

2023-2024

Serve. Engage. Empower.



**ASSOCIATED STUDENTS, INC.
CAL STATE SAN MARCOS**

Annual Report



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CAL STATE SAN MARCOS**

23-24 Annual Report

Welcome Letter

Dear CSUSM Students and Community,

Serve. Engage. Empower. These is the mission we have every day when engaging with our CSUSM students. Over the past year, we continued to see more students attending our programs and events with a record-breaking attendance to our events and Our CSUSM students taking advantage of the three funding resources we offer.

We also saw that more students, about 800 per week, than ever are trying to find support by visiting the ASI Cougar Pantry.

The ASI Board of Directors faced a difficult decision and President transition, which was handled with professionalism, integrity and transparency. We worked together on shared goals and move ahead focus on how to continue to advocate on behalf of students. The board also approved a resolution to Support Black Students, continued to advocate for conversations about food options on campus and in return, the CSUSM Corporation began a new group called the Student Culinary Council.

We will continue to provide students with opportunities to have a rich and rewarding experience at CSUSM. I am enthusiastic about what the future holds for Associated Students and Cal State San Marcos and look forward to many years of impacting the CSUSM community. Go Cougars!



Annie Macias
ASI Executive Director

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Associated Students Inc. (ASI)

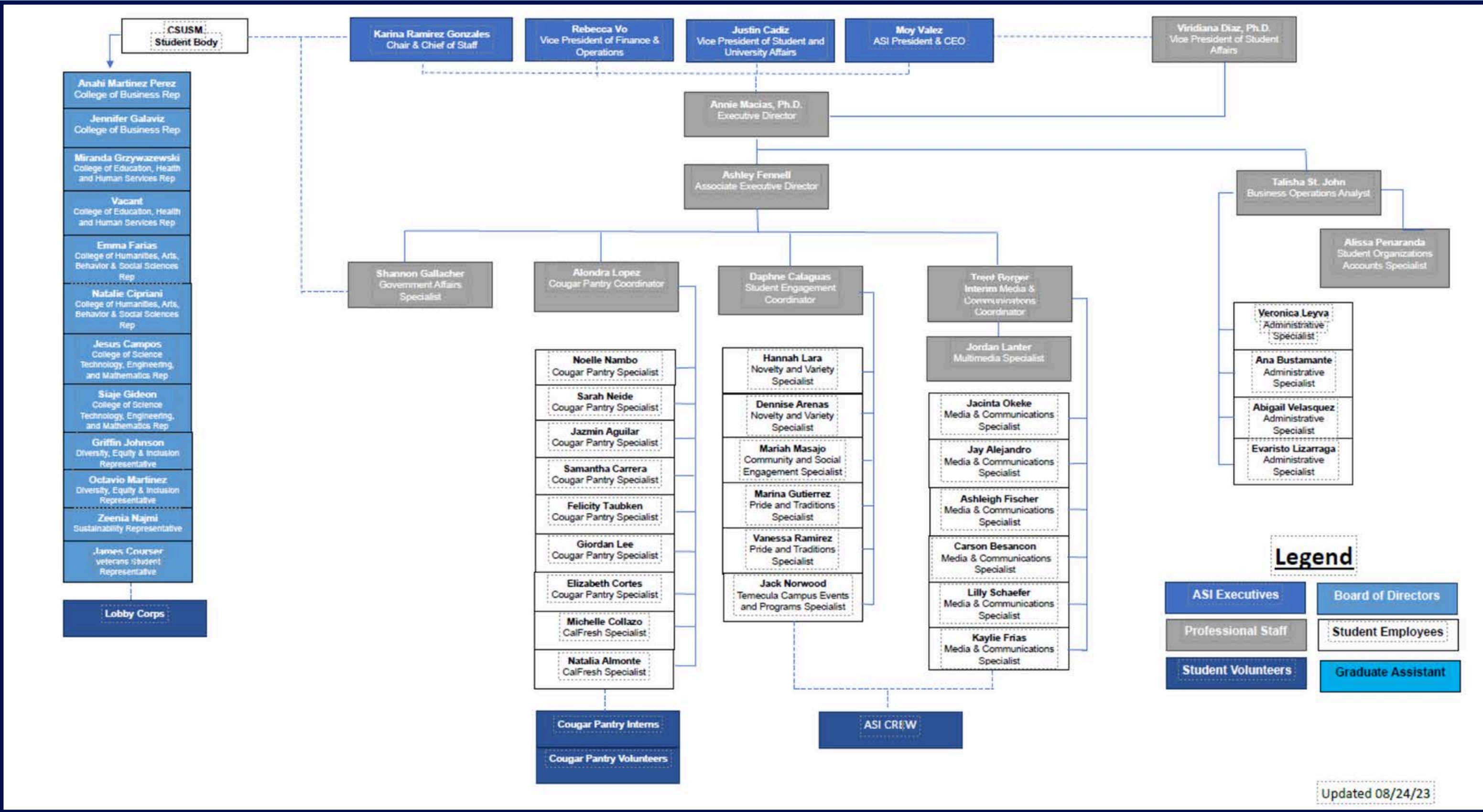
Established in 1991, Associated Students, Inc. (ASI) is a non-profit, student-run auxiliary of California State University San Marcos (CSUSM). ASI's mission is concise yet impactful: To serve, engage and empower students. ASI is the official voice to express student opinions, foster awareness of student issues, and protect the rights and interests of students. ASI also delivers programs which promote a campus climate that meets the educational, social, and cultural well-being of all students. ASI is comprised of student-focused entities, each with a unique statement of purpose in service of the mission. The efforts, initiatives, and programs of these entities are supported by the ASI corporate office and the ASI design team.

