - College of Engineering
Eric Freeman - College of Engineering
Kaitlin Harr, Vice Chair - College of Agriculture, Food & Environmental Sciences
Nate Honeycutt - College of Science & Mathematics
Emily Hong - College of Liberal Arts
Chris Li - College of Science & Mathematics
Oliver Liu - Orfalea College of Business
Laura Lynch - College of Architecture & Environmental Design
Derek Majewski - College of Science & Mathematics
Dan Marver - College of Architecture & Environmental Design
Maryam Moeinazad - College of Liberal Arts
James Moody – College of Engineering
Brianna Mulligan - Orfalea College of Business
Tatiana Prestininzi - College of Agriculture, Food & Environmental Sciences
Sean Skyllingstad – College of Engineering
Taylor Serres - College of Agriculture, Food & Environmental Sciences
Chelsea Tinsley - College of Science & Mathematics

Chandler Wilson - College of Agriculture, Food & Environmental Sciences
Ashley Chandler – Secretary of Communication
Nick Cross – Secretary of External Affairs
Katelyn Dwyer – Secretary of Wellness
Jordan Lippincott – Secretary of Campus Climate
Cale Reid – Secretary of Organizational Advancement
Megan Wookey - Secretary of Advocacy

University Union Advisory Board

Karen Mesrobian – Chair - College of Liberal Arts
Solomon Reda - Vice Chair – Orfalea College of Business
Bodie Bloyd – College of Architecture & Environmental Design
Jonathan Brophy – College of Engineering
Jason Colombini – Board of Directors Designee
William Grau – College of Science & Mathematics
Haley Houle – College of Liberal Arts
Megan Wookey - President’s Designee
Evan Vandenberg – College of Agriculture, Food & Environmental Sciences

Executive Cabinet

Kiyana Tabrizi - ASI President
Katie Morrow - ASI Chief of Staff
Katie Brennan - Secretary of Development & Outreach
Student Government Highlights

The Mustang Way
The Board of Directors approved Resolution #12-03 Commitment to the Mustang Way with the belief that as Mustangs, we are united under five principles, honoring those who came before us and inspiring the Mustangs who follow. The privilege of being a Cal Poly Mustang is celebrated for a lifetime.

Student Success Fee
On February 29, 2012, Cal Poly students ended a month-long advisory process on the Student Success Fee which was carried out by the university to generate $15 million dollars for academic needs. Student Government members’ role was to create a task force with the goal to educate every student about the fee prior to voting. Of the 33 student groups that gave formal endorsements, 32 were in favor of the proposed fee. In addition, an advisory referendum (with a total of 7,622 votes cast) showed a majority of the campus (57 percent) supported the fee increase. The fee was approved by the University President and the CSU Chancellor.

Greenovation Reusable Bag Campaign
With grant funding from California State Student Association, Student Government distributed free reusable bags to educate students about legislation recently passed in San Luis Obispo preventing the use of plastic bags.

The Bucks Start Here Campaign
23 Campuses – 412, 000 student voices – 1 Campaign
This campaign gave students the opportunity to convey exactly how the budget cuts to higher education have diminished their college experience. Students wrote their stories on the back of a mock $650 million dollar bill. The box holding the bills traveled up the state, stopping at each CSU campus and eventually landed at the State Capitol. The bills were delivered to the Governor during the annual March for Higher Education on March 5.

California State Student Association
ASI Student Government members traveled to Sacramento on April 20-23 for the annual California Higher Education Student Summit conference. The CSSA’s mission is to maintain and enhance access to an affordable, quality education for the people of California to the CSU system. Cal Poly then hosted a CSSA conference on May 4-6 when representatives from all 23 California State Universities participated in a 3-day symposium.
Student Government Highlights

ASI Leadership Forum

The ASI Leadership Forum was established on the 75th anniversary of the first elected ASI President of Cal Poly, San Luis Obispo. The forum brought together ASI alumni and student government to establish a connection among generations of past and future leaders. The forum featured a series of keynote addresses, speaker panels and workshops on current social, political and business related topics. The goal is to provide a semi-annual platform in which current ASI leadership update alumni on the progress of ASI and the university, including the status of the ASI Leadership Fund.

