

Annual Report

2022-2023



Table of Contents

Messages	3
Mission	5
Core Values	7
Team LSU	9
Training & Development	13
Toro Services	15
Facility Operations	17
Activities	19
Marketing	21
Board of Directors	23
LSU NXT30	25
Business & Finance	29



Executive Director's Message

The Loker Student Union had a year full of celebrations and milestones during the 2022-2023 year. Co-creation with stakeholders was at the forefront as we celebrated our history and impact on the Toro Nation while beginning to plan for a new future. The LSU prepared for 100% repopulation during the Fall 2022 semester and returned to operating at full capacity. This was a year of reflection on all the work and impact that we've had on students and the campus community. The LSU dressed for the occasion with high profile branding and updated interior aesthetics to celebrate school spirit which became popular selfie stations for students. In collaboration with campus departments, the LSU annual open house events were the biggest yet!

Our 30th anniversary made us think of our future. How can the LSU best serve the Toro Nation in the next 30 years? Thus, the LSU NXT30 Project was born. A campus wide survey was rolled out and student focus groups were held to assess how best to position the organization to meet the needs of present and future students. The LSU was also the host of the Associations of College Unions (ACUI) Region I Conference. This was the first in-person conference since the pandemic. Students and staff from different student unions had the opportunity to come together to learn from each other. Students, LSU staff, and CSUDH staff had the opportunity to present educational sessions for conference attendees. The LSU received great feedback and kudos from conference attendees for making their conference experience a great one! Peers from different campuses were highly impressed with the scope of services and programs that we offer with the budget allocated. We were also acknowledged for the strong stewardship of the facility.

In light of this year's celebrations, accomplishments, and visions for the future, the LSU is enthusiastic about the future opportunities to serve the Toro Nation in the 30 years and beyond!



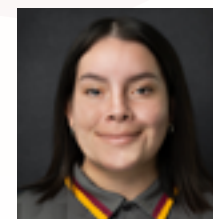
Cecilia Ortiz
Executive Director

Student At Large Message

Hello fellow Toros, it was a pleasure serving as the 2022-2023 Loker Student Union Board of Directors Vice Chairperson. I would like to begin by saying that while serving on the Board of Directors, my experience has been nothing less than extraordinary. During the Spring Semester, I was fortunate to be on the LSU NXT30 Team who focused on designing a strategy to meet our student needs for the next 30 years and more. As a result of being on the team, I was able to interact with many students on campus and be the voice to express their concerns and answer questions about the LSU NXT30 Team's strategies.

Furthermore, in the Spring, I had the privilege to participate in the LSU Board of Directors Internship with Cecilia Ortiz and Amy Torres as my facilitators; during this transformative experience, I had the opportunity to identify my leadership styles, enrich my knowledge of parliamentary law, and develop great leadership skills that I'll be able to apply in my future ventures. While having one on one meetings with both Amy and Cecilia, I learned a lot about my strengths and how they play a role in my everyday life.

Additionally, we also worked on the Johari Window Model which is a technique designed to help people understand the relationship with themselves and others. Therefore, I was able to enhance my perception of myself as well as reflect on how others perceive me. Overall, my experience with the LSU team has made a significant and enjoyable impact on my life as a student leader at DH.



Emilyn Rangel
LSU BOD Vice 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.



Core Values

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.

Service

- We are dutiful in serving the best interests of guests & coworkers.
- We practice responsible stewardship of organizational assets (for today and tomorrow).
- We encourage and support active citizenship in governance and employment.

Leadership

- We are a learning organization which practices active dialogue and shared decision-making.
- We suspend hierarchy whenever possible.
- We pursue and cultivate partnerships.

Inclusivity

- We foster an environment where all experience a sense of belonging.
- We seek to understand and value differences between people.
- We strive to avoid wronging others by our actions or omissions.

Development

- We strive for personal mastery within ourselves and those we lead through generative learning.
- We empower ourselves and each other.
- We pursue continuous improvement.