As a primary entity of campus life, ASI affords students a variety of ways to serve their communities, engage in the diverse life of the University, and empower themselves as student leaders who leave their legacies at CSUSM.

Students involved in ASI serve CSUSM students by engaging in lobbying for student concerns at local and state levels, planning and delivering social, educational, recreational, and cultural programming, participating in student leadership retreats, and advocating for social justice throughout our communities.

Join us. Become a voice of student service, engagement, and empowerment at CSUSM.

ASI Organizational Chart 23/24



Mission, Vision, Values

MISSION:

ASI serves, engages and empowers students.

VISION:

ASI strives to provide representation, to offer an inclusive environment, and to promote campus pride for all students.

VALUES:

ADVOCACY:

ASI actively investigates issues and represents the student voice in the governance of the campus, community, and state.

SOLIDARITY:

ASI is committed to promoting a unified community and establishing an inclusive and supportive environment.

INTEGRITY:

ASI stays true to its commitments, maintains transparency in its actions, and upholds its accountability to students.

ASI 23/24 Goals

Advocate for Student Interest in a Wellness & Recreation Building

ASI will represent student voice in the building's creation and operations.

We will also work to develop a holistic vision for serving students & basic needs within the space.

Empower Student Voices

ASI will strive to educate the campus community about ASI & university resources. We will also work to create more opportunities on-campus for professional development & life skills.

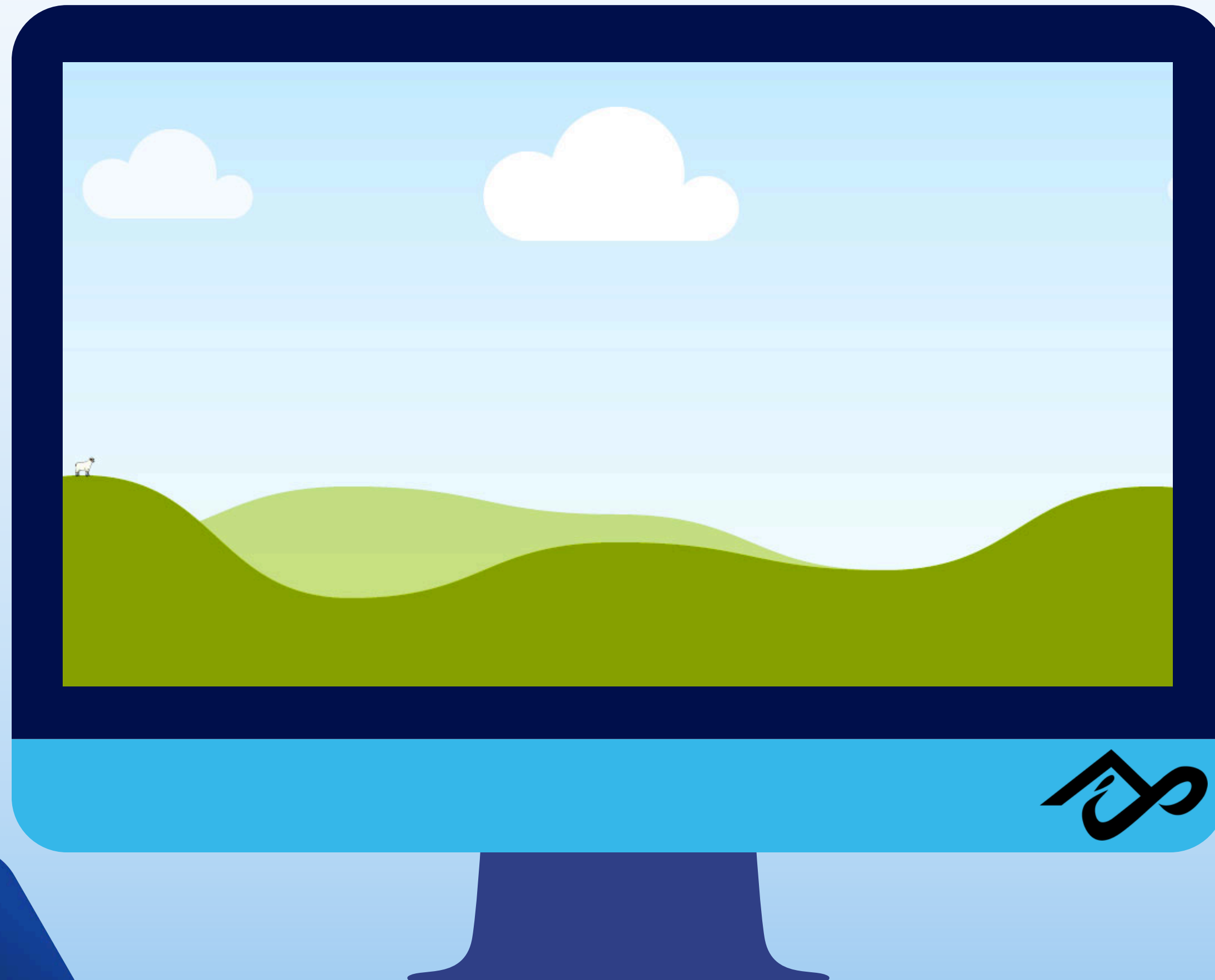
Re-Establish Engagement with ASI

ASI will promote visibility of ASI to all of the members of the CSUSM community.

