Table of Contents

Letter from the Executive Director ................................................................. 3
Letter from the AS President ........................................................................... 5
AS Government Affairs .................................................................................... 7
Freshman Leadership Opportunity (FLO) ....................................................... 9
Wildcat Leadership Institute (WLI) ............................................................... 11
Community Action Volunteers in Education (CAVE) ..................................... 13
KCSC Radio ...................................................................................................... 15
AS Sustainability ............................................................................................. 17
Gender & Sexuality Equity Center (GSEC) .................................................... 19
AS Child Development Lab (ASCDL) ............................................................. 21
Community Legal Information Center (CLIC) .............................................. 23
Cross-Cultural Leadership Center (CCLC) .................................................... 25
Student Shuttle (B-Line) ................................................................................ 27
Wildcat Recreation Center (WREC) .............................................................. 29
Adventure Outings (AO) ................................................................................ 31
AS Recycling ................................................................................................... 33
3rd Floor Art Gallery, AS Conference Services, & Information Center .......... 35
Facilities & Computer Lab ............................................................................. 37
Chico State Wildcat Store ............................................................................... 39
AS Dining Services ........................................................................................ 41
Financial Services & Information Technology .............................................. 43
Human Resources ............................................................................................ 45
AS Board of Directors .................................................................................... 47
Organizational Chart ...................................................................................... 48
Financial Statements ...................................................................................... 49

“Before you are a Leader, success is all about growing yourself.
When you become a Leader, success is all about growing others.”
– Jack Welch
Letter from the Executive Director

I am pleased to present the 2013-14 year-end report for the Associated Students at California State University, Chico. As mentioned in my previous year-end report the AS has much to be proud of – the success of our programs/services and the manner in which we manage change.

2013-14 was a particularly challenging year for the Associated Students because the Board of Directors made the difficult decision to out-source the management of the Wildcat Store to the Follett Higher Education Group. The college bookstore industry is in the midst of unprecedented change and it has been extremely difficult for small to midsize college stores to continue to self operate. The Chico State Wildcat Store was no exception. For the past five years the Wildcat Store realized significant revenue losses related to textbooks. Because of these losses and estimated future losses, the Board of Directors decided it was in the best interest of the organization to contract services and partner with Follett.

However, 2013-14 was a good year in other respects for the Associated Students. Dining Services exceeded financial expectations and our programs and operations continue to excel and provide exceptional service to the campus community. I hope you will agree this year-end report highlights the noteworthy accomplishments of the Associated Students.

A trademark of the Associated Students has been the superlative programs and services that serve the campus community. Of special note are the events that supported Wildcat Welcome and Wildcat Way (Labor Day). AS President Taylor Herren deserves recognition for her determination and passion to provide alternative activities and programs to the typical events that surround Labor Day and the first weekend of school.

There’s much to be proud of this past year. When you review this year-end report you’ll see the breadth and magnitude of our services and programs such as: CAVE, GSEC, CLIC, the Wildcat Recreation Center (WREC), Adventure Outings, Recycling, Sustainability and student government. Working in concert, our students and staff create a unique blend of professionalism, education, commitment, responsiveness, and enthusiasm that makes the Associated Students an exciting and vibrant auxiliary.

The Wildcat Leadership Institute continues to be a high priority for the Associated Students. While we didn’t achieve our initial goals for this past year, we continue to have high expecta-

tions for this program and believe the institute will become a signature program for the Associated Students and the University.

The Associated Students is a comprehensive campus auxiliary serving thousands of students, faculty, staff and community members. I am proud of our service to the campus community and our partnership with the University. The multitude of activities and events in 2013-14 demonstrates such collaboration including the Wildcat Leadership Institute, Wildcat: Welcome, Choose Chico Day and the joint funding of the Cross Cultural Leadership Center.

