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

- ASI Vision Statement
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The ASI 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.

2012–2013 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 campus-wide communication and education
• ASI will develop active leaders to serve as the voice of the students through involvement in the campus community
The ASI Experience

ASI is a student-run, non-profit organization that represents the collective student voice of Cal Poly in the form of shared student governance. ASI’s main emphasis is to provide the finest facilities, programs and services at the highest quality obtainable. We are committed to the campus constituencies we serve, which as of fall 2011 was just shy of 19,000 students and more than 3,000 faculty and staff. ASI understands the importance of being nimble and humble. In these economic times we are obliged to shift freely with the tides and be open to the changes and challenges that come our way. We give our staff flexibility and a degree of autonomy for managing their areas while ensuring consistency with our goals, philosophy, culture and standards. All the while, we remain steadfast in maintaining students’ trust in our ability to carefully manage student resources.

Cal Poly’s Associated Students organization has been operating for 74 years and was officially incorporated in 1964. ASI strives to provide a wide range of programs and services in state-of-the-art, well-managed facilities. With an operating budget of $13 million, ASI derives approximately 70 percent of its funding from student fees and 30 percent from program revenue. During 2012-13 ASI employed 70 full-time employees, 369 student employees and 35 intermittent employees.

ASI is pleased to announce its new Executive Director Marcy Maloney. Marcy served as Interim Executive Director from January to May 2013 and began her new role effective June 1, 2013. Marcy succeeds Dr. Rick Johnson who, after 25 years, retired in January 2013. Marcy has served in a number of capacities since joining ASI in 1990. She was associate director of Recreational Sports, director of Recreational Sports and then director of ASI Programs. Marcy earned a bachelor of arts degree in recreation administration and a master’s degree in education with an emphasis in counseling and guidance in student affairs, both from Cal Poly. Much of our future success depends on the availability of continuity and leadership which is exactly what Marcy brings to her new role.

ASI relishes in its heritage to serve the students. We are committed to student success and continue to make strides to enrich student life with positive, lasting experiences. We take pride in providing a fulfilling environment for our employees who touch the lives of students in all that we offer. ASI understands the importance of staying strong and keeping momentum. Join us in celebrating another successful year.
ASI Administration 2012-13

**Student Government**
ASI President
Executive Cabinet
Chair of the Board / ASI Board of Directors
Chair UUAB / University Union Advisory Board

**ASI Administration**
Executive Director
Coordinator - Rose Float
Coordinator - Public Relations
Assistant Coordinator - Marketing

**Administrative Support**
Assistant to the Executive Director
Administrative Assistant I - Business Services
Administrative Assistant I - Student Government

**Children's Programs**
Director - Children's Programs
Associate Director - Children's Programs
Administrative/Accounting Assistant - Children's Programs
Food Program Manager
Food Program Assistant
Head Teacher (6)
Teacher (7)

**Business Services**
Director - Business Services
Coordinator - Human Resources
Coordinator - Accounting
Coordinator - Information Technology
Assistant Coordinator - Information Technology
(User Support)

**Information Technology**
Programmer
Programmer (Web)
Human Resources Technician II
Human Resources Technician I
Accounting Technician II (2)
Accounting Technician I (2)
Accounting Assistant

**Recreational Sports**
Director - Recreational Sports (vacant)
Assistant Director - Recreational Sports
Administrative Assistant I - Recreational Sports
Coordinator - Memberships & Staff Services
Coordinator - Aquatics & Safety
Coordinator - Fitness Programs
Coordinator - Outdoor & Wellness Programs
Coordinator - Recreational Sports
Assistant Coordinator - Membership and Staff Services
Maintenance Technician (Pool)

**ASI Programs**
Assistant Director - ASI Programs
Administrative Assistant II - University Union
Coordinator - ASI Programs (2)
Club Services Assistant

**Facility Operations**
Associate Director - Facilities Management
Coordinator - Facility Operations
Manager - Facility Operations
Coordinator - Event Management
Facility Scheduling Manager
Lead Building Service Worker (2)
Building Service Workers (11)
Maintenance Technician (4)
ASI Student Government

Student leaders are some of the most influential people on the Cal Poly campus. They are dedicated to listening to student needs and committed to acting on their behalf all while tirelessly striving to improve the Cal Poly experience. ASI student leaders volunteer hundreds of hours outside of the classroom to ensure that student voices are heard, not only on campus, but within the CSU system and the State of California. ASI Student Government works to consistently contribute positively to a variety of communities, both on and off campus.

Student representatives attend leadership conferences throughout the state with the goal of supporting our student body to improve access to affordable and unmatchable quality education. Cal Poly belongs to the largest student organization in the state: California State Student Association (CSSA). In 2012-13 student leaders traveled to San Francisco, San Diego, Chico, Long Beach, Fullerton, Channel Islands, Sacramento, Monterey and Northridge to collaborate with other CSUs on topics of interest such as sustainability, legislative affairs and social justice.

ASI prides itself on its commitment to develop student leaders as productive members of society. This is reinforced with a variety of professional development workshops facilitated throughout the year. Topics include resume writing, career fair preparation, personal finance, diversity and inclusivity, etiquette and health and wellness.

“My experience with ASI Student Government, from participating in campus discussions; creating lifelong friendships; meeting students from amazing backgrounds; to seeing ideas come to life, has helped shape who I am as a person and a professional. Every moment was impactful and memorable thanks to the hard work and passion of students and staff.”