Enjoyment

- We align individual purpose to the organization's mission.
- We nourish work-life balance, wellbeing, and prosperity.
- We delight in creating moments of unexpected joy for others.



Team LSU

This year, Team LSU celebrated thirty years of dedicated service to the Toro Nation! From welcoming smiles at our Guest Services desk, to organizing unforgettable events, our staff has and continues to be the heart and soul of our union, making every Toro's experience truly special. With their unwavering commitment, they have created a vibrant and inclusive environment. We can't wait to see what's in store in the next thirty years!

Unit	Number
Administration	1
Building Manager	7
Building Services	9
Guest Services	13
Marketing & Programs	12
Maintenance & Custodial	3
Operations	2
Reservations	5
Setup	13

Pro Team	Loker Leader	Total
13	54	67

Pro Team: Full-Time Professional Employees

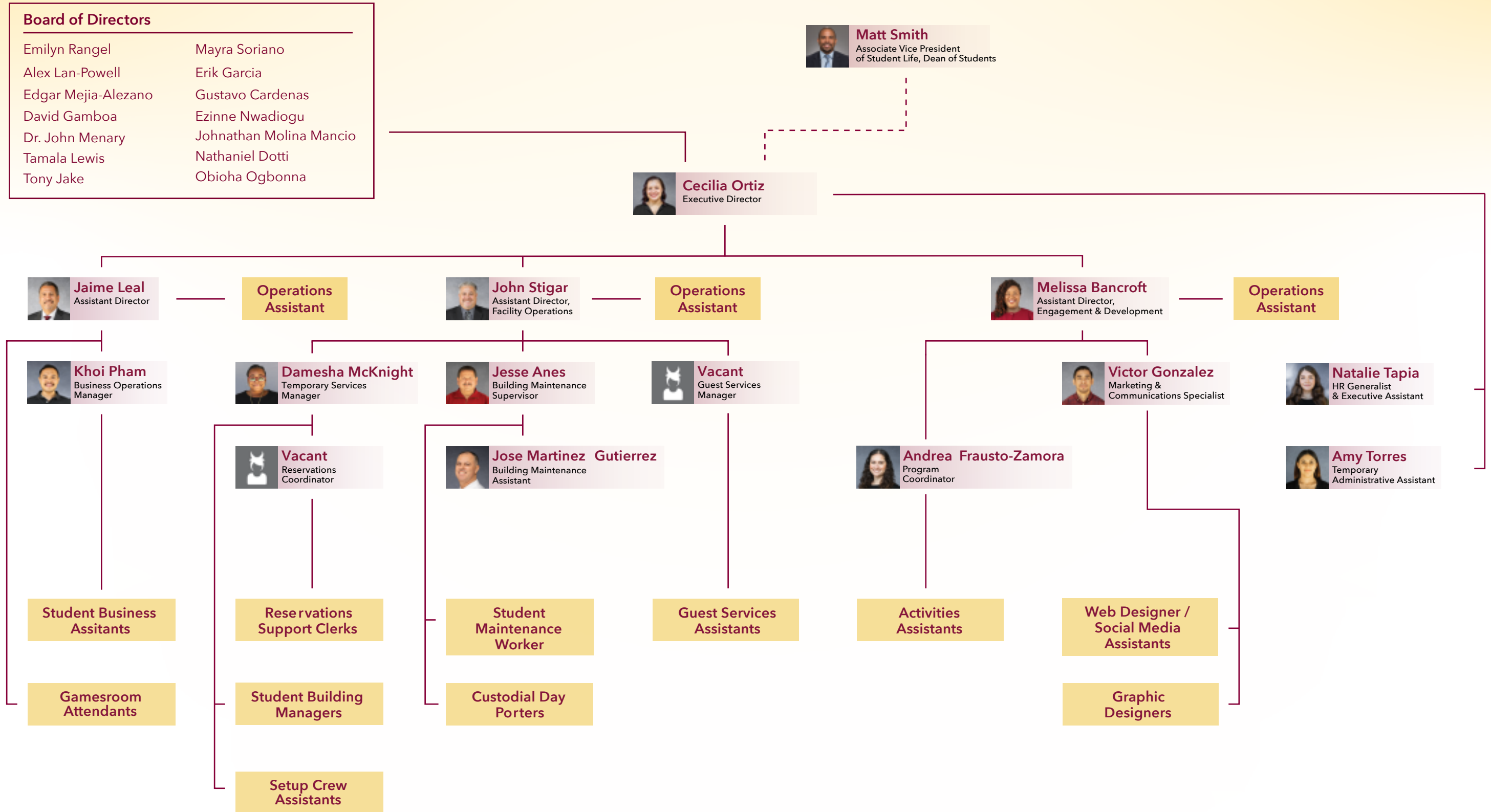
Loker Leaders: Student Assistant Employees