There were many accomplishments in 2013-14 and I will highlight a few:

- The Board of Directors approved the creation of a Student Academic Senate.
- The construction of three gender neutral restrooms in the Bell Memorial Union.
- In support of divestment from fossil fuels, the Associated Students withdrew all current investments from the Foundation and deposited these funds in an AS directed fund.
- The opening of the coffee shop Common Grounds on the first floor of the Bell Memorial Union (BMU).
- CAVE placed 982 student volunteers and 1,002 experiential learning students who performed 54,510 hours of service.
- The Wildcat Leadership Institute certified 58 candidates for the Certificate of Leadership.
- The WREC served 13,928 members through a total of $82,387 user visits and averaged 1,693 daily visits.
- Conference Services served 170,835 customers with 4,757 bookings.

- Freshman Leadership Opportunity (FLO) fostered 50 students who had a 100% program completion rate with an average GPA of 3.0.

One trait of the Associated Students is the commitment to provide outstanding service to the campus community. Thousands of students and staff enter the Bell Memorial Union each day. Some individuals come to the BMU to meet their friends, study, use the free computers, attend a concert or lecture, meet with their club or organization, dine in the Marketplace or shop in the Wildcat Store. Whatever the need, we take pride in providing exceptional customer service to the campus community.

The Associated Students is a complex organization providing myriad student programs, services and business enterprises. The Associated Students operates programs and commercial enterprises in the Bell Memorial Union, WREC, Sutter Hall, Selvester’s Café, Butte Station and Holt Station. As well, space is leased off-campus for Adventure Outings, Recycling, and CLIC.

This report gives you an opportunity to review the achievements of the Associated Students as it continually strives to meet the needs of the campus community. I believe you will see why I’m proud of all the great things done by the Associated Students. These achievements are clearly a result of the dedication, creativity, diligence and commitment of our staff, committees and boards.

David Buckley
AS Executive Director
Letter from the President

There is no doubt that Chico State is exceptional in a truly unique way. What exactly makes our University unlike any other? The residential location, the non-existent boundary between the beautiful campus grounds and the surrounding community, and the outstanding staff and faculty all give this place its special niche. Clearly, these are essential components of the Chico Experience, but I truly believe the student experience is in a league of its own largely due to the vast efforts of the Associated Students. Our autonomous auxiliary strives to enhance the educational experience of all students by providing them with services and opportunities while also advocating on their behalf across this campus, the CSU and the state. The Associated Students of CSU, Chico is literally one-of-a-kind. We alone have a corporate structure that supports a government affairs office and a multitude of student programs in addition to operating facilities like the Wildcat Recreation Center, the Bell Memorial Union, and dining services for the entire campus.

This past year included many changes that I genuinely believe will impact our students for the better. Anyone entering the Bell Memorial Union will notice several substantial changes to the layout of the building. To increase accessibility and profitability, the AS Businesses Committee made a recommendation to relocate the Common Grounds coffee shop to the first floor and is pleased to report that sales have increased by 44%. The Bell Memorial Union Committee concluded a multi-year project to increase safety and inclusivity in the building by remodeling three existing bathrooms to be gender neutral. The second floor space formerly occupied by the Wildcat Store has been completely redesigned and now houses the Wildcat Leadership Center (WLC) which includes Government Affairs, Student Life and Leadership, Union Label and the Wildcat Leadership Institute. This space is a product of a multi-million dollar project that was brought to fruition due to the collaborative efforts of the AS Board of Directors, Student Life and Leadership and the Divisions of Student Affairs and Business and Finance. The Center serves as a place where students can find any and all information regarding leadership and involvement on this campus.