Katie Morrow / ASI President 2012-13
Student Government Highlights

Quarters vs. Semesters Student Advisory Vote

The CSU Chancellor expressed interest in having all of the CSU schools currently operating under the quarter system to convert to a semester system for continuity. In fall 2012, University President Jeffrey Armstrong formed a Semester Review Task Force that consisted of representatives from all entities on campus. At the end of this process, the taskforce recommended that Cal Poly stay on the quarter system. After hearing the task force’s recommendation, President Armstrong asked members of the ASI Board of Directors to gather an official student opinion. In February 2013, ASI Student Government held a student advisory vote asking students their opinion on staying on the quarter system or switching to the semester system. Approximately 43 percent of the student body voted with 89 percent of the voters in favor of keeping the quarter system, 8.7 percent expressed interest in switching to semesters and 1.5 percent was undecided. Although the vote was strictly advisory, students made known their desire to stay with the quarter system. Ultimately, Chancellor White decided to move forward with the conversion to semesters; however Cal Poly would not be expected to change over until the year 2020.

Student Community Liaison Committee (SCLC)

Congratulations to SCLC—25 years of service and dedication. The SCLC was formed to improve the relationship between all segments of the community. The committee is made up of members from Cal Poly, Cuesta College, City of San Luis Obispo and County of San Luis Obispo. During 2012–13 the SCLC met to address issues of concern such as noise ordinance, safe streets, neighborhood wellness and mediation.
Murarka Family Scholarship for Leadership

Congratulations to Brea Haller, 2012-13 Secretary of Executive Staff and third year Agriculture Business student on receiving the Murarka Family Scholarship for Leadership. This award is presented to an outstanding ASI student leader who has demonstrated remarkable leadership during the academic year and has committed to serve in a leadership role within ASI in the future.

The Murarka Family believes an education is gained from both inside and outside the classroom. Neel (Bubba) Murarka attended Cal Poly and gained remarkable educational and leadership experiences through ASI, WOW and Poly Reps. In appreciation, the family has established this scholarship to recognize students who actively engage in Cal Poly activities outside of the classroom. The endowment includes $400 for ASI, $400 for WOW and $100 for Poly Reps. Bubba was Vice Chair of the Board in 1997-98.

Visit from CSU Chancellor

ASI Student Government hosted CSU Chancellor Timothy P. White at Cal Poly on May 1. In addition to a reception at Poly Canyon Village, White toured the Cal Poly Recreation Center with student government leaders. During his visit the Chancellor played badminton with students.
ASI Alumni Council

The ASI Alumni Council is responsible for issues related to all ASI Alumni programs, services, communication and events. The primary purpose of the council is to continue the legacy of cultivating leaders to support the ASI Experience, through oversight of the ASI Mentorship Program, assistance with the planning and execution of the bi-annual ASI Leadership Forum, and recommending distributions from the ASI Learn by Doing Leadership Fund Quasi Endowment. Additionally, the council reviews all issues related to ASI alumni, recommend alumni program changes to the Board of Directors, and serve in an advisory capacity to the Board of Directors on all ASI Alumni matters. The ASI Alumni Council created a vision statement at their strategic planning retreat in July 2012. Portions of the statement include alumni members’ commitment to cultivating strong leaders, shared experiences, lasting relationships and professional development. ASI and the Alumni Council host a weekend-long leadership forum every two years.

ASI Elections

In an effort to maximize the number of students who run for a Student Government position, the Recruitment and Development Committee was formed to educate students about election application deadlines and required paperwork. The 2013 recruitment efforts fielded four applications for ASI President, the largest number in more than a decade. Further, election day 2013 made Cal Poly history with a record 40.3 percent voter turnout.

Earth Day

On April 22, 2013 Student Government celebrated Earth Day by giving away aluminum water bottles to students. The bottles were purchased with monies from the Greenovation Grant received by the CSSA. Today’s young people are fully aware, responsible and very conscientious about reducing humans’ impact on our environment. Student Government works with campus departments to not only educate students on how to be good stewards of our earth but also look for opportunities to reuse, recycle and repurpose.
Student Government Leaders

2012–13 Leadership Team

Katie Morrow / ASI President
Kaitlin Harr / Chair of Board
Haley Houle / Chair of UUAB
Katie Brennan / ASI Chief of Staff
Jordan Lippincott / Vice Chair of Board
Bodie Bloyd / Vice Chair of UUAB

Executive Cabinet

Andrew Bui / Secretary of Public Affairs
Ashley Chandler / Secretary of Internal Development
Zach Garcia / Secretary of Campus Involvement
Brea Haller / Secretary of Public Affairs
Cale Reid / Secretary of Internal Development
Joi Sullivan / Secretary of Community Relations
Chelsea Tinsley / Secretary of Campus Involvement
Chelsea Winkler / Secretary of Community Relations

UUAB

Kevin Bommarito / College of Liberal Arts
Nick Cross / College of Science & Mathematics
Katelyn Dwyer / President’s Designee
Jake Odello / College of Agriculture, Food & Environmental Sciences
Sean Skyllingstad / College of Engineering
Amy Wright / Orfalea College of Business
Brad Moore / Board of Directors Designee