ASI Leadership Fund

Gifts and contributions are collected and redistributed to provide funding support for leadership workshops, professional development opportunities and mentoring programs that connect current emerging student leaders with ASI alumni. Also available are scholarships, stipends and other forms of support for student leaders who are eligible for financial assistance.

ASI Alumni Council

The ASI Alumni Council serves to connect student government alumni with current leaders to foster relationships and reap the benefits of the shared ASI experience. Through mentorship, regional affinity groups and alumni events, the goal of the association is to cultivate lifelong relationships between ASI today and its previous leaders.

ASI Elections

The recruitment and development committee launched the 2012-13 ASI Elections and makes history with 101 board candidate applications received. Election day was April 25 with a voter turnout of 29 percent of the student body voting.

Professional Development Workshops

The series is a long standing endeavor that provides Student Government members with tools and resources needed to be successful while serving Cal Poly students. Topics include public speaking, interview and resume building skills, diversity awareness, and etiquette.
Club Services

ASI Club Services provides assistance and expertise to 279 Cal Poly clubs and 39 independent student organizations. The club services staff provides administrative support in the form of tracking documents such as charters, bylaws, club funding and E-Plans.

In fall 2011 assessment revealed dissatisfaction with the chartering process and online training software being used. As a result ASI Club Services, along with ASI’s information technology group, launched a custom, user-friendly, interactive online training for club presidents, treasurers and advisors. Club Services also implemented new 3, 7 and 14 day E-Plans which markedly shortened the wait time for clubs to receive approval for events and activities. Early feedback indicates user satisfaction with quality and interactive engagement.

Inaugural Club Recognition Awards were held in April to recognize club officers and advisors for their hard work and dedication. In attendance were 42 advisors, 103 officers and 27 ASI and Student Life & Leadership staff members. During the awards ceremony, the 2011-12 Student Organizations of the Year were identified. Club: Society of Women Engineers. Sport Club: Triathlon. And Independent Student Organization: Alpha Omicron Pi.

The Club and ISO Handbooks were simplified to meet the needs of customer requests for a reduced amount of content. Overall 40 pages were removed from the handbooks without compromising the required information needed for all clubs to be successful.

Club funding continues to gain momentum as more student organizations become aware of ASI Student Government’s allocation of monies to enhance cultural, educational, social and recreational opportunities or all Cal Poly students. The club funding program allocated $69,000 to 161 Cal Poly clubs during the 2011-12 academic years, of which $52,487 was reconciled. The program allocated $44,583 to the Cal Poly Sport Club Council for distribution to 26 sport club teams and an additional $5,200 for national travel to tournaments. Clubs can apply for $350 for general club operations or up to $1,500 for event co-sponsorship. Due to the demand of this program, in March ASI Student Government allocated an additional $15,000 in club funding from reserves.
## Club Services

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Club Services

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- PRSSA 350
- ABM Club 1,500
- Psi Chi 350
- Ag Communications of Tomorrow 350
- Economics Society 350
- Assoc. Students of Construction Mgmt 350
- Up Til Dawn 350
- Power and Engineering Society 1,090
- Zero Waste 350
- Women’s and Gender Studies Honor Society 350
- SEADC 1,500
- Chinese Cultural Club 590
- EERI Student Chapter 350
- Sigma Tau Delta 350
- Women Involved in Software and Hardware 350
- Chi Delta Theta 1,150
- Microsystems Technology Club 350
- Chinese Christian Fellowship 350
- Alpha Zeta-Cal Delta 350
- Pi Sigma Alpha 350
- Neuroscience Undergraduate Society 350
- Country Line Dancing Club 435
- Mat Pica Pi 350
- Tractor Pull 1,500
- Optical Society of America 350
- Pep Band 350
- Air Conditioner & Refrigeration 350
- COSAM Ambassadors 350
- Latinos in Agriculture 350
- Design Village 350
- The Forum Club 1,500
- American Chemical Society 350
- Cal Poly Brights 350
- Yo Tango 350
- Indian Student Association 1,320
- Construction Management Association 350
- Graduate Planning Student Association 350
- Alpha Phi Omega 350
- Hispanic Business Student Association 350
- Honors Student Board 350
- Honors Student Board 316
- Association for Facilities Engineering 350
- Empower Poly Coalition 1,150
- Society of Black Engineers and Scientists 350
- Society of Manufacturing Engineers 350
- Alpha Kappa Psi 350
- Poly Pack 350
- Renewable Energy Club 350
- Rally Against Diabetes 350
- Cal Poly Bronies & Pegasisters 350
- Veteran’s 350
- Recolution of Education 350
- Space Systems 350
- Society for the Advancement of Materials 568
- Pi Alpha Xi 350
- Society of American Foresters 350
- Institute of Industrial Engineers 350
- F-22 350
- Eta Kappa Nu 1,150
- Plant Science Club 350
- Biomedical Engineering Society 350
- Pi Tau Sigma 350
ASI Managed Facilities