We will also build connections between ASI & Campus Partners.

23/24

23/24 Year Recap:



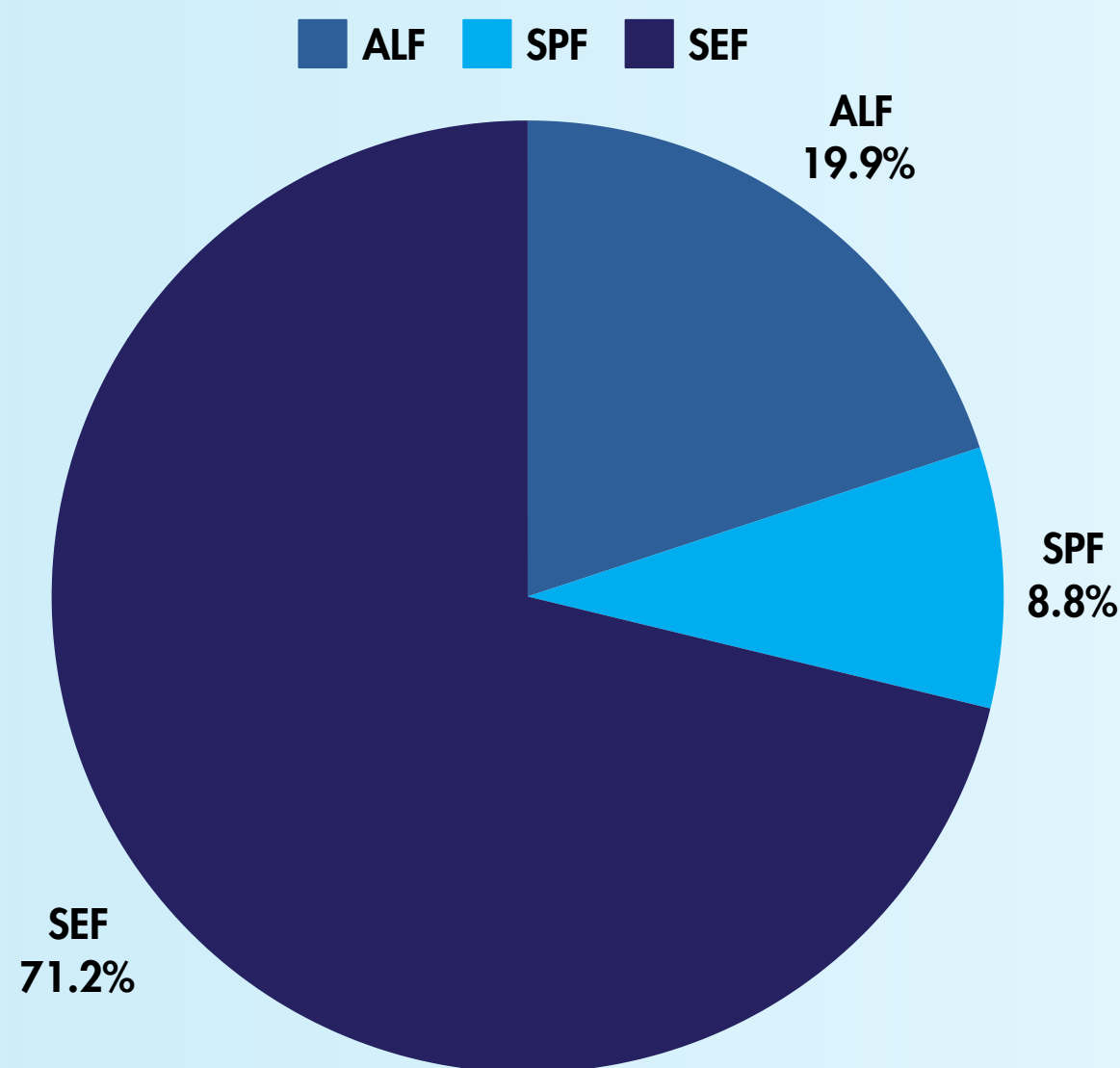
Highlights of ASI 23/24



Investing in Students

ASI Student Financial Support

Three of the financial services for funding opportunities:
ASI Leadership Funding, Student Emergency Fund, and Sustainability Projects Funding.
Each of these services have separate guidelines and applications.



A total of \$113,028 was awarded to students through the three financial services.

\$22,528 was awarded to students through the ASI Leadership Fund.

\$80,500 was awarded to the Student Emergency Fund.