Board of Directors

Cody Abramson / Orfalea College of Business
Silvia Aguilar / College of Engineering
Aaron Borgeson / College of Liberal Arts
Ashley Brooks / College of Engineering
Rosebud Brumley / College of Agriculture, Food & Environmental Sciences
Kate Calkins / Orfalea College of Business
Erin Canino / College of Liberal Arts
Evan Domingue / College of Engineering
Dominic Gonzales / College of Architecture & Environmental Design
Nate Honeycutt / College of Liberal Arts
Rachel Kramer / College of Architecture & Environmental Design
Emily Kucera / College of Liberal Arts
Derek Majewski / College of Science & Mathematics
Emily Mallett / Orfalea College of Business
Pierce Marchant / College of Liberal Arts
Brad Moore / Orfalea College of Business
Sarah Packwood / College of Science & Mathematics
Connor Paquin / College of Engineering
Melinda Phan / College of Engineering
Taylor Pires / College of Agriculture, Food & Environmental Sciences
Tatiana Prestininzi / College of Agriculture, Food & Environmental Sciences
Kiefer Reischl / College of Agriculture, Food & Environmental Sciences
Megan Wookey / College of Science & Mathematics
The Mustang Way has been approved as an official sub-brand of Cal Poly. The logo, font, colors and trademarks have been modified to meet university branding standards. In spring 2013, the University Union Advisory Board approved the design of The Mustang Way sign located in the Cal Poly Recreation Center. Measuring 18’x7’, the aluminum face is illuminated with internal low voltage LED lighting. Student Government’s goal is to engage Cal Poly and the surrounding community while also promoting Mustang pride. The sign was purchased with capital expenditure reserves and installed in September 2013.
ASI Club Services provides support and expertise to 284 Cal Poly clubs and 36 independent student organizations. The Club Services staff provides administrative assistance to club officers and advisors as they navigate the operation of their student organizations.

Fall 2012 assessment revealed an improved experience with the new online club training. Club advisors indicated that the previous online training took too long to complete, so the Club Services staff worked to reduce the length of the training without compromising the information needed to be communicated. Further, Club Services will offer a returning advisor option for 2013-14, which is a truncated version that provides a brief review on advisor responsibilities as well as new information for 2013-14.

The Second Annual Club Recognition Awards event was held in April 2013 to highlight club achievements and recognize club officers and advisors for their enduring dedication throughout the year. During the ceremony, in which 105 club officers and 23 club advisors were in attendance, the following awards were announced:

- Advisor of the Year: Helene Finger, Society of Women Engineers
- Sport Club of the Year: Club Baseball
- Independent Student Organization of the Year: Chi Omega
- Club of the Year: Society of Hispanic Professional Engineers

The ASI Club Funding Program continues to be extremely popular as more clubs learn about the funding opportunities available to enhance the educational, social and recreational experience for all Cal Poly students. In 2012-13 ASI Student Government allocated a total of $78,452.57 to 181 clubs. In addition, $64,000 was allocated to the sport club program to be distributed among 25 sport clubs.

Clubs can apply for $350 to be used for general club operations or up to $1,500 for event co-sponsorship. Due to the high demand for club funding and resources, the ASI Board of Directors allocated an additional $20,000 from reserves for the 2012-13 academic year.
### ASI Club Funding

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<th>Club Name</th>
<th>Funding</th>
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<td>Active Minds / $350</td>
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<td>AES / $350</td>
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<td>Ag Communicators of Tomorrow / $350</td>
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<td>BELLAS / $350</td>
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<td>Brights / $350</td>
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<td>Cal Poly Climbers / $350</td>
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<td>Cal Poly Entrepreneurs / $350</td>
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Honors Student Board / $350
Hopeful Hearts / $350
Human Resources Management / $350
Ignite Club / $350
Imagen Y Espiritu / $350
Imagen Y Espiritu / $1,150
Indian Students Association / $1,413
Indian Students Association / $350
Industrial Technology Club / $350
Information Systems / $350
Institute of Industrial Engineers / $350
Institute of Transportation Engineers / $350
Interfraternity Council / $350
International Student Friendship Club / $350
Kappa Kappa Psi / $350
Kappa Mu Epsilon / $350
Korean American Student Association / $350
Lamda Sigma Gamma / $350
Latinos in Agriculture / $350
Linux Users Group, Cal Poly / $350
M.E.X.A. / $350
Mechanical Contractors Association / $350
Medical Design Club / $350
MicroSystems Technology Group / $350
Minna no Anime / $350
Motor Car / $350
Muslim Student Association / $350
National Electrical Contractors Association / $350
National Society of Collegiate Scholars / $350
Net Impact / $350
Nutrition Club / $350
OCF / $350
Omega Xi Delta / $350
Pep Band / $350
Persian Students, Cal Poly / $350
Pharmacy Club / $350
Pi Alpha Xi / $350
Pi Tau Sigma / $350
Pilipino Cultural Exchange / $350
Political Science Club / $350
Poly Child Development Club / $350
Poly Consulting / $350
Poly Permaculture / $250
Poly Permaculture / $350
PolyCon Committee / $1,500
PolyMUN / $350
Power & Engineering Society / $350
Power & Engineering Society / $1,150
PRSSA / $350
Psi Chi / $350
Rally Against Diabetes / $350
Real Food Collaborative / $350
Renewable Energy Club / $350
Rho Phi Lambda / $350
RISE / $350
RPTA Club / $350
SAMPE / $350
Scuba Club / $350
SEAOC / $1,500
Sierra Student Coalition / $350
Sigma Alpha / $350
Sigma Gamma Tau / $350
SLO GLO / $350
Social Science Club / $350
Society for the Advancement of Material and Processing Engineering / $160
Society of American Foresters / $350
Society of Civil Engineers / $350
Society of Civil Engineers / $300
Society of Civil Engineers / $725
Society of Manufactoring Engineers / $350
Society of Physics Students / $350
Society of Women Engineers / $1,500
Speakers / $350
Spectrum / $350
Star Team, Cal Poly / $350
Statistics Club / $350
STRIDE Club / $350
Student California Teachers Association / $350
Students’ Stage / $350
Studio Art Club / $350
Tau Beta Pi / $350
Technical Association of the Graphic Arts / $350
Thai Vietnamese Student Association / $350
Tri Beta / $350
Undergraduate Law Association / $350
United Sorority and Fraternity Council / $350
Veritas Forum / $350
Veritas Forum / $875
WGS Honor Society / $350
WISH / $350
Women in Physics / $350
Writers Collective / $350
Yo Tango / $953
Zero Waste / $350
Zoo and Exotic Animal Careers Club / $350

