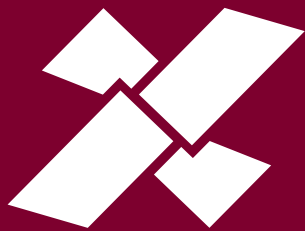


# Annual Report

2020-2021



LOKER**STUDENT**UNION





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# Messages

The Loker Student Union (LSU) faced challenges amid the COVID-19 pandemic. Despite the uncertainty, the LSU remained determined to provide students with support and resources to help them navigate during this unprecedented time.

Commitment to continue serving students was at the forefront of LSU leadership, staff, and the Board of Directors. Along with the rest of the world, we had to learn to serve our community in a virtual setting. Transitioning in-person activities, resources, and services to serve virtual communities presented challenges that the LSU and campus had to swiftly adjust to. Ensuring our students had the opportunity to find a moment of relief in a time of uncertainty became a priority for the LSU. The LSU offered virtual programming which included Out of Box, Toro Fridge, Living Room Concerts, and more.

Concerns about students’ productivity in their own spaces were raised. The LSU jumped into action to research methods to help provide students with resources in a safe way. The LSU collaborated with campus to introduce the Toro Touchdown Space (TTS). The Toro Touchdown Space was an approved outdoor academic workspace for students enrolled in mix-modality courses. Safety procedures were applied in order to make sure that staff and students were safe. We found a way to provide a student union center without walls by providing shelter, Wi-Fi, heat during the cold weather, fans during the warm weather, and mask holders. The Toro Touchdown Space served as a model for other institutions.

The challenges faced during this time granted LSU the opportunity to get creative and learn new ways to serve our students in order to enhance their student experience and ensure they are successful during their time at CSUDH.

 **Cecilia Ortiz**  
Director

Despite unprecedented and unfortunate circumstances during this tumultuous academic year, the Loker Student Union stood strong and continued its tradition of providing for its students holistically.

The organization showed a commendable amount of creativity and adaptability in creating remote services that would bring inclusivity and enjoyment to students, despite being in a time of isolation. Our leadership continued to push for ways to serve students in an academic capacity as well, and diligently strategize ways to safely repopulate the building when the time was right. We created safe, socially distanced, well-equipped environments such as the “Toro Touchdown Space”, which would serve as a safe haven for many students during a time where that was scarce.

The organization also made sure to recognize our campuses graduating toros with special apparel that had a fitting quote which was, “Pandemic Didn’t Stop Me”. The year 2020 will undoubtedly be looked back on in history as one of the most challenging years this community has ever faced, but I look back on it as a year this organization demonstrated resolve and triumph. Since its inception, the Loker Student Union has had one mission, being by the students and for the students. It doesn’t matter what we face, even if it’s an international pandemic with tons of uncertainty in the world. The Loker Student Union is here to serve our students no matter the obstacle or circumstance, and let it be known that it will always be that way.

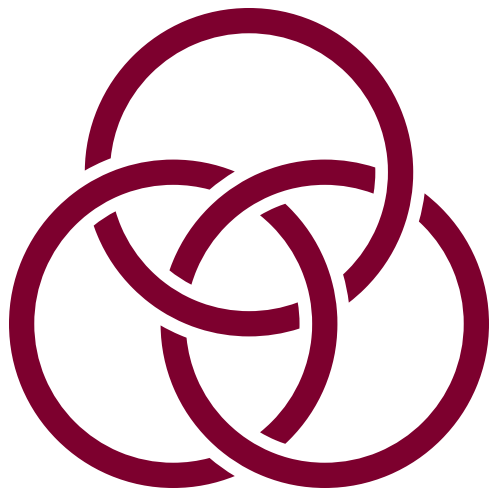
 **Anthony Thompson**  
LSU BOD Chairperson



# Mission

The Loker Student Union provides an environment which is designed to encourage interaction among the campus' constituent groups (internal and external), enhance the sense of campus community, and expand the avenues through which the university educates students.

Through its many activities and services, the Loker Student Union provides cultural, social and recreational programming that supports the educational mission of the University, encouraging the development of citizenship, leadership, and social responsibility for success in a dynamic and pluralistic society.



# Our Values

Service.  
Leadership.  
Inclusivity.  
Development.  
Enjoyment.

Organizational Values matter. We believe that our values assist employees in achieving our mission as well as expressing our core beliefs. They are the essence of our organization’s identity and serve as a compass for the organization’s culture.