Every year seems to have a way of challenging and testing the resilience of our students and staff, and this year was no exception. Aside from the physical changes in the Bell Memorial Union, a significant change occurred in the corporate structure and identity of the Associated Students. The Wildcat Store continued to experience a steady decline in textbook sales and, after meticulous review of the store’s revenue, future sales projections, and the proposed self-operation business plan, the Board of Directors made the incredibly difficult decision to lease out the Wildcat Store. The members were well aware that this decision greatly affected every aspect of the AS, especially employees of the store. The Board truly felt that there was no other choice in order to maintain financial stability throughout the corporation. Change is difficult, but along with it comes potential opportunities. I am confident that our students and staff will do their part to make this transition as fluid as possible.

The Associated Students also experienced an expansion of Government Affairs to include the first-ever Student Academic Senate that is comprised of an elected senator from each of the seven colleges. The Student Academic Senate was created as a means to increase involvement at the college level and throughout the entire Academic Affairs Division.

In light of the campus initiative to create more programming for students during the evenings, weekends and holidays, Union Label (formerly known as BMU Events) has began to re-establish itself as the primary program to serve this need. By collaborating with the Wildcat Way Committee, which specifically focuses on alternatives during large holiday weekends (like Labor Day and Halloween), our students and staff have been able to make our campus culture better.

Our programs continue to flourish while serving both our students and community. The Freshman Leadership Opportunity program and the Wildcat Leadership Institute both completed a successful year and served over 100 students between the two programs. Community Action Volunteers in Education (CAVE) connected almost 2,000 students with volunteer or experiential learning placements. Community Legal Information Center (CLIC) had 169 interns who provided free legal service through over 16,000 client contacts. The Gender and Sexuality Equity Center (GSEC) hosted the first ever Trans* Conference and put on the largest Take Back the Night event to date. The AS Sustainability program attended the California Higher Education Sustainability Summit (CHESS) this past summer and received awards for both the Green Events Consulting program and their zero waste efforts in AS Dining Services.

Regardless of the varying initiatives and issues that appear on our agenda, the AS is committed to our Strategic Plan, and to making decisions that align with our seven guiding principles. Our staff, whether they are professionals or students, will fulfill our obligations to the campus, and more importantly, to our students and their continued success. I thank all of you who make the Associated Students what it is by your commitment to providing students and opportunities and services to insure their Chico Experience is the best it can be.

Taylor Herren
AS President 2014-15
**AS GOVERNMENT AFFAIRS**

Government Affairs is the official seat of student governance for California State University, Chico. It is comprised of elected students, staff and volunteers who represent and advocate on behalf of the student body. Its collective of boards, committees and councils provides support and services to a wide spectrum of the student population and allows for the development of leadership abilities, program development skills and management experience.

**HIGHLIGHTS**

- The Multicultural Affairs Council allocated $23,088 for support of student centered programming including 16 student sponsored projects or events.

- The AS Board of Directors approved the creation of a Student Academic Senate comprised of seven senators, elected annually by the student body, to serve as liaisons between students in their college, and faculty, staff, and administration.

- Revenue sharing funds totaling $55,320 were available to 123 designated student organizations.

- In support of divestment from fossil fuels, the Associated Students withdrew all current AS investments held in the AS RAC Endowment Account from the University Foundation Endowment and deposited those funds in an AS directed Local Agency Investment Fund (LAIF) until such time a suitable, socially responsible investment vehicle is found.

- The Event Fund Allocation Council disbursed $23,220 for 12 student sponsored projects or events.
FRESHMAN LEADERSHIP OPPORTUNITY (FLO)

Freshman Leadership Opportunity (FLO) is a program which introduces first year students to a host of leadership opportunities and provides a foundation for the pursuit of those opportunities. Workshops, presentations, service projects, and a shadowing program all help to cultivate an awareness of and accessibility to leadership roles both in the AS and campus-wide. The year-long program offers first hand exposure to various programs and services in addition to individual mentoring in areas of special interest. Upon completion of the program, students are well positioned to pursue co-curricular opportunities which further hone their leadership development.