The year of 2011-12 has been exciting, full of hope and anticipation, along with a bit of noise and dust, as staff worked to enhance and improve ASI’s managed facilities for the campus community.

Julian A. McPhee University Union

The University Union (UU) is often referred to as the campus living room. Ongoing maintenance, repair and replacement projects occur year round. Multiple upgrades took place in Chumash Auditorium including a new sound system with wireless microphone capabilities in both wings. A new video interface was installed to provide high quality visual equipment for auditorium users which include students, faculty, staff, outside vendors and professional organizations. UU 220 received re-wiring maintenance and a new projector. A handicap electric door for ADA access was installed in the UU upstairs restrooms. Students surveyed regarding what type of music they would like to hear while in the UU and UU Plaza. The top three preferences were country, top 40 and ‘90s music. Although the HVAC project caused some uncomfortable moments and inconvenience to tenants and users of the UU, the system is now up to date and functioning exceptionally well. Lastly, the study area formerly known as Bishop’s Lounge was renamed the Chandler Quiet Lounge in honor of Everett and Eileen Chandler to recognize more than 60 years of service to Cal Poly.

Cal Poly Recreation Center

Many years of planning and collecting student feedback has culminated in the renovation and expansion of the Cal Poly Recreation Center. In keeping its promise to continue to provide students and the campus community with a temporary recreation facility during renovation, effective summer 2009 the main gym was converted into a functional work out space that served Rec Center members for two years. Swimmers were temporarily served by Anderson pool, and full time ASI Recreational Sports staff members were temporarily relocated to a trailer on the Health Center lawn.

When the facility opened in mid-January 2012, ASI unveiled a state of the art recreation facility with double the square footage of usable space and triple the size of weight and exercise rooms. New amenities added to the facility include two gym courts, a multi-activity center and a leisure pool.

The renovated Rec Center has experienced a tremendous amount of foot traffic since opening. The highest use is on week days with an average of 5,000 visitors per day Mondays through Thursdays. There were 12 events held in the multi-activity center (MAC) ranging from a President’s Cabinet Dinner to maximum participant Zumba fitness classes.
ASI Managed Facilities

Cal Poly Sports Complex
The Cal Poly Sports Complex was well used again this year with 5,678 event occurrences between Intramural Sports, Cal Poly Club Sports, and Cal Poly Athletics. ASI poured two new concrete pads and installed bike racks at the Sports Complex.

Pre-Rec
Previous to fall 2011 ASI established a temporary fitness facility in Building 19 called the Pre-Rec. Because the new Cal Poly Recreation Center wasn’t scheduled to open until winter 2012, and due to ASI’s commitment to student recreation, the Pre-Rec offered users approximately 60 pieces of fitness equipment during a 10-week period. Although there was a whirlwind of people and activity to make this happen, students appreciated ASI’s efforts to provide a temporary work out facility knowing the opening of the Recreation Center was just on the horizon. Upon closure, exercise equipment was donated to many on campus partners including University Police Department, Athletics Department and Residential Life. The remainder of equipment was distributed to organizations in need within San Luis Obispo and Santa Barbara counties.
Event Operations

Each year ASI works hard to improve and upgrade features in all of its managed facilities. Following are highlights from 2011-12:

Concert Equipment
ASI purchased a set of “blow through” concert barricades for concerts in the University Union Plaza and the Recreation Center. This will cut costs and allow ASI to safely manage crowds of all sizes.