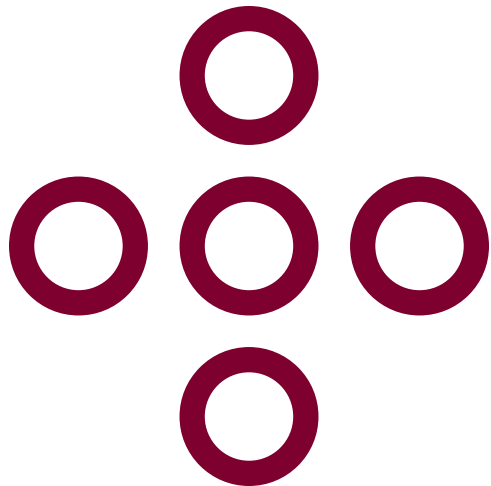
# Team LSU

The LSU experienced a decrease in both Pro Staff and Loker Leaders, from 77 employees in 2019-2020, to 50 employees in 2020-2021. This decrease in staff was due to the continuous rise of the COVID-19 pandemic.

## By Unit

Unit	Number
Administration	1
Building Manager	3
Building Services	7
Guest Services	13
Marketing & Programs	10
Maintenance & Custodial	6
Operations	1
Reservations	2
Setup	7

Pro Team	Loker Leader	Total
12	38	50



# Organization Chart

## Board of Directors

- Angel Salvador
- Anthony Thompson
- Blake Anger
- Deborah Roberson
- Dr. John Menary
- Dr. Ruttanatip. Chonwerawog
- Erik Garcia
- Esmeralda Mendoza
- Lola White
- Rihab Shuaib
- Savannah Gonzalez
- Tamala Lewis
- Zachary Ritter



**Matt Smith**  
Associate VP Student Affairs,  
Dean of Students



**Cecilia Ortiz**  
Director



**Jaime Leal**  
Assistant Director,  
Business & Finance

Operations  
Assistant



**John Stigar**  
Assistant Director,  
Facility Operations

Operations  
Assistant



**Melissa Bancroft**  
Assistant Director,  
Engagement & Development

Operations  
Assistant



**Linda Brown**  
Office  
Manager

Student Business  
Assistants

Games Room  
Attendants



**Israel Sandoval**  
Services  
Manager



**Damesha McKnight**  
Reservations  
Coordinator

Reservations  
Support Clerks

Student Building  
Managers

Setup Crew  
Assistants



**Geovany Paiz**  
Building Maintenance  
Supervisor



**Gary Hogan**  
Temporary Building  
Maintenance Assistant

Student Maintenance  
Worker

Custodial Day  
Porter



**Giselle Atallah**  
Support Services  
Coordinator

Guest Service  
Assistants



**Vacant**  
Program  
Coordinator

Activities  
Assistants



**Victor Gonzalez**  
Temporary Marketing  
Coordinator

Web Designer /  
Social Media

Graphic  
Designers

# Training & Development

This year, there was an increase in attendance for the ACUI Virtual Conference, with the Loker Student Union sending 10 virtual delegates.

## ACUI Virtual Conference

- Cecilia Ortiz
- Jaime Leal
- John Stigar
- Melissa Bancroft
- Linda Brown
- Geovany Paiz
- Israel Sandoval
- Damesha McKnight
- Giselle Atallah
- Victor Gonzalez





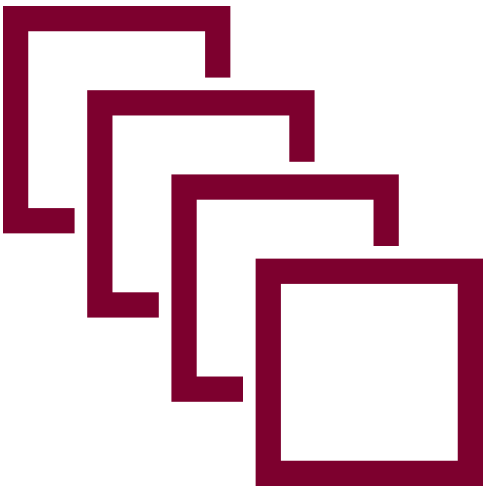
# Services

## Reservations & Event Services

The Reservations and Event Services team shifted from reserving events to canceling scheduled reservations. This was due to the evolution of COVID-19. After canceling any event, we reached out to each event host via email to inform them of the cancellation in writing. Cancellations took place daily and we informed the host of cancellations months at a time. The reason we informed the cancellations months at a time was because there were hopes of reopening the facility based on CDC Guidelines.