HIGHLIGHTS

- Fostered 50 students who had a 100% program completion rate with an average GPA of 3.0.
- Transitioned former FLO students to leadership positions in AS Government, CAVE, GSEC, AS Sustainability, Student Life and Leadership, CCLC and resident advisors with University Housing.
- Received the top letter writing award for the 2013 Up ‘til Dawn campaign for St. Jude's Hospital.
- Played an integral part in promoting the AS Election to emphasize the importance of involvement in student governance.
WILDCAT LEADERSHIP INSTITUTE (WLI)

The mission of the Wildcat Leadership Institute is to advance the understanding, practice and development of leadership for members of the University community. The Institute is a partnership between the Associated Students and Student Life & Leadership and includes LeadCat, Freshman Leadership Opportunity, the Certificate Program, and an Expert Speaker Series. All phases of the Institute promote a purposeful, co-curricular program that includes character, strengths, and leadership identity development, as well as steps for career-readiness.

HIGHLIGHTS

- Certified 58 candidates for the Certificate of Leadership Identity.
- Partnered with 11 different departments and programs in campus service projects.
- Raised over $1,900 for local charities in the Enterprise Project phase of the certificate program.
COMMUNITY ACTION VOLUNTEERS IN EDUCATION (CAVE)

Community Action Volunteers in Education (CAVE) is the largest student-run organization on the Chico campus and has the largest student participation of any campus organization. CAVE has over 80 student staff and three professional staff who operate 16 different community service programs and support faculty using experiential learning as a pedagogy in CSU, Chico courses. CAVE’s motto “Life is for Learning” supports the program’s philosophy that the community is a compelling classroom for hands-on learning. CAVE’s mission is to provide students with meaningful volunteer opportunities, to develop student leaders, and to serve a broad base of community needs. Each year, over 1,500 student volunteers work with the environment and animals as well as a variety of populations including children, older adults, and people who are homeless. CAVE offers university credit and internships for students who participate as either volunteers or staff.

HIGHLIGHTS

- Placed 982 student volunteers and 1,002 experiential learning students in 66 classes who performed 54,510 hours of service.
- Partnered with Habitat for Humanity for the annual Alternative Spring Break program and inspired the Elgin, Illinois affiliate to host universities year round by becoming a Collegiate Challenge site.
- Sponsored food, blanket, personal care product and eyeglass drives which provided thousands of essential items for our clients in need.
- Received honorable mention for Generous U scholarship aimed at increasing philanthropy and philanthropic values on U.S. college campuses.
- Raised over $3,500 through North Valley Community Foundation’s Annie B’s fundraising campaign from alumni, friends and family.
**KCSC RADIO**

CSU, Chico's student-owned and operated college radio station KCSC offers hands-on radio and music industry experience. KCSC interns learn the fundamentals of internet radio operations through on-air experience, production and promotion. In addition to broadcasting over the Internet, KCSC offers opportunities in management and leadership, as well as technical and electrical audio workshops. All efforts combine to produce more than 80 hours of live radio weekly. Non-commercial KCSC is home to one of Northern California's largest, most eclectic record libraries featuring an array of rare and out of print collector records.

**HIGHLIGHTS**

- Produced over 2,160 hours of on-air programming with live DJs.
- Provided music for 20 campus events including: Dance Gavin Dance, Trails and Ways, and the Study Abroad Fair.
The goal of the AS Sustainability Program is to educate, promote, and implement sustainable practices throughout the Associated Students. The program provides funding opportunities for student initiated projects with sustainable themes, and facilitates an internship program through which students gain meaningful experience by advancing sustainability within the AS and educating the campus community on sustainability issues. Programming includes workshops on composting and organic gardening, sustainability tours, environmental education for classrooms, reusable dish programs for staff and students and more.