Total Allocated / $78,453
ASI Managed Facilities

From our oldest managed facility, the Julian A. McPhee University Union, to the newest managed facility, the Cal Poly Recreation Center, ASI management annually develops strategic initiatives that are designed to improve the operations of all ASI-managed buildings. Some of the 2012-13 strategic initiatives included identifying new food services that students would like in the UU, remodeling portions of the second floor, replacing worn furniture and carpet, window shades, ceiling fans, upgrading fixtures and general maintenance. Regardless of how the buildings are used, students expect the same quality experience in all of our facilities.

All student staff members that have responsibilities in ASI facilities undergo regular safety training to ensure the well-being of our participants. Management holds quarterly Practical Emergency Scenario Assessment (PESA) drills to provide a simulated, hands-on exposure to safety practices. Safety topics are chosen to prepare student staff for injuries, illnesses, or emergencies they may face on the job. Fire safety is another important safety training topic. ASI staff members receive direct fire extinguisher training, as well as techniques to use if a fire extinguisher is not present.

ASI’s Safety Committee is comprised of six full-time staff members. Facility walk-throughs occur quarterly to ensure the safety of our buildings. Following a walk-through, committee members submit recommendations on areas and items of concern for management to address. These recommendations can include facility updates and maintenance, safety training changes, and miscellaneous modifications for documentation, certification tracking, and adherence to policies.
Julian A. McPhee University Union

Whether it is for studying, socializing or guests touring the campus, the UU is frequently filled to capacity and commonly referred to as the “living room” of Cal Poly. The majority of events and meetings held in the reservable spaces of the UU are for staff meetings, departmental gatherings and club events. Some areas of the UU can also be reserved by off-campus groups for conferences or special activities.

Due to the high demand for up-to-the-minute news and sports, ASI purchased DirecTV receivers for the UU. Seating is provided near the televisions on the first and second floor. An HDMI input card was installed in the projector in Chumash Auditorium to provide high definition quality viewing. For improved sound and music variety, Pandora, the internet radio service, was installed at the request of students. ASI installed a phone charging kiosk that doubles as a digital advertising display. The kiosk charges up to eight Android and iPhone devices. And finally, ASI installed numerous hydration stations throughout the UU. In an effort to reduce the amount of plastic bottles sent to our landfills, the stations allow for the refilling of water bottles in addition to traditional drinking fountain features.

Orfalea Family and ASI Children’s Center

Due to high usage by the children, the Children’s Center is continually being repaired and maintained. General upkeep can include carpet and window cleaning, general fixes, or landscape improvement and maintenance. Whether it’s planting new grass seed or just cleaning things up, we work hard to ensure a safe, fun and quality environment for the children.
Cal Poly Recreation Center

One of the highest-use facilities is the Cal Poly Recreation Center with an average of 5,500 participants using the facility on an average weekday. As the campus enrollment grows, this number is expected to exceed 7,000.

The Cal Poly Recreation Center was selected as a 2013 recipient of “Outstanding Sports Facilities Awards” by the National Intramural Recreational Sports Association (NIRSA). NIRSA is the premier association of leaders in collegiate recreation, and is dedicated to the advancement of recreation, sport and wellness on higher education campuses. The Recreation Center received LEED (Leadership in Energy and Environmental Design) Gold certification from the U.S. Green Building Council which is the second-highest certifications awarded through the LEED rating system.

ASI pool staff installed a CO$_2$ system in the 50-meter Rec Pool to balance alkalinity. This cost saving measure replaces the need to purchase expensive dry chemicals. During warm weather months, pool participation numbers can reach 10,000 in one month. In February 2013, the Recreation Center staff installed new high-pressure, heavy duty showerheads in the locker rooms.

During summer quarter 2012, students from the Cal Poly Horticulture and Crop Science department’s Enterprise Project added live plants throughout the facility which brought color and life to the atmosphere. These students are responsible for watering and maintaining the plants on a regular basis.

Cal Poly Sports Complex

With more than 40 acres of lighted playing fields which include three synthetic turf fields and three softball fields, the Sports Complex was opened in October 2000. Eighty-eight percent of use for the Cal Poly Sports Complex is used by sport clubs,
Event Operations

ASI has worked tirelessly to build an excellent reputation when it comes to planning and executing special events. All of this comes together due to the staff members who are a part of our event operations team. Many people may not realize the hard work that takes place behind the scenes to present outstanding event experiences. Others may not realize that the event operations staff also supports external organizations that use our facilities for conferences, training and retreats.