Event Chairs
ASI purchased 1,800 new event chairs for Chumash Auditorium and the Recreation Center. These new chairs replaced the old blue plastic chairs. The new chairs are 60 percent lighter, have a flexible seat bottom for comfort and have a sleeker more modern look.

Audio Visual
ASI purchased two Blu-Ray players for Chumash Auditorium and other external locations. With the HD capability of ASI’s televisions and projectors ASI can offer high definition quality movies and films to students.

Chumash Auditorium
ASI upgraded all speakers and soundboards and installed acoustic paneling to improve the sound quality in the room.
Event Operations

UU220
In an effort to provide the best service in ASI-managed facilities, event operations refigured the sound board wiring and a new projector and lens was installed.

UU Plaza
A sound “snake” was installed from the UU Plaza stage to the sound control location. This allows better connectivity to the concert sound equipment, and is a permanent solution rather than running temporary cables around the edge of the plaza for each event.

Facility Scheduling

Block Schedules
ASI has developed a road map for use of the Recreation Center and Sports Complex during each day of the week and time of day. This was to govern the use and appropriately ensure that there is a healthy combination of event uses while preserving the original intent for informal recreation. Block schedules allow campus users to easily identify times when ASI-managed facilities are available.

E-Plan Process
ASI changed the club E-Plan process to shorten turnaround times for students. The old process would take a minimum of 14 days to receive event approval. In streamlining club services’ processes, the new timeline is between 3-14 days depending on the complexity of the event request. This process has been a well-received change in club services.
ASI Programs

ASI Events

One of ASI Events’ biggest accomplishments was to provide students access to quality late night weekend entertainment with fun and innovative events and activities. Late Night with Mott Madness was a collaboration with Cal Poly Athletics presenting the ever favorite Tie-Dye Tacos and Tunes. Other Late Night events included a comedy tour, outdoor evening concert, glow bowl and laser tag among others.

The hip-hop genre proved to be extremely popular with students considering more than 3,200 students attended two hip hop shows in the University Union Plaza.

Mustang Mile 5K Run/Walk was the first large-scale, collaborative event held in the Recreation Center since its opening in January 2012. ASI Events, Recreational Sports and ASI Student Government worked with the Starkey family and more than a dozen campus entities including Student Life & Leadership, PolyReps, WOW and Greeks to provide the campus community with this popular activity. The event was focused around the message of respecting yourself and others on campus and taking care of fellow Mustangs. Approximately 2,500 participants, of whom 800 registered for the 5K, were in attendance to see a live band, visit festival-like club booths and hear the parents of Carson Starkey talk about an alcohol awareness program called Aware/Awake/Alive.

Craft Center

The Craft Center relied heavily on word of mouth, storytelling and visual stimuli in order to fill classes to capacity, occasionally adding more sessions to meet demand. When surveyed, Craft Center participants value the price of the class, the social environment and instructors’ personalities.

Craft Sale feedback from vendors recommends lengthening the sale by a half hour, 15 minutes on each side to accommodate the heavy foot traffic at 10 minutes before and 10 minutes after the hour.
ASI Programs

Poly Escapes
The Poly Escapes program was relocated from the University Union to the Recreation Center in April. This new location provides the outdoor adventure program and gear rental services with high visibility since it is attached to the front of the Rec Center. Foot traffic has increased significantly since installing the brand new outdoor climbing park which has a 42’ climbing wall, 13’ bouldering rock, landing surface, landscaping and lighting. Student wall supervisors undergo a significant amount of safety training in preparation of the management of the climbing park. As the year progresses, there are plans to increase operational hours to meet the demands of the participants. Poly Escapes trips continue to be popular and typically fill up long before the actual trip departs. Poly Escapes introduced its first Facebook Photo Contest during fall quarter where Cal Poly students post their favorite trip photos in which fans vote for the top two favorites. Photo contest winners received gift certificates for equipment rentals for two people.

Aquatics
The original 50-meter pool reopened to full capacity, along with the addition of the long awaited leisure pool. The increased outdoor space, including three sand volleyball courts, served approximately 12,000 users in the month of April 2012 compared to 3,400 in April 2011. Instructional aquatic classes were offered each quarter ranging from beginning to masters swim levels, as well as four different sessions of the popular PADI SCUBA course.