**HIGHLIGHTS**

- Created and implemented an alternative transportation team that has commuted over 10,000 miles using alternative transportation (walk, bus, bike, or carpool) instead of single occupancy vehicles to get to and from work.
- Began tracking food purchasing through AS Dining and developed sustainable food purchasing goal of 20% real food by 2020.
- Allocated $78,982 from the Sustainability Fund Allocation Committee to 19 student projects.
- Received awards in Sustainable Foodservices and Student Sustainability Program from the Sustainability Best Practice Awards competition in Higher Education throughout California.
GENDER AND SEXUALITY EQUITY CENTER (GSEC)

The Associated Students Gender and Sexuality Equity Center is a student-run activist organization that evolved from the feminist ideology that all genders should be equal. The Center also provides a safe and accepting environment and strives to empower all students through awareness raising events, services and referrals. With the help and the dedication of students from all ethnicities, ages, genders, sexualities, religions, and experiences, the Center endeavors to establish equal rights for all, making the campus, the community, and the world a better place to be.

HIGHLIGHTS

- Hosted the first Trans* Conference, TRANS*-forming Communities. Speakers, workshops, and panels celebrated and honored the diverse identities and experiences of trans* people.
- Sponsored two Take Back the Night events to protest rape and other forms of sexual violence against women.
- Presented the annual production of Eve Ensler’s award-winning play Vagina Monologues which celebrates women’s sexuality and strength.
- Hosted YouTube sensation Laci Green, public sex educator and feminist, who presented her lecture series “The Best Sex Ever” covering a wide range of topics about healthy sex and sexuality.
- Hosted the 6th Annual LGBTQ+ Conference providing the opportunity for all participants to educate and empower themselves while building community and support within the LGBTQ+ and allied communities.
**AS CHILD DEVELOPMENT LAB**

The Associated Students Child Development Lab (ASCDL) provides low-cost, high quality child care and development services to the children of students, thereby enabling parents to attend CSU, Chico. The ASCDL serves infants from eight weeks old through pre-kindergarten aged children. The program maintains a partnership with the Child Development Program and is the official lab site for CSU, Chico. Students are able to enhance their educational experience and knowledge through direct experience, observation, testing and research. A state-of-the-art infant observation booth provides students another opportunity to observe the development of young children. ASCDL staff are also active in the community serving as Professional Growth Advisors, making presentations, and participating on councils and boards that address the needs of children.

**HIGHLIGHTS**

- Provided 36,842 hours of observation and participation for students enrolled in 23 Child Development classes and related fields.
- Employed over 48 students in four classrooms providing valuable experiences in working with 65 children.
- Hosted two research projects, a psychology honors project working in the preschool classroom studying self-regulation behaviors and a UCLA doctoral study in the infant and toddler classrooms studying teacher/child relationships and interactions.
COMMUNITY LEGAL INFORMATION CENTER (CLIC)

The Community Legal Information Center (CLIC) provides free legal information and assistance to the students, faculty, and staff of CSU, Chico as well as City of Chico residents, and individuals throughout California. CLIC is comprised of more than 100 student interns each semester and four Department of Political Science faculty advisors. CLIC provides legal information in 11 areas of law: Women’s Law; Family Law; Housing Law; Workers’ Rights Program; Penal Law; Disabled & the Law; Chico Consumer Protection Agency; Environmental Advocates; Misdemeanors; Tickets and Traffic Law; County Jail Law Project; and Student Legal Services/Juvenile Rights. CLIC's twelfth program, Community Outreach, promotes CLIC's services to the campus and general community. CLIC’s primary missions are to provide a practical internship experience and educate students and community members about their legal rights and responsibilities as citizens.