On average, event management services provide more than 600 hours of support each month. Support comes in a variety of forms including audio visual services, computer technical support, event set ups and take downs, sound, power, event security and more. The event operations team assists with both small- and large-scale events ranging from one acoustic artist to a band that attracts more than 3,000 fans.
ASI Programs

The success of our programs is based on a variety of factors. With a student population of approximately 19,000, ASI programmers are strategic in their ability to vary the size and shapes of our programs and product mix. A very important strategy utilized by ASI is to collaborate with our campus partners in as many ways as possible. Combined support, resources, funding and creative ideas complement the ASI experience and make for better programs for all students.
ASI Events

This year ASI Events created an extension of an already popular program by introducing Sunset Concerts in the Plaza. Since some students may not be able to attend the traditional Concerts in the Plaza at 11 a.m. on Thursdays, ASI Events hosts artists during the 6–8 p.m. time slot. This is a time not previously programmed that has turned out to be a successful programming decision. More than 3,000 attendees came to see Southern California hip-hop rapper Shwayze, an event co-sponsored by Campus Dining. Sunset concerts attracted more attendees than mid-day concerts, which increases our reach to students. Other new programming activities included Valentine’s Day card making, DJ on the Pool Deck, Glow Bowl and, in conjunction with Cal Poly Arts and Otter Productions, Comedy Central Comedienne Anjelah Johnson.

The second annual Mustang Mile, which is a 5K run and festival, attracted approximately 1,000 participants. Immediately following the run, attendees were treated to free food, drinks and a live DJ. The success of this annual event would not be possible without the support of the University Police Department, Cal Poly Pep Band, Student Life & Leadership and Health Services. Special guests Scott and Julia Starkey, parents of Cal Poly student Carson, were also in attendance to support ASI and to commemorate Carson’s love of running.

Cal Poly Craze was a first-time venture with campus partners to bring a large, carnival style, after-hours event to the Cal Poly Recreation Center. In collaboration with Athletics, Orientation Programs, PULSE, Friday Night Live, University Housing and the Cal Poly Corporation, students participated in dozens of activities including inflatables, photo booth, karaoke video game, bean bag toss, human hamster balls, bungee run and obstacle courses in the gyms and Rec Pool. Students also enjoyed free pizza, hot dogs, ice cream, cotton candy and popcorn. More than 2,000 students attended Cal Poly Craze, and the first 1,000 students received a free event t-shirt.

ASI Events purchased a large inflatable movie screen to be used at special events such as first-time movie screenings. The 50-foot portable screen has been used in the UU Plaza and the Rec Pool deck for a variety of occasions. In its ongoing collaboration with Orientation Programs, ASI Events organized musical entertainment for Week of Welcome and the Cal Poly Club Showcase.
Craft Center

The Craft Center has seven studios and offers dozens of classes each quarter including bike repair, ceramics, flameworking, jewelry making, stained glass, surfboard shaping and woodshop. Student employees coined the 2012–13 tagline “Create Balance at the Craft Center” in an effort to entice students to use the Craft Center as a place to find peace, solitude and balance in our busy world. Based on a quarterly comparison, the number of class registrants has increased approximately 15 percent since 2009. In the graph shown below, the number of Craft Center class registrants is illustrated in a column chart for each academic school year since 2009.

- 2009-10: 144 registrants
- 2010-11: 100 registrants indicates a reduction of 24%
- 2011-12: 137 registrants indicates a growth of 20%
- 2012-13: 166 registrants indicates a growth of 18%

There is a 15% overall growth of class registrants since 2009.

The bi-annual Craft Sale continues to be a favorite place to browse and shop for unique items and gifts. Each November and May, staff members organize a colorful retail space in the UU Plaza to attract shoppers to a myriad of handmade goods. Popular items include handmade glass fish bowls, screen printed t-shirts, dream catchers, hand painted fortune cookies, wind chimes and leather belts.

Another favorite program at the Craft Center is Free Craft Friday where students can drop in and make crafts for free. Although the traditional activities of candle making and soap making are popular, henna tattoos were all the rage in spring. Student artists volunteered their time to paint temporary henna tattoos on approximately 60 arms and hands of participants. The staff ran out of henna dye before the event was scheduled to finish. Cal Poly’s University Housing and the ASI Craft Center collaborated to support “Empty Bowls,” a grassroots movement to fight hunger.
During the week of February 11, students from the residence halls decorated 100 ceramic bowls and used the Craft Center’s facilities for firing. The Empty Bowls event was held in the Sierra Madre Main Lounge in March. The Food Science Department lent prep kitchens to cook the soup; ingredients were donated by local farms. Participants were encouraged to bring a $5 donation and a non-perishable food item to the event in exchange for a decorated bowl. All proceeds benefitted the San Luis Obispo Food Bank.

The week before Halloween, the Craft Center hosted a pumpkin carving event whereby students could drop in, customize and carve pumpkins and take them home. After a short hiatus, stained glass classes were offered in fall and were filled to capacity. In addition to the fun experience at the Craft Center, staff members work hard to ensure that participants are trained to operate machines, tools and materials for the safety of the users.
Poly Escapes

This is Poly Escapes’ second year in its new location at the Cal Poly Recreation Center. Equipment rentals are stronger than ever due to great prices and easier street access to the facility. In order to provide the highest quality rental equipment, behind the scenes staff members manage the maintenance and repairs to equipment such as torn sleeping bags, repairing wetsuits and cleaning climbing shoes. New equipment is purchased regularly to replace old or broken equipment due to its high use.

The staff at Poly Escapes prides itself on providing a premier outdoor adventure program with outstanding customer service. Trip leaders are handpicked and receive a minimum of 12-18 months of training before leading a trip on their own. Poly Escapes employs approximately 15 trip leaders who recurrently take part in training activities such as how to clean water with filters and purificators, how to handle a swift water rescue, and of course wilderness first aid. Annually, the program also trains more than 50 volunteer co-leaders to safely lead trips under guidance of trip leaders. Co-leaders train alongside veteran trip leaders until they are deemed prepared to lead their own trips. Co-leaders also learn soft skills such as facilitating group activities, group dynamics and conflict resolution. This year there were a few new types of trips offered such as ice climbing and sunrise yoga on the top of Madonna Mountain right here in SLO.