Awards & Recognitions

Alejandro Herrera	Matt Cameron Outstanding Student Award (ACUI)
Cecilia Ortiz	Induction into ICONS Society (ACUI)



Organization Chart



Training & Development

This year, we proudly hosted the first in-person ACUI Region I Conference since the end of the COVID-19 pandemic. It provided us an incredible opportunity to showcase our team, facility, programs, operations, and more! University attendees from across the country immersed themselves in a dynamic learning environment in which they shared how to maintain engagement and cater to the ever-evolving needs of our communities. Additionally, we expanded our commitment to nurturing leadership within our own team by offering opportunities to host workshops and tours of our facility. The spotlight was on Team LSU and we happily rose to the occasion.

ACUI Region I Conference

California State University, Dominguez Hills - Carson, CA

Participant Name

Amy Torres
 Alejandro Herrera
 Cecilia Ortiz
 Chilmann Chaudhary
 Christian Sanchez-Heredia
 Damesha McKnight
 Gabriel Perez
 Gustavo Cardenas
 Jaime Leal
 John Stigar
 Marilyn Flores
 Melissa Bancroft
 Natalie Tapia
 Stephanie Vargas
 Victor Gonzalez

Participation

Attendee
 Conference Planning Team
 Conference Co-Chair
 Attendee
 Attendee
 Conference Planning Team
 Attendee
 Attendee
 Attendee
 Attendee
 Attendee
 Attendee
 Attendee

Leadership Forum

A learning program in which the LSU develops student staff for career readiness and teaches organizational culture. During the fall and spring semesters, student employees of the Loker Student Union (Loker Leaders) attend a two-hour, monthly Leadership Forum session. Curriculum and learning outcomes align close to the National Association of Colleges and Employers (NACE).

Fall 2022

September 9, 2022
 October 14, 2022

November 11, 2022
 December 9, 2022

Spring 2023

February 10, 2023
 March 10, 2023

April 14, 2023
 May 12, 2023

ALL IN

One-day organization-wide meetings that are held the week before fall and spring semesters. These meetings are intended to reconnect employees to our collective purpose in service to the university community. Typical components of ALL INs include trainings, educational sessions, staffing updates, reinforcement of service procedures and expectations, and team-building.

Fall 2022

August 22, 2022

Spring 2023

January 17, 2023



Toro Services

Food & Drink Lockers

The launch of our Food & Drink lockers has been game-changing! Whether it's a packed lunch, refreshing beverage, or a delicious find at the Farmers Market, our lockers have kept Toros' food & drink items fresh and ready throughout the day.

Refrigerated Storage Uses	Dry Storage Uses	Total Number of Uses
538	228	766

GamesRoom

The GamesRoom was once again the place to hang out in the LSU. We celebrated our anniversary year by installing all the latest consoles and games. The thrill of friendly competition, immersive gameplay, and unforgettable memories kept the Toro Nation coming back for more.

Avg. Patrons Per Day	Avg. Patrons Per Week	Total Number of Patrons Served
130	589	23,550

NapRoom

We were excited to relaunch our NapRoom in May 2023. To make usage convenient for everyone, we switched from a reservations to a walk-up self-service format. The response has been amazing and we can't wait to collect even more usage data in the upcoming academic year as we look to continuously improve our wellness services. Sweet dreams await the Toro Nation.