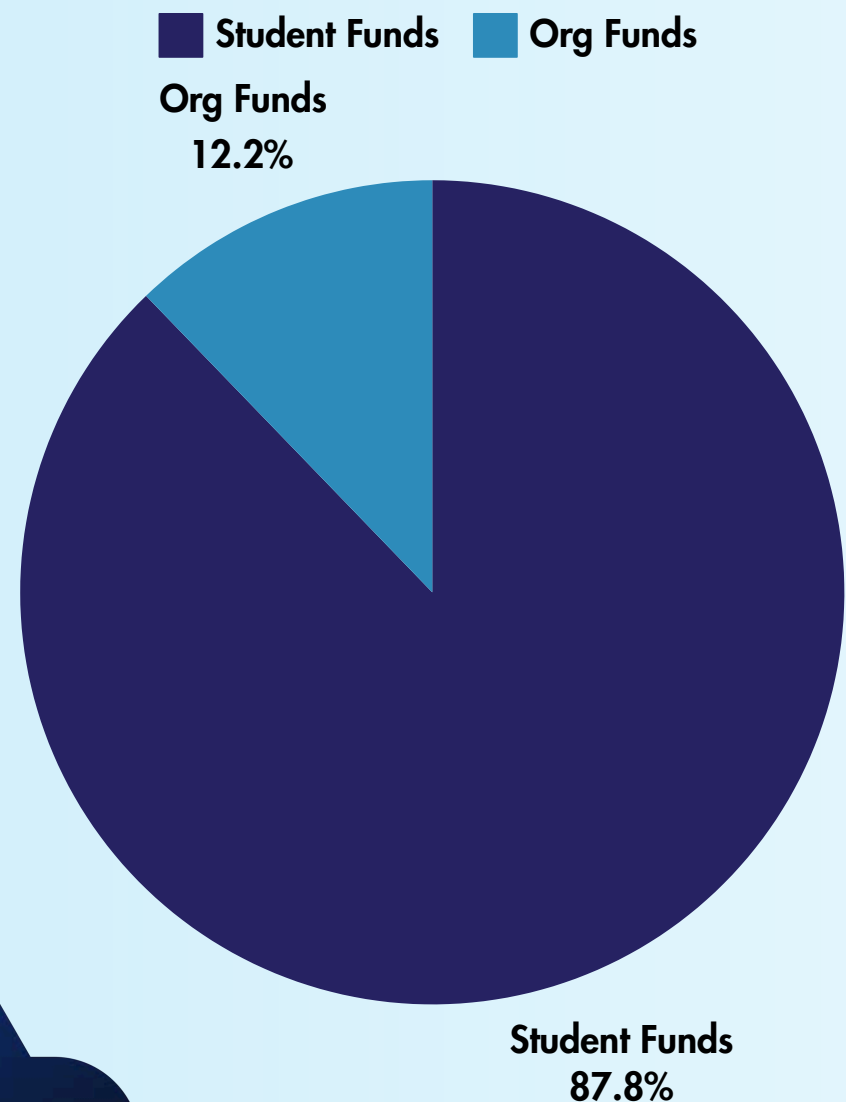
\$10,000 was awarded to the Sustainability Projects Fund.

ASI Leadership Fund

ASI Leadership Funding (ALF) is available for student organizations' events and student attendance at professional conferences.



ASI funded 3 CSUSM students to attend the 2023 Nigerian Student Coalition Conference