Poly Escapes hosted a bouldering competition in April 2012, the first one in its new location. There were approximately 50 participants at the night-time event which included music. The recipients of the Poly Escapes annual trip leader awards went to Jake Risken and Casey Johnson. Voted by their peers, Jake and Casey’s names will be added to the perpetual plaque that is displayed in the Poly Escapes office. During the 2012-13 year, 9,613 participants used the Poly Escapes Climbing Park.

The climbing park undergoes a detailed safety inspection every two years. Based on a May 2013 report from Entre Prises Climbing Walls, the climbing structure was found to be safe for use. The climbing park can be reserved by on- and off-campus groups for a variety of purposes including birthday parties, team building and bonding events. Community groups such as Big Brothers/Big Sisters and ASI Children’s Programs use the climbing park to expose children to unique opportunities that may not be available otherwise.

Poly Escapes was featured in the August/September online issue of Outside Magazine where the Cal Poly campus was listed as the eighth most popular outside university in the country. The ranking is attributed to its location to the Pacific Ocean and hiking trails, as well as, a top-notch climbing park and trip program.
Aquatics

In summer 2012, the Recreation Center offered four sessions of youth swim and youth water polo lessons for children of all different levels. Also offered was the popular program called Children's Swim, a weekend-only activity during summer quarter, where Recreation Center members were invited to bring their families to utilize the Leisure Pool, which typically is not heavily used since students are on summer break. The following quarter, two new group exercise classes were added to the schedule: Aqua Fit and Aqua Zumba. In spring 2013, the aquatics program also began offering private and small group adult swim instruction and lifeguard recertification classes.

New this year is the “ASI Lifeguard Olympics” where student employee lifeguards compete against each other to win a gift certificate. Competition activities include CPR/AED, fitness swimming and team building. Lifeguards are also recognized with the golden whistle acknowledgement for their great attitudes and work ethic. On occasion, ASI student lifeguards provide services at Anderson Pool.

The Rec Pool is also used by some of our campus partners such as the Kinesiology Department, ROTC and the women's water polo team, when available. Part of the Recreation Center's mission is to allow the facility and pools to be used for academic use. During low use times of the year, particularly winter months, the Leisure Pool is either closed or covered partially to save money on heating and chemicals.
Fitness

ASI Recreational Sports offers more than 80 group exercise classes per week. The number of participants typically exceeds 8,000 per month between October and May. Due to a high demand by participants, a second late night yoga class was added to the group exercise schedule.

The fitness staff tried something new by hosting a launch event for Body Combat 54, the newest release in the Les Mills fitness program. The event was led by two Body Combat instructors in the MAC in an attempt to draw a bigger crowd. There were approximately 50 participants in attendance.

In collaboration with Student Life & Leadership, the fitness staff held a large-scale yoga class in the MAC. Five yoga instructors facilitated the class. They introduced themselves, explained how they got into yoga, how long they have been practicing and how it has affected their life in a positive way. There were about 50 in attendance, many of whom had never taken yoga. After the class there was a question and answer session.

Every quarter there are a host of instructional classes that are offered, two of the favorites being Muay Thai Kickboxing and Shorin Ryu Karate. In fall 2012, we introduced two new instructional classes: TRX Circuit Training and Basic Self Defense. The TRX class has filled to capacity each time it is offered.

The staff at the Recreation Center is committed to providing its members with knowledge and resources available to meet their fitness needs. Upon registration, members receive one hour of free personal training with a certified personal trainer.
Recreation Center Memberships

Effective fall 2012, a new work out towel service was introduced. Towel service can be purchased for a one-time fee of $5. Upon arrival, participants obtain a clean towel at the Pro Shop and following their work out can return it for a clean towel. Or, in lieu of a clean towel, participants can request a service card and exchange the card for a towel during their next workout. A towel or towel service card must be returned in order to receive a clean towel or the participant will need to buy into the service again.

Effective February 1, the monthly membership rate was reduced to $40.67 per month for all non-student eligible members. Further, spouses and registered domestic partners can now join the Recreation Center without the eligible member purchasing a membership. Recreation Center members were provided with an additional option to pay for their memberships with an automatic monthly credit card renewal program. As a personal touch, membership services staff began sending personalized thank you letters to new members.

ASI created special membership service desk hours to provide for a more custom experience for patrons expressing an interest in becoming a Recreation Center member. A new student staff position was created: Membership Services Assistant (MSA). ASI hired six MSAs who are trained in facility, program and membership knowledge.

A variety of new membership passes were introduced at the Recreation Center in an effort to make it easily accessible and affordable for those not ready to purchase a full membership. Daily passes are available to students for $5 and $10 for non-students. These are good for one full day and participants can use the facility multiple times on the same day. Also introduced was a 10-day pass that is $70 which does not expire nor does it need to be used on consecutive days, however, 10-day passes are not eligible for a refund.

Throughout the year, primarily during quarter breaks, eligible members of the Cal Poly community are invited for complimentary use of the Recreation Center and its amenities for a program called Free Fitness Fridays. This includes access to the lap pool, racquetball courts, basketball courts, group exercise classes and more. Opening the Recreation Center doors to eligible members provides an opportunity for the campus to see and use the facility in hopes of securing new memberships.