The aquatics team created a new staff recognition program named the “Golden Whistle” whereby lifeguards are recognized for exemplary service to aquatics patrons and staff peers.

Fitness
Three separate exercise areas totaling 20,000 square feet opened in January with more than 352 stations of equipment ranging from free weights, selectorized weight machines and cardio apparatus. The average quarterly use, fall 2011 and winter 2012, for all of the exercise rooms combined was 113,950 participants.

All of the group exercise classes such as yoga, Zumba, body pump and indoor cycling are now included in the Recreation Center membership as opposed to purchasing a separate exercise class pass for each quarter. This has proved to be extremely popular with each exercise class averaging more than 28 participants per session during the initial six-month period. All three studios reached capacity during mid-afternoon and evening times. Three dedicated fitness studios has allowed for more comprehensive exercise classes to be offered. Winter quarter offered 42 classes per week and increased to 61 classes per week during spring quarter.

Instructional based fitness classes returned with an emphasis on martial arts (Shorin Ryu Karate and Muay Thai Kickboxing). Future classes for 2012-13 look to expand into self-defense and the use of TRX circuit training classes.
ASI Programs

Intramural Sports

The Intramural Sports program encompassed a more comprehensive program for both indoor and outdoor activities including a wide range of leagues including basketball, dodgeball, flag football, softball, soccer, futsal (indoor soccer), tennis, indoor volleyball and sand volleyball. A variety of tournaments were made available to participants including dodgeball, racquetball, table tennis, badminton and “Over-the-Line” (modified softball). Participation in Intramural Sports increased by 25 percent between fall 2011 (198 teams) and winter 2012 (265 teams). Participation increased again between winter and spring 2012 by 14 percent with a total of 330 teams playing nine different sports. Total participation for winter and spring quarters was 2,987 and 3,738, respectively. This can be attributed to the increase in facility spaces now available in the Recreation Center. Special leagues were held for large groups such as the Interfraternity Council and residential hall occupants.

Health & Wellness

ASI launched a brand new wellness program that allows ASI to collaborate and present a variety of wellness topics with other departments on campus including the nutrition and kinesiology departments. The first seminar was titled “Fuel Your Workout / Feed Your Body - nutrition for an active lifestyle.” The workshop was full to capacity at 40 participants. Future seminars for 2012-13 look to include topics such as eating healthy on campus and the importance of sleep for maximum fitness results.
Orfalea Family and ASI Children’s Center

Frugality during difficult budget time was the theme of the year for the Children’s Center. Cuts were made in operating costs, staffing costs, travel expenses and supply purchases in order to manage a budget that experienced severe cuts. During the year several small fundraising activities were undertaken by the Children’s Center including a poinsettia fundraiser and the ever popular Woodstock’s Pizza fundraisers. Gifts and donations from individuals helped to offset some of the costs of operating the program. The California State budget shortfall has resulted in a reduction in state funding for subsidized child care services. However, due to reduced enrollment for student parents at Cal Poly the Children’s Center was still able to subsidize all of the students who qualified for services.

The Children’s Center is proud to have maintained its accreditation from the National Association for the Education of Young Children (NAEYC). When necessary, the teaching staff refers some children for further evaluation and special services to meet their developmental needs. The center has earned the reputation of being a very inclusive and attentive program for children with special needs and their families. Vendors who provide these services speak very highly of the interactions and type of environment that is provided by the staff. They are especially complementary of the teachers and their knowledge and expertise.

The children explored many exciting and interesting projects during the year including sound exploration, discovering the properties of masking tape and how to manage it, fall leaves, rain forests, climbing, Vincent VanGogh’s Starry Night, and learning how to get along with their friends.

Improvements to the outdoor areas included the expansion of the yard to encompass a beautiful redwood tree creating a shaded deck area. Additionally a new mud pit exploration zone was created including an outdoor shower. Five bags of rubber mulch were added to the areas under the climbing structures to maintain safety standards. Additional sand was added to replenish the sandboxes.

The Children’s Center continues to host multiple visitors as an Outdoor Classroom Demonstration Site. Visitors from other child care centers throughout the state and even other countries observe and take notes regarding the use of the outdoor space for exploratory learning.
Business Services

ASI Business Services performs budgeting, accounting, auditing and financial reporting services in support of various departments within ASI and university-recognized student organizations.