Month	Patrons
May 2023	549
June 2023	475

Print Stations

We continued to support academic success and convenience with a full reopening of our Print Stations on the main level of the LSU. We're excited to share that our anniversary year generated an increase of 59% in usage when compared to the previous academic year!

Printed Pages (Printer 1)	Printed Pages (Printer 2)	Printed Pages (Printer 3)	Total Number of Printed Pages
19,800	9,084	7,311	36,195

Reservations & Event Services

With campus opening up to 100% capacity, we witnessed a surge in bookings from both student organizations and private events, allowing us to host an exceptional lineup of celebrations - including our own b-day bash - and gatherings. We helped create unforgettable memories, bringing people together for unforgettable experiences in our vibrant student union spaces.

Student Events	University Events	Private Events	Completed Events
526	3,854	118	2,664



Facility Operations

As a testament to our unwavering commitment to growth and improvement, we proudly undertook several notable capital projects. From constructing a new office to renovating stairways and waterproofing our west walkway, we prioritized enhancing infrastructure and services. With each project, our aim is to provide an exceptional experience for the Toro Nation, exemplifying our dedication to creating a vibrant and inclusive campus community for the last thirty years and beyond.

Major / Capital Projects	Cost
Terrace Top Stairs Update	\$4,990
West Walkway Water-Proofing	\$35,100
Construction of Office 120	\$33,800
Furniture Office 120	\$34,935
Office Chairs	\$20,995
Telecom HVAC	\$4,995

Total Building Count	Fall 2022 Building Count	Spring 2023 Building Count
911,521	488,840	422,681

Facility Tenants

Black Resource Center (BRC)
 Latinx Cultural Resource Center (LCRC)
 Queer Culture & Resource Center (QCRC)
 Toro Dreamers Success Center (TDSC)

Cafe Toro
 Campus Catering Every Table
 DH Sports Lounge
 Green Olive
 Panda Express
 Subway
 The Drop
 Toro Fresh
 Union Grind

University Bookstore

Associated Students Inc. (ASI)
 Office of Student Life (OSL)

Type

Cultural & Identity Center
 Cultural & Identity Center
 Cultural & Identity Center
 Cultural & Identity Center

Food & Drink
 Food & Drink
 Food & Drink
 Food & Drink
 Food & Drink
 Food & Drink
 Food & Drink
 Food & Drink

Retail

Student Life
 Student Life



Activities

The LSU Activities team celebrated our 30th anniversary in style! From the LSU30 Open House Celebration, to thrilling LIVE! concerts and the exciting return of our On the Road Events, we curated a lineup of monumental experiences that left a lasting impact on our students. Whether it was learning culinary skills at Hipcooks LA, exploring Disneyland and California Adventure, or embarking on an unforgettable trip to Big Bear, our goal remained the same - to create lifelong memories and elevate the college experience for the Toro Nation.

Engagements by Category

Category	Number of Events	Avg. Engagement Rate
Virtual	72	3.25%
In-Person	44	2.99%
Hybrid	16	4.92%
Total	Number of Events	Avg. Engagement Rate
	132	3.72%

Engagement Highlights

Name	Date(s)
LSU 30 Celebration & Involvement Fair	Sep. 8 - 9, 2022
CSUDH Dodger Day Transportation	Sep. 25, 2022
On the Road: HipCooks Cooking Class	Dec. 16, 2022
LIVE! Weekly Music Series (Recurring)	Jan. 26, 2023 - Apr. 19, 2023
The Merchmobile	Jan. 31, 2023
On the Road: Big Bear Mountain Resort	Feb. 17, 2023
LSU 30 Spring Open House	Mar. 1 - 2, 2023
On the Road: Disney Park Hopper	Mar. 17, 2023
PLATE BREAK! - LSU BOD Recruitment	Apr. 5 - 6, 2023



Marketing

This year was a special one, as such, we doubled down on brand presence across all marketing platforms and touch points. We launched a soft re-brand that highlighted the LSU's 30th anniversary using new and exciting visuals, including the debut of our Toromojis - an instant hit amongst the Toro Nation! We focused on gaining a deeper understanding of our insights and measuring metrics and data to drive our strategies to ensure the meaningful impactful outcomes. Overall, our goal was to enhance the student experience, and make the 30th anniversary celebration a truly unforgettable milestone in the union's history.