The Recreation Center memberships and staff services collaborated with the Cal Poly Alumni Association to provide alumni access to the facility and amenities during the annual Poly Days celebration. Six group exercise classes were added to the schedule so visitors could participate in the Recreation Center experience.
Intramural Sports

The Intramural (IM) Sports program is one of the most popular activities offered by ASI. IM Sports offers both indoor and outdoor team sports such as basketball, flag football, softball, soccer, futsal, and indoor volleyball among others. On average, approximately 275 teams, or 3,000 students, participate in IM organized activities each quarter. This year the IM staff introduced a couple of new activities to its tournament line up: inner tube water polo and over the line. The IM Sports program also provided specialty leagues for University Housing residential halls and Fraternity and Sorority Life.

In collaboration with Cal Poly Health Services, ASI Recreational Sports hosted the 16th Annual Mark S. Reuling Volleyball tournament to honor the memory of the former Cal Poly student and to create awareness about mental health. More than 100 faculty, staff and students participated in the tournament.

Health & Wellness

Although ASI Recreational Sports has offered health and wellness activities for Recreation Center members in the past, 2012-13 spawned an entire year’s worth of lectures and workshops to supplement participants’ fitness routines. In collaboration with campus partners such as the Health Center, PULSE, the Food, Science & Nutrition Department and others, approximately 7-9 workshops were held each quarter. Some of the topics included:

- Freshman 15: Fact or Myth
- Alcohol 101
- Eating Healthy on Campus
- All About Sleep
- Fad Diets
- Love Carefully
- Carbs: Your Key to Fitness Success
- Ask the Personal Trainer
- Dietary Analysis
- The Perfect Pre & Post Workout Meal

In addition, a wellness tip, provided by peer health educators, was posted weekly on the Rec Center Facebook page.
ASI collaborated with Safer, a program that offers education on sexual assault, dating violence and stalking prevention, to host free self-defense classes for the entire campus community. An assessment of the new program indicated that participants felt “better prepared and/or empowered to protect (themselves).”

Recreation Center front line staff member, Lindsey Mills, and facility supervisor, Sylvia Jarzynski, were recognized for the brave efforts as first responders to an incident outside of the Recreation Center where a student was severely injured. University Police Chief George Hughes presented letters of commendation at an informal reception in May.
Our philosophy is steeped in Reggio Way whereby the teacher’s role in facilitating learning is that of observation and interpretation of the children’s activities and interests. It’s the teacher’s job to provide opportunities for the children to test their theories and find their own answers to questions and ideas. The goal is to help the children generate their next question and hypothesis thereby developing a love of learning and discovery. It’s the Cal Poly way of Learn by Doing (and exploring).

Each week our Associate Director for Children’s Programs hosts parent group meetings where the challenges of parenting are discussed in a round table format. Strategies and ideas are discussed among participants for common topics such as bed time routines or setting limits. Our staff members are committed to providing support and resources to parents which can also include making books available to borrow. Additionally each classroom has a parent meeting each quarter where classroom teachers share what the children are experiencing daily as part of the curriculum.

In an effort to provide the best programs and services for children at the Orfalea Family and ASI Children’s Center, our staff members regularly work with special education providers who facilitate services at the center for children with developmental delays or special needs. When applicable, speech or occupational therapists come to the Children’s Center to assist each child in one-on-one intervention.
Accounting

During 2012-13, ASI adopted a new capitalization policy that improved the overall efficiency of recording and tracking fixed assets. The change also led to an improved annual physical asset inventory process that required less staff time and a shorter timeline from start to finish.

The organization provides lifetime health insurance and premium benefits to retired ASI employees. The annual cost of those benefits is calculated based on an actuarial valuation using annual ASI rate determinations and the demographics of current and retired staff. This expense has been escalating over the past few years due to rising costs of healthcare and the number of ASI retirees. To combat this trend, in June of 2013 the University approved ASI’s plan to fully fund the organization’s liability for the entire accumulated post-retirement benefit obligation through the CSU Auxiliary Organization’s Volunteer Employee Benefits Association (VEBA) Trust. Using available reserves, the result of this funding plan will lead to a significantly reduced annual expense and allow ASI to allocate resources back into overall operations of programs and facilities. Funding is anticipated to be completed during fall 2013.

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

• 3,244 ASI/UU accounts payable checks
• 3,339 Student Organization accounts payable checks
• 6,336 Direct deposit payroll checks
• 5,564 Paper payroll checks
Human Resources

In an effort to create consistency, all full-time job descriptions were reformatted or rewritten. The Human Resources staff solicited input on job duties and responsibilities from supervisors and staff to ensure that ASI’s job descriptions accurately reflect the duties being performed. Additionally, the job description review project focused on standardizing the job description format for all positions and ensuring consistency in educational and experience requirements. The main benefit is that the job descriptions are accurate so that they can be used to appropriately compare similar positions during the ASI equity review.

Human Resources implemented a new tracking system called Target Solutions to streamline ASI’s training record keeping as well as manage First Aid, CPR, and AED certifications. This one-stop database also sends automatic notifications to supervisors and employees when a certification expiration date is approaching. This program is one of the many services provided to ASI by AORMA (Auxiliary Organization's Risk Management Association).

Because student employee development is a priority for the organization, ASI staff members work hard to recruit, retain and motivate student employees to execute our strategic initiatives. For the 2012-13 academic year, ASI recognized and nominated three Recreation Center student employees for the Cal Poly Outstanding Student Employee of the Year award. We congratulate these nominees for their hard work and dedication to making the Recreation Center the best place it can be. See what their supervisors had to say about them:

Lauren / Marketing Student Assistant

“Lauren is a dedicated employee whose work ethic is evident in all she does. She is a self-starter who requires little or no direction once a project has been assigned and can be relied upon to get the job done on a tight deadline.”