### Completed Events

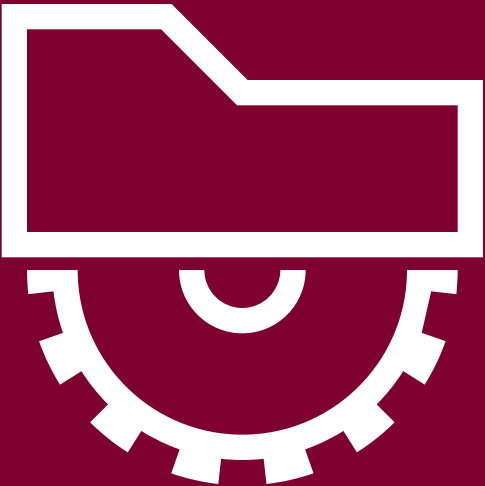
- Economic Forecast Set-Up - 9/30/2020 Grand Ballroom
- 6th Annual Economic Forecast - 10/1/2020 Grand Ballroom
- Economic Forecast Tear-Down - 10/2/2020 Grand Ballroom



# Facility Operations

Our building was closed for the majority of the 2020-2021 academic year. This made possible the completion of some major facility-wide projects like a full mall level paint renewal and a complete replacement of the Food Court furniture.

Major / Capital Projects	Cost
Furniture	\$275,124
Painting Mall Level	\$29,650
People Counters	\$31,462
Key Box	\$12,968
HVAC Repair	\$29,454
Food Court LED	\$4,948
North Lawn Landscape	\$11,750
West Side Slider	\$3,300



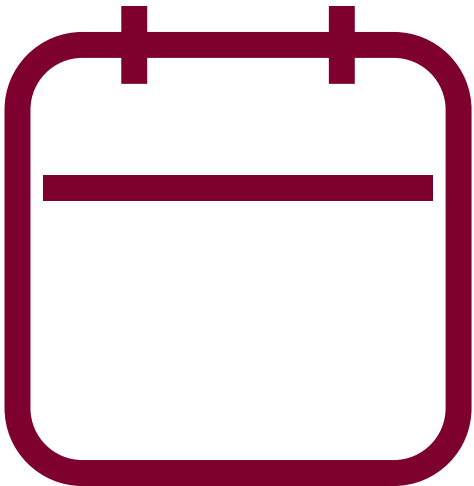


# Activities

Due to the COVID-19 pandemic, we pivoted to embrace fully digital interactions & engagements. Signature virtual events included “Living Room Concerts”, “Virtual Latin Crush”, and our “Out of the Box” DIY programs. We faced many challenges along the way, but capitalized on opportunities to turn a difficult year into a year full of success.

## Events

Category	Number of Events	Avg. Attendance	Avg. Cost Per Person
Cultural	16	276	\$1,283.99
Recreational	8	243	\$1,511.87
Social	66	151	\$1,163.67
Student Success	46	133	\$104.42
	Total Number of Events	Total Avg. Attendance	Total Avg. Cost Per Person
	136	200	\$1,015.99





# Marketing

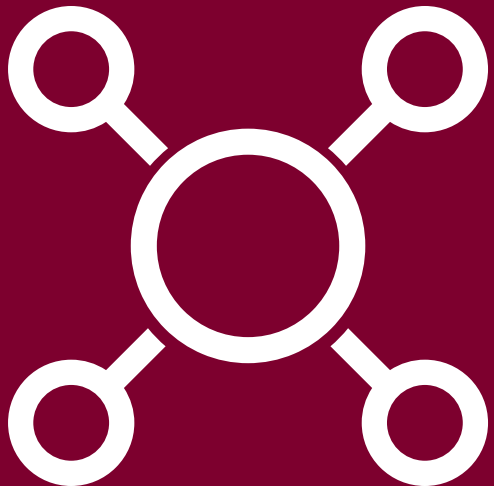
Social media and website marketing were essential in the 2020-21 academic year as we delivered digital events and programs. Standardized analytics guided our success, enabling us to create engaging campaigns and expand our reach even in a strictly virtual environment.