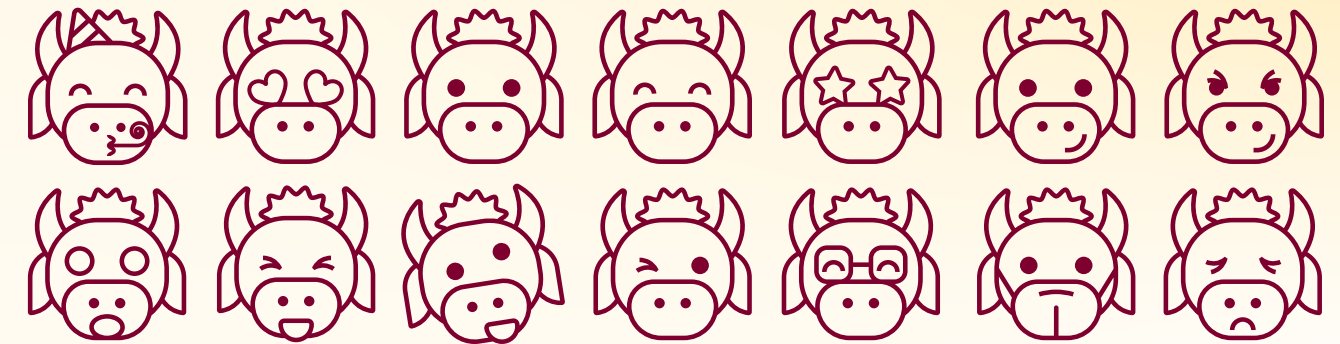
Social (Annual)

Platform	Likes	Posts	Engagement Rate
Instagram	13,596	158	4.85%
Facebook	38	70	4.85%

Website (Annual)

Top 10 Pages	Avg. Time On Page	Page Views
Homepage	0:48	8,061
Food & Drink	0:17	1,921
Employee Information	2:08	1,626
Student Employment	1:29	1,456
Services	0:40	1,421
Building Hours	0:28	833
Student Employment Application	3:48	669
Book A Space	0:34	605
Professional Staff	1:29	559
Event Spaces	0:18	472

Toromojis



Board of Directors

This milestone year marks a significant achievement as we proudly welcomed a full board with no vacancies, solidifying our commitment to consistency and effective leadership for the benefit of our beloved student union. As such, we adopted and revised policies that align with our long-term vision and goals, ensuring a cohesive and forward-thinking approach as we look to continue to serve the Toro Nation.

BOD Meeting Dates

Fall 2022

September 2, 2022 November 4, 2022
 October 7, 2022 December 2, 2022

Spring 2023

January 23, 2023 April 7, 2023
 February 3, 2023 May 5, 2023
 March 3, 2023 June 2, 2023
 March 23, 2023 June 26, 2023

Policy Adoption & Revisions

Voluntary Telework Policy
 Nap Room Policy
 Sponsorship and Partnership Policy

Action

Revision
 Revision
 Adoption

Date

October 7, 2022
 December 2, 2022
 May 5, 2023

Members

Alex Lan-Powell
 Cecilia Ortiz
 David Gamboa
 Dr. John Menary
 Edgar Mejia-Alezano
 Emilyn Rangel
 Erik Garcia
 Ezinne Nwadiogu
 Gustavo Cardenas
 Matthew Smith
 Mayra Soriano
 Nathaniel Dotti
 Obioha Ogbonna
 Tamala Lewis
 Tony Jake
 Vacant
 Vacant
 Vacant