Laura / Facility Supervisor

“Laura carries herself in a mature, composed manner, as well as, displays a strong sense of responsibility and poise while on shift. She has been a tremendous role model and ambassador for what ASI stands for on our campus.”

Kayla / Building Services Student Assistant

“Kayla always maintains a positive attitude and even picks up extra shifts from her co-workers. We can always count on Kayla to be on time and ready to work for every shift.”
Information Technology

We rely heavily on our information technology systems to support our day-to-day operations. Our IT staff is committed to avoiding interruption of service or the possibility of breaching security. The campus community can be assured that our trained IT staff intimately protects the integrity of our systems. We are accountable to protect our employees and customers’ personal and private data.

ASI collaborated with Cal Poly Information Technology Services (ITS) to develop an ASI mobile application that allows users to view special events, fitness, intramural tournaments, Craft Center classes and Poly Escapes trip calendars. ASI used student developers to create applications in both iOS and Android platforms. We also moved some ASI servers to the ITS collocation room in an effort to increase space in the ASI IT office and improve security of information, which includes ASI data, hard assets, increased confidence in up time, environmental enhancements and backup generators.

The IT staff developed an ADA web plan and policies in an effort to meet California State laws and CSU protocol in regard to ADA web compliance. A committee was formed, many staff members were trained on how to make documents ADA compliant and protocols were established to systemize and streamline the conversion of non-ADA compliant documents. Our policies and procedures comply with all applicable laws, regulations and requirements.

On occasion, we upgrade and/or replace systems and transition to new service providers in an effort to bring the best experience to the users of our programs, services and facilities. This year ASI IT transitioned from our previous in-house online registration system, Class, to ActiveNetwork’s hosted environment. Class software client/server product is nearing the end of its lifecycle and ActiveNetwork is beginning the process of migrating current Class software users to ActiveNet. ActiveNet has more enhancements to the user interface and software functionality and is a hosted solution. We are currently in the process, as resources allow, of researching alternatives to meet ASI’s future needs.

ASI has once again complied with PCI (Payment Card Industry) standards which mean that as a merchant we meet the very high standards required to accept credit cards payments. Without this certification responsibility for data breech and credit card exposure including the financial loses could lay solely on the merchant.
Public Relations & Marketing

ASI’s Public Relations & Marketing department supports all of ASI’s programs, facilities, and full-time and student staff in areas such as media relations, graphic design, employee communications, social media, outreach, presentations, signage, and branding campaigns. The department has four marketing student assistants and five graphic designers. Due to the demand for high quality images for promotional purposes, this year we added four student photographers to our staff.

Public Relations & Marketing utilizes multichannel advertising and marketing campaigns to effectively communicate our messages to target audiences, which are primarily students, faculty and staff. In addition to traditional marketing systems such as printed posters, outreach booths and e-newsletters, we also use the ASI website, on-demand videos, blogging, text messaging and digital TV displays as other forms of communication. Today’s technology allows us to provide streaming programmatic advertising, one-of-a-kind mobile sweepstakes, and the ability to poll our followers like no other medium before. The marketing staff is continually trying new communication channels, as they become available, to increase our reach.

ASI has six active Facebook pages with 7,364 followers in total. Each Facebook page had different growth rates throughout the year; however the average growth rate for all of ASI’s Facebook pages was 59 percent between July 1, 2012 and June 30, 2013. The marketing staff, programmers and student managers post messages on Facebook as often as possible, sometimes every day. The following table displays our growth in the social media realm.

The “Facebook Followers” chart displays our growth in the social media realm by comparing Facebook followers in 2012 and 2013. As of July 1, 2012 ASI Facebook pages as a whole had 4,640 followers. As of June 30, 2013, the number of followers rose to 7,364 which indicates a 59% growth. The most downloaded documents of 2012-13 are: 37% Rec Center Group Exercise Schedule, 7% Rec Center Fitness Class Descriptions, 3% Craft Center Class Schedule, 3% ASI Activities Events Guide, and 2% Intramural Sports Program.
Electronic newsletters, sometimes referred to as e-blasts, have become extremely popular in the marketing realm in the last five to six years due to its ease of use, colorful templates, managed databases and reporting/tracking tools. ASI had approximately 5,200 contacts in which we regularly sent e-newsletters for purposes such as entertainment line ups, free activities, registration dates for program areas and urgent announcements (water outage).

Text messaging is the fastest growing sector of the digital marketing arena. Communications professionals use text messaging for direct marketing to inform mobile phone users about promotions, important dates, free tickets and call to actions as an alternative to using e-mail or other traditional marketing mediums.

ASI has its own YouTube channel with a variety of videos for viewing. Although the creation of videos takes up more time than an e-blast or text message, videos are a fun way for marketing student assistants to be creative while getting the word out about activities and events. ASI's YouTube channel currently hosts 87 videos for viewing.

The marketing staff also provides survey and assessment assistance for ASI's programs and services. This includes creating surveys and questions, administering assessments and evaluating results. The information collected as a result of this effort provides invaluable insight into what the students like, don’t like, want or need. The most common tools used for measurement are paper surveys, web-based surveys and social media polls.
Rose Float

The Cal Poly Universities 2013 float titled “Tuxedo Air” was the winner of the Bob Hope Humor Award.