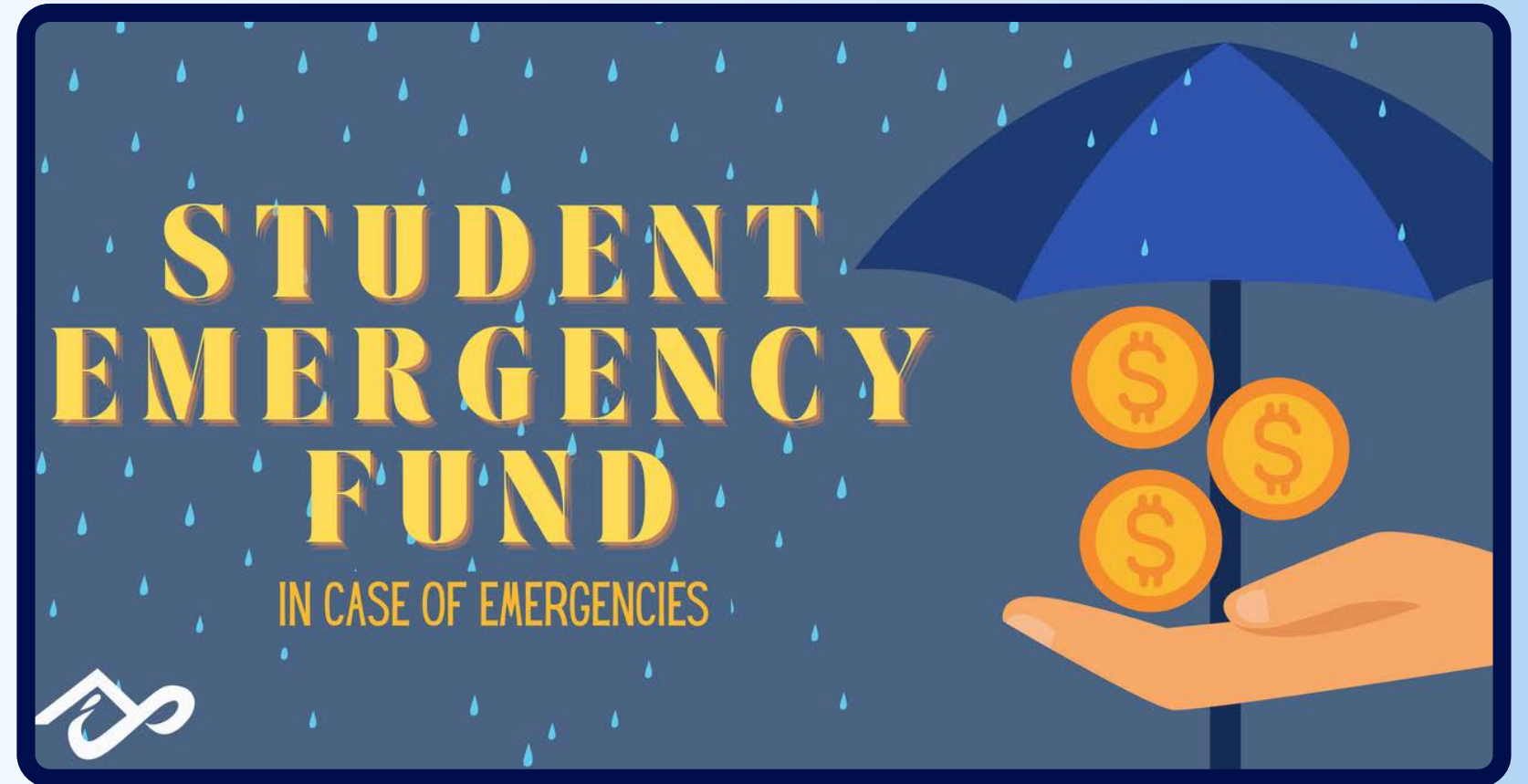


A total of \$22,528 was awarded through the ASI Leadership Fund.
\$19,775 for student attendance at off campus conferences.
\$2,753 for on campus student org events.



Student Emergency Fund

The ASI Student Emergency Fund (SEF) provides compassionate assistance to students who encounter unforeseen financial emergencies or catastrophic events that disrupt their progress towards a degree.



ASI awarded a total of \$80,500
Supported 230 Students

Sustainability Projects Funding

The Sustainability Projects Funding (SPF) allocates funds to provide support for essential educational experiences and activities that aid and supplement the fundamental educational mission of CSUSM.



Campus Recreation Bikes Program

\$3,000 was awarded to install a Hydration Station in the Administration Building on the 4th floor to better serve students.

\$7,000 was awarded to the CSUSM Bike Rental Program that aims to provide students with both mountain bikes and city cruiser bikes.



23/24 BOD Sustainability Representative



New Hydration Station

Alternative Spring Break

Alternative Spring Break (ASB) is an opportunity for CSUSM students to volunteer their week of Spring Break to work with Habitat for Humanity. During this week, students travel to a location outside of San Diego County and help with building duties where needed.



Bel Air, Maryland



ASB Group at Lincoln Memorial

This year 14 students from CSUSM went to Bel Air, Maryland from March 18th to 23rd to help construct homes.

Volunteer Opportunities

Lobby Corps

Lobby Corps is an ASI volunteer group comprised of CSUSM students dedicated to advocacy in higher education policy at the local, state, and federal level.

Members undergo advocacy training, professional development workshops, and will have the opportunity to lobby to their respective legislators.

In March 2024 a group of 7 students went to advocate for the CSU students at the state capital in Sacramento with assembly members and legislators.

ASI Crew

Moved from three separate teams to one unified volunteer team within ASI. Contributed to Anime Expo, Student Opener Competition, Giving Day and Festival 78.



Lobby Corps 23/24



ASI Crew 23/24

Behind the Scenes



ASI Student Data

Board of Directors must have a
cumulative GPA of 2.5

All other ASI students must have a
cumulative GPA of 2.0

The average semester GPA for ASI is 3.2
The average cumulative GPA for ASI is 3.37



Student Achievements



Jacinta Okeke

Black Excellence Cultural and Artistic Achievement Award awarded at the Black Excellence Awards Gala.



Siaje Gideon

Black Excellence Innovation & Research Award awarded at the Black Excellence Awards Gala.