Position

Chairperson
 Executive Director, Loker Student Union
 University President Designee
 Academic Senate Representative
 ASI Representative
 Vice Chairperson
 Alumni Representative
 ASI Representative
 Student At Large
 AVP Student Life/ Dean of Students
 Vice President Student Affairs Designee
 Director of Facilities Planning
 ASI President
 Community Representative
 Chief Fiscal Office Designee
 Director, Student Disability Resource Center
 Student At Large Secretary
 Student Affairs Manager

Voting / Non-Voting

Voting
 Non-Voting
 Voting
 Voting
 Voting
 Voting
 Voting
 Voting
 Voting
 Non-Voting
 Voting
 Non-Voting
 Voting
 Voting
 Non-Voting
 Non-Voting
 Voting
 Voting



LSU NXT30

We were thrilled to introduce the LSU NXT30 Project to CSUDH! We teamed up with the esteemed advisory firm, Brailsford & Dunlavey, to assess the pulse of the Toro Nation. The aim is to plan a tailored student union experience to elevate your student journey for the next 30 years and beyond. We're making sure your voice is heard every step of the way! We've gathered insights from our project team, student focus groups, a strategic asset value session, and even a campus-wide survey. But it doesn't end there, because we value your ongoing feedback. Your input matters, and together, we'll build the ultimate student union experience! This is just the beginning of LSU NXT30. We have more to come in the 2023-24 Academic Year. We look forward to shaping the future of the LSU, together!

Project Team

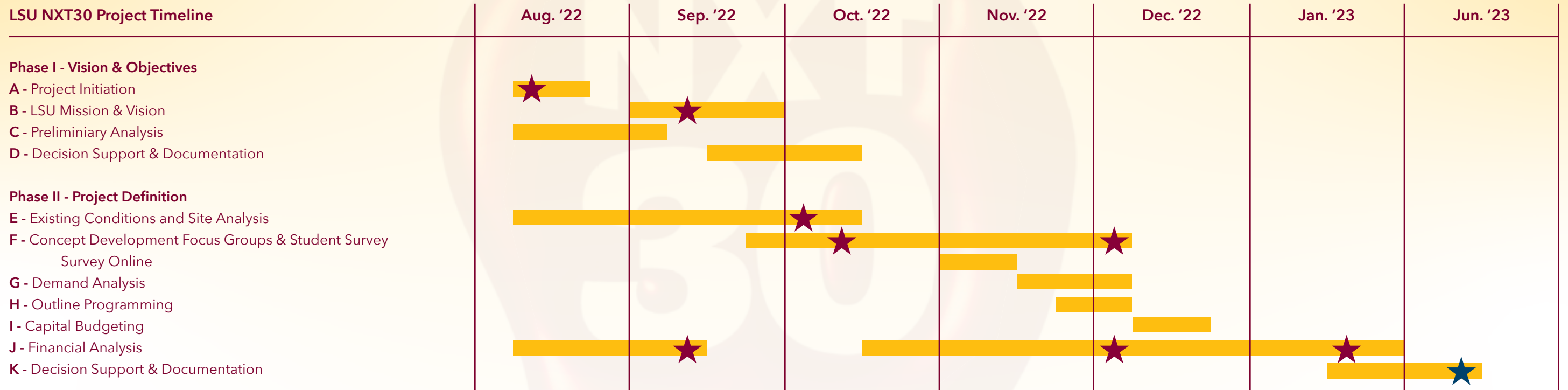
Alana Olschwang
 Alexander Lan-Powell
 Amy Torres
 Cecilia Ortiz
 Deborah Brandon, Ph.D.
 Emilyn Rangel
 Jaime Leal
 Jay Bond
 John Stigar
 Matthew Smith, Ph.D.
 Megan Tagle Adams
 Miguel Juarez
 Tony Jake