## Social

Platform	Likes	Followers	Engagement Rate %
Instagram	18,698	4,580	6.86
Twitter	154	897	1.10
Facebook	116	2,018	3.75

## Website

Top 5 Pages	Avg. Time On Page	Page Views
Homepage	1:24	8,636
Student Employment	1:43	2,074
Toro Touchdown	1:10	1,725
Employee Information	0:53	1,143
Professional Positions	1:46	1,137



# Board of Directors

The LSU Board of Directors and their sub committees met virtually during the COVID-19 pandemic. There were no policies enacted, revised, or eliminated for the 2020-21 academic year.

Members	Position	Voting / Non-Voting
Adam Kasarda	Director Student Disability Resource Center	Non-Voting
Angel Salvador	Vice Chairperson	Voting
Anthony Thompson	Chairperson	Voting
Blake Anger	ASI Representative	Voting
Cecilia Ortiz	Director, Loker Student Union	Non-Voting
Deborah D. Roberson	University President Designee	Voting
Dr. John Menary	Academic Senate Representative	Voting
Dr. R. Chonwerawog	Vice President Student Affairs Designee	Voting
Erik Garcia	Alumni Representative	Voting
Esmeralda Mendoza	Student At Large	Voting
Katie Robinson	Chief Fiscal Office Designee	Non-Voting
Lola White	ASI Representative	Voting
Matthew Smith	AVP Student Life/ Dean of Students	Non-Voting
Rihab Shuaib	ASI President Designee	Voting
Roshi Thomas	Director of Facilities Planning	Non-Voting
Savannah Gonzalez	Student At Large Secretary	Voting
Tamala Lewis	Community Representative	Voting
Zachary Ritter	Student Affair Manager	Voting





# Business & Finance





Statement Of Net Position June 30, 2021  
- With Comparative Totals For 2020

ASSETS	2021	2020
Current Assets:		
Cash and Cash Equivalents	\$ 1,802,568	\$ 2,589,618
Short-Term Investments	875,947	870,809
Accounts Receivable	1,866,644	89,986
Prepaid Expenses	23,313	1,313
Total Current Assets	4,568,472	3,551,726
Property and Equipment:		
Capital Assets, Net	939,035	1,055,122
Total Assets	5,507,507	4,606,848
DEFERRED OUTFLOWS OF RESOURCES		
Net Pension Obligation	212,471	230,029
Net Other Postemployment Benefit Obligation	89,712	70,232
Total Deferred Outflows of Resources	302,183	300,261
LIABILITIES		
Current Liabilities:		
Accounts Payable	67,165	65,751
Accrued Salaries and Benefits Payable	26,325	15,165
Accrued Compensated Absences	90,600	74,214
Unearned Revenue	1,385	4,055
Total Current Liabilities	185,475	159,185
Noncurrent Liabilities:		
Postemployment Benefits Other than Pensions	163,301	147,717
Net Pension Liability	647,006	600,740
Total Noncurrent Liabilities	810,307	748,457
Total Liabilities	995,782	907,642
DEFERRED INFLOWS OF RESOURCES		
Net Pension Obligation	5,852	26,673
Net Other Postemployment Benefit Obligation	23,629	19,437
Total Deferred Inflows of Resources	29,481	46,110
NET POSITION		
Investment in Capital Assets	939,035	1,055,122
Unrestricted	3,845,392	2,898,235
Total Net Position	\$ 4,784,427	\$ 3,953,357

Statement Of Revenues, Expenses, And Changes In Net Position  
Year Ended June 30, 2021 - With Comparative Totals For 2020

REVENUES	2021	2020
Operating Revenues:		
Student Fees	\$ 3,249,978	\$ 3,210,000
Sales and Services of Auxiliary Enterprises	36,907	256,563
Other Operating Revenues	121,218	21,840
Total Operating Revenues	3,408,103	3,488,403
EXPENSES		
Operating Expenses:		
Student Services	166,997	100,064
Operating Expenses	2,192,398	2,728,202
Depreciation	222,915	194,970
Total Operating Activities	2,582,310	3,023,236
OPERATION INCOME	825,793	465,167
NONOPERATING REVENUES (EXPENSES)		
Investment Income	5,277	17,463
Total Nonoperating Revenues	5,277	17,463
INCREASE IN NET POSITION	831,070	482,630
Net Position - Beginning of Year	3,953,357	3,470,727
NET POSITION - END OF YEAR	\$ 4,784,427	\$ 3,953,357

**Donald P. & Katherine B. Loker Student Union, Inc.**

**California State University, Dominguez Hills**

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