Accounting Services

Several products were developed to assist with A/V billing. Changes were made to the configuration of Resource 25 to enable tracking information for reservations and billing. Also developed is a web-based user estimation tool that allows potential customers the ability to calculate the cost associated with renting ASI-managed facilities and other guest services.

This year SESLOC closed the Cal Poly campus branch and CHASE Bank assumed its space in the University Union. This caused ASI to shift its banking relationship which required transition and setting up new accounts, transferring all existing systems, refiguring software infrastructure and educating Cal Poly clubs on new processes. It was at this time that ASI began offering direct deposit to student employees.

During the fiscal year the accounting department provided services in the form of numbers served:

- 2,990 ASI/UU accounts payable checks
- 3,399 student organization accounts payable checks
- 7,904 paper payroll checks
- 2,051 direct deposit payroll checks

With the opening of the Recreation Center ASI received and tagged close to 1,200 new fixed assets including appropriate paperwork and recordation of items into ASI books.

Human Resources

ASI’s character is within its people who act with integrity, accountability and respect. ASI instills in its staff the importance of building interpersonal relationships and promoting team collaboration. Yet the organization’s 77 fulltime employees do not bask in the spotlight but instead reside behind the scenes. Its employees’ loyalty, commitment, passion and tireless efforts have allowed ASI to successfully live up to its mission and vision.

However ASI’s true success lies with its more than 500 student employees who deliver the highest level of programs and services to the campus community. ASI’s student employees are routinely celebrated for their excellence and contribution to this dynamic organization.

This year ASI created eight (8) new fulltime positions: 2 assistant coordinators and 6 building service workers for the Recreation Center, and added 150 new student employees to support its continued evolution. ASI Human Resources received a total of 1,446 Recreation Center student employee applications. With a goal to continually cultivate ASI’s new employee orientations, HR developed a new training campaign called “I am ASI” promising an experience that is spirited, connected, hands on and fun.

Over a 12-month period, Human Resources planned, recruited, interviewed and hired 200 new student employees to staff the Cal Poly Recreation Center. All interviews were completed in a two week period and all positions were filled by deadline. The HR orientation program for new hires continues to be improved upon to ensure new student employees are well informed of ASI’s programs, services and policies. This year a special emphasis was added on the culture of ASI.

A cross functional team is working to redesign the second phase of the new student orientation process, previously referred to as the “Rookie’s Guide.” This team has met and determined an outline of content for the training. It was decided that an online delivery system would be the best solution. In 2012-2013, the individual areas will be building and testing the online trainings for release.

In order to streamline the process of tracking all training and certifications for ASI full time and student employees, HR implemented a new training tracking software system with the vendor Target Solutions. This allows for easier reporting of training participation and notifies individuals and their supervisors if a certification is about to expire.

On January 1, 2012, all CSU and UC auxiliaries became subject to the Public Records Act. Training was held to handle public record requests and internal procedures were established to successfully respond to public records requests.
Public Relations and Marketing

In winter 2012, ASI launched its new logo and branding campaign campus wide. The new logo has been applied to a variety of mediums and surfaces including buildings, doors, uniforms, letterhead, and more.

In conjunction with a new brand, ASI launched a new website designed by San Francisco-based Tolleson Design, in December 2011. New features include enhanced dashboard elements and guides for staff members to self-manage web content with page editors.

ASI has been using Facebook since 2009 and has six active Facebook pages with nearly 6,500 followers:
- ASI Recreational Sports (1,992)
- ASI Poly Escapes (1,084)
- ASI Craft Center (1,000)
- ASI Events (1,082)
- ASI Student Government (1,097)
- ASI Jobs (205)

With an emphasis on social media an ASI Social Media Committee was formed to position ASI to compete with other entities vying for Cal Poly students’ attention. In addition to continuous telling of the ASI story, PR has been purposeful in staying connected to the students with regular, sometimes daily, postings with the most viewed items including videos, pictures of students, and facility schedules. ASI’s social networking presence is meant to generate engagement, interactive dialogue and sharing of similar interests by incorporating outside links and resources. In 2012-13 the organization has an opportunity to shape the opinions of students simply by instilling key messages into its marketing mix.