Position

Associate Vice President, University Effectiveness, Planning, and Analytics, CSUDH
 Board of Directors Chairperson, LSU
 Administrative Assistant, LSU
 Executive Director, LSU
 Associate Vice President, Enrollment Management, CSUDH
 Board of Directors Vice Chairperson, LSU
 Assistant Director of Business Services, LSU
 University Consultant, CSUDH
 Assistant Director of Facility Operations, LSU
 Associate Vice President of Student Life, Dean of Students, CSUDH
 Director, Women's & Multicultural Resource Centers, CSUDH
 Board of Directors Student-At-Large, LSU
 Associate Vice President, Finance & Business, CSUDH

CEO, Brailsford & Dunlavey
 Vice President, Brailsford & Dunlavey
 Laura Kane, Brailsford & Dunlavey
 Project Analyst, Brailsford & Dunlavey





★ Key Meetings ★ Milestones



Business & Finance



Statement Of Net Position June 30, 2023 - With Comparative Totals For 2022

ASSETS	2023	2022
Current Assets:		
Cash and Cash Equivalents	\$ 4,118,766	\$ 4,152,635
Short-Term Investments	899,909	879,319
Accounts Receivable	376,495	317,799
Prepaid Expenses	8,934	37,498
Total Current Assets:	5,404,104	5,387,251
Noncurrent Assets:		
Capital Assets, Net	830,424	776,520
Postemployment Benefits Other than Pensions	-	86,189
Total Noncurrent Assets	830,424	862,709
Total Assets	6,234,528	6,249,960
DEFERRED OUTFLOWS OF RESOURCES		
Net Pension Obligation	438,536	198,410
Net Other Postemployment Benefit Obligation	234,395	72,180
Total Deferred Outflows of Resources	672,931	270,590
LIABILITIES		
Current Liabilities:		
Accounts Payable	109,301	258,629
Accrued Salaries and Benefits Payable	39,743	30,620
Accrued Compensated Absences	79,511	80,115
Unearned Revenue	840	1,615
Total Current Liabilities	229,395	370,979
Noncurrent Liabilities:		
Postemployment Benefits Other than Pensions	102,050	-
Net Pension Liability	757,165	260,239
Total Noncurrent Liabilities	859,215	260,239
Total Liabilities	1,088,610	631,218
DEFERRED INFLOWS OF RESOURCES		
Net Pension Obligation	24,027	227,175
Net Other Postemployment Benefit Obligation	203,628	223,535
Total Deferred Inflows of Resources	227,655	450,710
NET POSITION		
Investment in Capital Assets	830,424	704,588
Restricted for Postemployment Benefits Other than Pensions	-	86,189
Unrestricted	4,760,770	4,647,845
Total Net Position	\$ 5,591,194	\$ 5,438,622

Statement Of Revenues, Expenses, And Changes In Net Position Year Ended June 30, 2023 - With Comparative Totals For 2022

REVENUES	2023	2022
Operating Revenues:		
Center Operating Revenues	\$ 3,830,000	\$ 3,679,000
Sales and Services of Auxiliary Enterprises	295,955	203,154
Other Operating Revenues	28,690	19,098
Total Operating Revenues	4,154,645	3,901,252
EXPENSES		
Operating Expenses:		
Student Services	200,263	76,982
Operating Expenses	3,618,805	2,951,135
Depreciation	203,595	222,312
Total Operating Expenses	4,022,663	3,250,429
OPERATION INCOME	131,982	650,823
NON-OPERATING REVENUES		
Investment Income	20,590	3,372
Total Nonoperating Revenues	20,590	3,372
CHANGE IN NET POSITION	152,572	654,195
NET POSITION - BEGINNING OF YEAR	5,438,622	4,784,427
NET POSITION - END OF YEAR	\$ 5,591,194	\$ 5,438,622



LOKER
STUDENT
UNION

Donald P. & Katherine B. Loker Student Union, Inc.
California State University, Dominguez Hills

1000 E. Victoria Street, Carson, CA 90747

310.243.3854 // www.lsucsudh.org