Jack Norwood

CLIMB Student Leadership Award
Temecula Outstanding Student Award
College of Business Deans Award

ASI Graduating Seniors



Entities

Board of Directors



Ernest Cisneros
ASI President & CEO
Jul - Sep 2023



Moy Valdez
ASI President & CEO
Oct 2023 - May 2024



Rebecca Vo
ASI Vice President of
Finance & Operations



Justin Cadiz
Vice President of Student &
University Affairs



Karina Ramirez Gonzalez
Chair & Chief of Staff



Anahi Martinez Perez
College of Business
Administration Representative



Jennifer Galaviz
College of Business
Administration
Representative



Miranda Grzywaczewski
College of Education,
Health & Human Services
Representative



Natalya Tasevski
College of Education, Health
& Human Services
Representative



Emma Farias
College of Humanities, Arts,
Behavioral & Social Sciences
Representative



Natalie Cipriani
College of Humanities,
Arts, Behavioral & Social
Sciences Representative



Siaje Gideon
College of Science,
Technology, Engineering &
Mathematics Representative



Jesus Campos
College of Science,
Technology, Engineering
& Mathematics



Griffin Johnson
Diversity, Equity, &
Inclusion Representative



Octavio Martinez
Diversity, Equity, &
Inclusion Representative



James Courser
Veterans Student
Representative



Zeenia Najmi
Sustainability
Representative

Board of Directors Advocacy

California Higher Education Student Summit (CHESS)

Vice President of Student & University Affairs Justin Cadiz and Chair & Chief of Staff Karina Ramirez Gonzalez coached and led a student group to advocate at the CSU system level

Executive Team Advocacy

The Executive team attended the Hispanic Association of Colleges and Universities (HACU) Conference

Presidential Advocacy

Vice President of Student & University Affairs (VPSUA) Justin Cadiz attended Advocacy Day in Sacramento

VPSUA Justin Cadiz and President Moy Valdez attended California State University Young Males of Color Conference held at SDSU.

ASI President Moy Valdez with President Neufeldt and her team went to DC to learn and participate in advocacy efforts

Board of Directors (BOD) Leadership

Total of 728 students attended 11 BOD led events during the spring semester.

Achievements

Resolution to Empower Black Student Success led by
Siaje Gideon and Justin Cadiz
Student Culinary Council created in collaboration
with CSUSM Corporation



Maverick: Top Gun Veterans Night



Reps with the Reps Event

RESOLUTION

- 1 _____
- 2 _____
- 3 _____

Wellness and Recreation

In 2019 ASI passed a Resolution in support to finding a path for a Wellness and Recreation Facility at CSUSM.

For four years ASI advocated for the students to find a solution to this problem.

On April 9th 2024 CSUSM Campus Recreation took the lead in running a referendum that CSUSM students voted 59.9% to 38.6% to not increase the Recreation Fee to support a Wellness and Recreation Facility.



Student input on the Wellness and Recreation facilities



ASI Election Statistics

There was a total of 12 candidates running for seven positions open on the Board of Directors.

13,431 Ballots were sent to students via email and 445(3.31%) of the student population voted.

Voting was held online from March 11th to March 13th.

Four events were held to help promote the candidates to students and meet the potential candidates that could represent them.



ASI 24/25
Elected BOD



ASI 24/25 Candidates

Campus Activities Board (CAB)

Held a total of 26 events over the 23/24 academic year. The first Kpop Night was held, and was met with an enthusiastic response from students.

Rebuilt and strengthened the relationship between the main CSUSM campus and the Temecula campus through multiple initiatives and events.

ASI Crew was created by combining the previous volunteer groups within ASI.

Held the first Artist Reveal to announce the main artist for the annual Festival 78.



23/24 CAB Members

Event Photo Collage for CAB



Festival 78



Students waiting to enter Festival 78

A total of 1083 attended Festival 78. The main artist was The Driver Era, and was opened by Snake Hips and the student opener JoyWalk.

Tickets initially were sold out at 1000, but due to demand the tickets were reopened and again sold out at 1300 tickets beating precovid numbers.

Vendors featured were About Faces Entertainment, Swoonful Cotton Candy, Barbacoa La Familia, Big Squeeze Lemonade and Gelu Italian Ice.

The Headliner Advisory Team (HAT) has representatives chosen randomly from all 5 of ASI's entities to decide which artist will headline Festival 78. This year's committee and Festival 78 was lead by Marina Gutierrez.



CAB Team



Interactive Art Wall

Festival 78 Videos



Check out the photos from Festival 78!

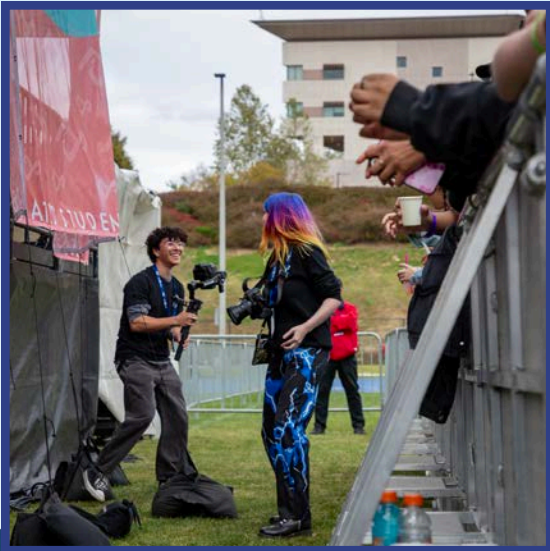
Media and Communications Team (MCT)

Created a total of 40 A Frame graphics to promote various events across the 23/24 academic year.

Posted a total of 597 Instagram posts ranging from reels, stories and feed posts.