Mobile media has exploded in the past few years and ASI is committed to meeting students where they are: online and on their phones. E-newsletters are still a popular way for ASI to communicate with its users. Between July 1, 2011 and June 30, 2012 there were 116 unique e-newsletters sent to more than 5,600 contacts. In 2011 ASI started using text messaging for quick blasts of information to participants who opted in to receive information in this format. During this same time period, a total of 21,268 text messages (cumulative) were sent to approximately 1,200 mobile subscribers.

The marketing staff enjoys making promotional videos for the ASI YouTube channel since 2009. The total number of videos located on ASI’s channel is 62 with the most popular videos being:
- “What’s up at the Rec Center?” construction update created spring 2011
- “Poly Escapes Bouldering Competition” event promotion video created fall 2011
- “How to register your hand key for the Rec Center” instructional video created winter 2012

ASI continues to reduce its carbon footprint by minimizing the number of printed flyers distributed on campus. Focus has increased on face-to-face marketing with interactive booths in the UU Plaza, Dexter Lawn and Campus Market.
Business Services

Information Technology

This year ASI created closer alignment with students and student needs through e-commerce and advanced technology. ASI Information Technology (IT) implemented a brand new hand key access system using biometrics for participants to enter the Cal Poly Recreation Center without the need for an identification card. Using equipment to scan the users’ palm, the hand key entry provides quick and easy access to the facility while ensuring accurate member identity and safety while also providing online waivers and fees paid status.

IT developed a custom web-enabled application to track internal communication in front line service areas. The system highlights include tracking which employees have read messages, uploading shared documents, equipment maintenance tracking and more.

IT installed Four Winds digital signage with five (5) LCD screens in the Recreation Center and University Union. This technology was adopted by ASI after Cal Poly implemented the system campus wide. Dynamic data streams messages and images from a variety of sources including Resource 25, Class Software and ASI web pages thus reducing the need for additional resources to maintain the signs. The system also displays reservable spaces and room schedules in areas of the Recreation Center and University Union.

A new security system was installed at the Recreation Center that features 24-hour monitoring and video recording of activity with 22 cameras. The system will be expanded to include cameras in the University Union and Rose Float lab in the near future.

Facility supervisors now use iPad wireless technology that logs total facility capacity, staff communication and equipment inventory.

In order to support new functions and technologies at the Recreation Center, Class Software required a review of current functions and business processes. An internal committee was established to review all functions and provide solutions for improved processing of memberships and user access including new hardware to provide more user friendly, accurate and secure processing of data.

For the first time ASI partnered with the University to utilize our contract with Big Pulse to provide full service polling ability thereby reducing polling costs for both parties. The system was used in three polls between January and June of 2012 including the Student Success Fee survey and poll and ASI’s annual Student Government election.

ASI IT is a university leader in PCI compliance technology. After several years of planning IT was able to move all credit processing into the “out of scope” category which means that ASI is 100 percent compliant with PCI regulatory requirements. Highlights include offsite card processing, no onsite card data storage, and the latest technology of point-to-point encrypted magnetic stripe data.
Cal Poly Rose Float

Cal Poly entered its 64th consecutive float in the Tournament of Roses Parade on January 2, 2012 titled “To the Rescue.” This superhero scene captured the parade theme of “Just Imagine...” and was the first to receive certification from the California Secretary of Agriculture as a truly California grown float. This certification reflected the students’ efforts to work closely with the California Cut Flower Commission (CCFC) to source more than 85 percent of the decorating materials from California growers.

Although the CCFC represented one of Cal Poly Rose Float’s largest donations, there were many other significant contributors including a donation of 5,000 plugs of statice from Ball Tagawa Growers, a MIG welder from Miller, paint from Sherman Williams and hydraulic oil from J.B. Dewar.

Participation in the Rose Float program continues to grow with 285 students signing up on interest lists during WOW 2011. Lab days averaged nearly 50 people per Saturday and as many as 9 carpool cars per weekend made the trip to Pomona between October and December 2012.

The 2013 Rose Float Leadership Team selected in January 2012 is one of the largest teams in more than 10 years. This team has completed plans and received approval from the Tournament of Roses for their 65th entry to be titled “Tuxedo Air.”