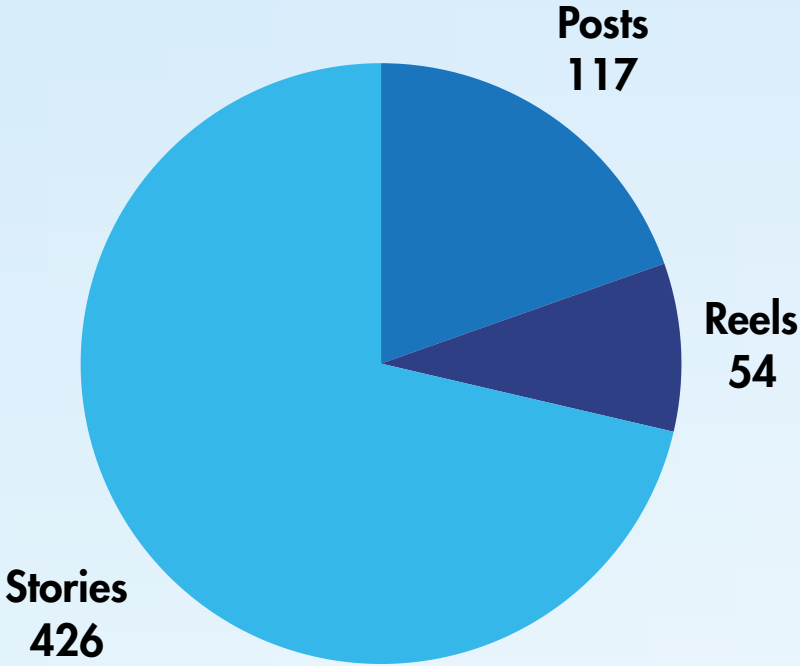


23/24 MCT Team

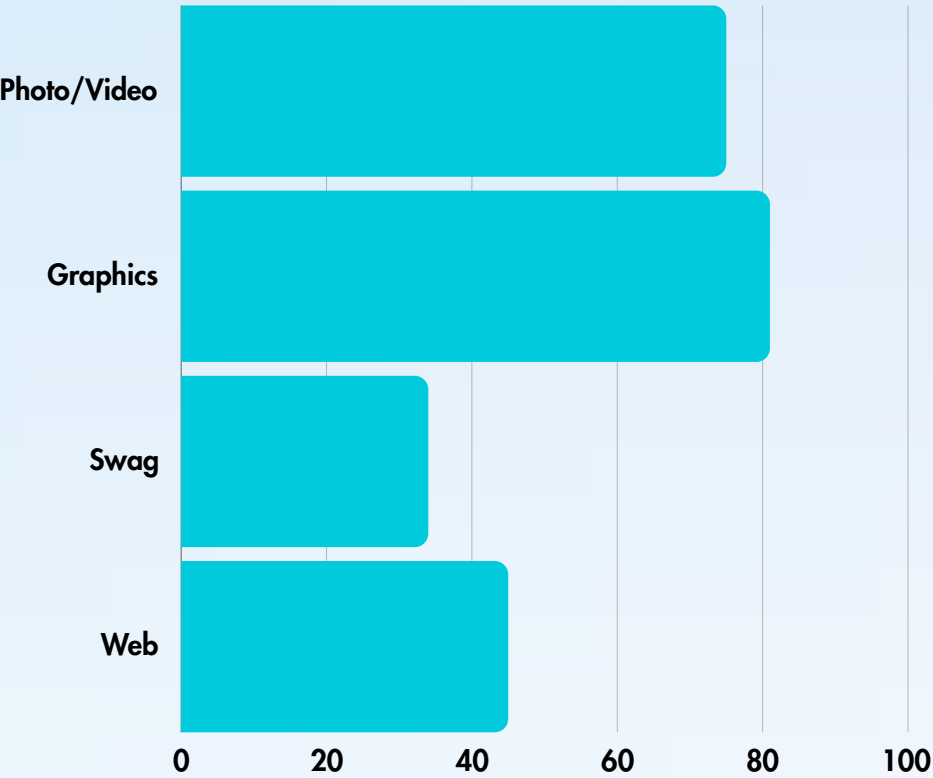


MCT at Festival 78

Instagram Posts:



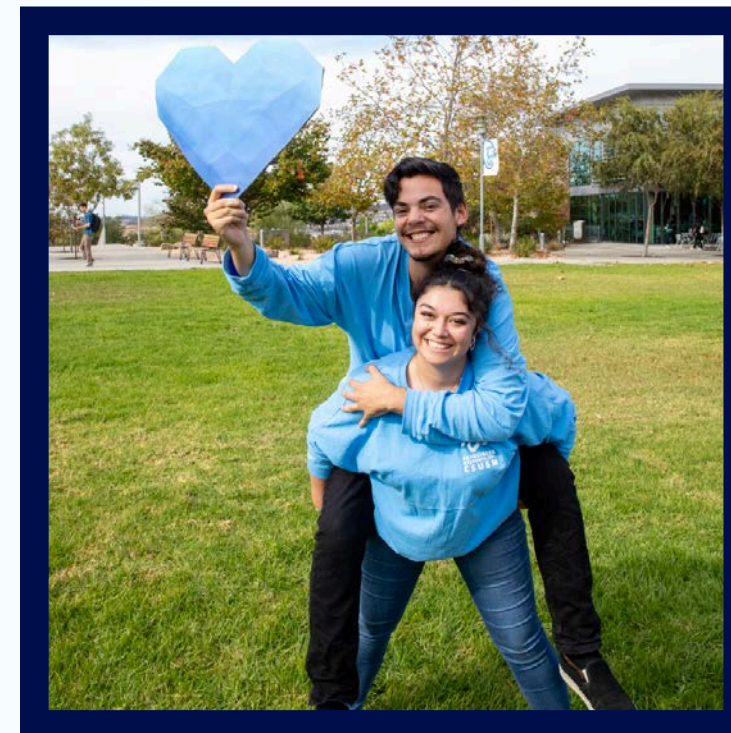
MCT Requests:



Giving Day

A total of \$6,914 was raised for Cougar Pantry from 64 donors to help serve students dealing with food insecurity.

\$5,587 of \$5,000 was raised from 12 donors to fund the Student Emergency Fund to help students in need.



Giving Day Promotional Photos

ASI Cougar Pantry

Visits:

Spring Semester:

Total Unique Visits: 12,233

Total Unique Visitors: 2,752

Fall Semester:

Total Unique Visits: 12,043

Total Unique Visitors: 1,420

23/24 Year:

Total Unique Visits: 24,276

Total Unique Visitors: 4,172



23/24 ASI Cougar Pantry Team



Pantry members bringing in delivery



ASI Cougar Pantry E-Bike

The ASI Cougar Pantry received an electronic bike with 4 baskets in summer of 2024 as a way to bring food and basic resources to students more easily around campus.

ASI Cougar Pantry Initiatives

Mini Fridges:

The ASI Cougar Pantry was awarded funds through Feeding San Diego's Agency Capacity Pass – Thru Funding Grant in 2023. This grant allowed ASI to purchase ten (10) mini fridges that were placed throughout campus to help ensure CSUSM students to have access to produce and snacks when not able to visit the ASI Cougar Pantry location in Commons 104.

10 Locations:

- College Assistance Migrant Program (CAMP) Office
- Dean of Students Office
- Student Health and Counseling Services (SHCS)
- Kellogg Library 2nd Floor
- Student Leadership & Involvement Center (SLIC) Office
- Educational Opportunity Program/TRIO Student Support Services Office
- ACE Scholars Office
- Clarke Field House Lobby
- Epstein Family Veterans Center Lobby
- Personalized Academic Success Services Office



ASI Cougar Pantry Mini Fridges



Retail Rescue:

Food at the ASI Cougar Pantry is all purchased through either the North County Food Bank, Feeding San Diego or acquired through a food rescue program called retail rescue. Retail rescue or food rescue is the process of acquiring food from an outside source that would otherwise go to waste and redirecting it to someone in need.

A total of 45,815 pounds of food was rescued from 3 retailers; Albertsons, Costco and Sprouts through a weekly pick up process.

Cougar Pantry Awards



Alondra Lopez holding award at the ASI Cougar Pantry

Alondra Lopez, has worked as the Associated Students, Inc. of CSUSM Cougar Pantry Coordinator for 4 years and she has been instrumental in envisioning, developing and operating the ASI Cougar Pantry. This recognition validates ASI values and Alondra's strong work ethic with a dedication to developing our student employees work ready skills.

Finances

CSUSM Clubs and Organizations

Served a total of 141 Active
Student Orgs

A total of 434 payments were made to
CSUSM Student Orgs.

A total of 88 transactions were made by
Student Orgs on the ASI credit card for
various expenses.

A total of \$369,439.52 was processed
by ASI for Student Orgs.

ASI Finances

ASSOCIATED STUDENTS, INC. OF CALIFORNIA STATE UNIVERSITY SAN MARCOS

Statement of Functional Expenses

Year Ended June 30, 2024

	Program Services				Supporting Services		
	ASI Cougar Pantry	Board of Directors	Promotion and Design	Student Programs and Activities	Total Programs	Management and General	Total
Payroll	\$ 233,818	\$ 162,527	\$ 235,089	\$ 408,474	\$ 1,039,908	\$ 87,407	\$ 1,127,315
Programming and student activities	111,674	105,906	22,094	384,262	623,936	3,608	627,544
Accounting and legal	-	-	-	-	-	199,902	199,902
Contract services admin fee	-	-	-	-	-	89,011	89,011
In-kind rent (Note 6)	19,475	19,475	19,475	19,475	77,900	1,590	79,490
Travel	2,477	33,896	7,944	10,519	54,836	7,242	62,078
Other rental and lease equipment	-	-	-	25,359	25,359	997	26,356
Depreciation and amortization	-	-	-	-	-	16,598	16,598
Scholarships	-	15,064	-	-	15,064	-	15,064
Insurance	-	-	-	-	-	9,121	9,121
Office and other supplies	-	-	-	5,099	5,099	3,267	8,366
Telephone	-	-	-	-	-	7,261	7,261
Other	-	41	-	181	222	6,315	6,537
Professional development	-	-	-	-	-	3,254	3,254
Total expenses	\$ 367,444	\$ 336,909	\$ 284,602	\$ 853,369	\$ 1,842,324	\$ 435,573	\$ 2,277,897



Check out our updated
finances here!

Thank You!