HIGHLIGHTS

- 169 interns provided legal service through 16,130 client contacts.
- The Workers’ Rights Department participated in Dia Del Campesino (Farmworkers’ Fair) where interns provided information to farmworker families about their rights in the labor force.
- The Misdemeanors, Tickets, and Traffic Department conducted outreach about safety precautions for the Labor Day float as well as information including penal codes for issues that commonly occur during Labor Day weekend.
- The Environmental Advocates Department partnered with Ken Grossman, co-founder of Sierra Nevada Brewing Company, who spoke to students about sustainable business practices at the Brewery in addition to recounting his journey to create his company’s products by utilizing all resources.
- The Student Legal Services Department hosted the third annual Greek Life Mock Trial to raise awareness and educate students about drug/alcohol violence and sexual harassment.
CROSS-CULTURAL LEADERSHIP CENTER (CCLC)

CCLC is a program of the University’s Division of Student Affairs which receives financial support from both Activity and Student Union fees. CCLC creates an environment in which all students, regardless of their ethnicity, culture, or differences, feel safe and respected. Through leadership development, cultural awareness, community education, and the creation of a constructive social change, the Cross-Cultural Leadership Center contributes a positive, enriching, and memorable life experience to every student of CSU, Chico.

HIGHLIGHTS

- Implemented 47 diversity and leadership related workshops and programs for the campus community.
- Advised and mentored multi-cultural organizations in developing large-scale retreats aimed at addressing challenges facing African American and Asian students and empowering them to move forward.
- Envisioned, developed and implemented Pathfinders: Preparing Emerging Leaders of Color in which 100% of graduates assumed formal leadership roles on campus.
- Implemented student facilitated Passion Projects focusing on education related to body image, the secret war, rape culture and the unsung heroes of the civil rights movement.
- Implemented Late Night lounge series which provides students with culturally relevant, late night alternative weekend programs with an average attendance of 105 students.
STUDENT SHUTTLE (B-Line)

The AS has been at the forefront of funding alternative transportation measures since the early 1980’s and was instrumental in creating what initially became the Student Shuttle routes that serviced the campus-adjacent south and west predominantly student neighborhoods. Today, in partnership with the University, that program has expanded to offer all enrolled students free transportation throughout the B-Line Transit service areas.

HIGHLIGHTS

- Over 6,580 individual riders used the B-Line service this year.
- Over 341,000 rides were taken by University students, faculty and staff.
- Chico State students accounted for over 94% of total users.
WILDCAT RECREATION CENTER (WREC)

Since opening the WREC on August 17, 2009, Wildcat Recreation Center members have accessed the facility over 2.7 million visits. The WREC offers 130,000 square feet of recreational space and features a 15,000 square foot weight and fitness area, an outdoor pool, three gym courts, an indoor track, one multi-activity court, a rock climbing gym, four multi-purpose studios for dance, aerobics, yoga, pilates, mixed martial arts, and special events. Lounge areas, large screen televisions, and wireless access contribute to the social environment of the center. The facility boasts a LEED Gold Certification awarded by the Green Building Certification Institute for its sustainable design features. Fifteen full-time career staff and over 150 students are employed in various capacities including internships related to fitness training, nutrition, wellness, and marketing. In addition to student users, University faculty and staff may purchase memberships at the WREC Center.

HIGHLIGHTS

- Served 13,928 members through a total of 582,387 user visits.
- Averaged 1,693 daily visits.
- Offered a total of 2,260 group exercise classes with an average of 22 students per class for a total of 50,111 group exercise participants.
- Hosted 33 special events including WRECfit, Strong Cat, Run for Respect, WREC en Fuego, All Around Athlete, Sports & Fitness Day, Love Every Body Week, and RUCKUS (a climbing competition).
ADVENTURE OUTINGS (AO)

Adventure Outings (AO) is an outdoor recreation program that connects the Chico State community to the outdoors of Northern California and beyond. AO is staffed by 30+ student trip leaders and 2 career staff. AO offers a variety of trips in outdoor pursuits including rafting, kayaking, surfing, hiking, backpacking, skiing, rock climbing, snowshoeing, caving, and more. In addition to adventure-based outings, AO hosts the annual Banff Mountain Film Festival World Tour, offers a backcountry yurt, and operates an equipment rental center designed to outfit users with equipment for both AO and personal experiences. AO also operates the climbing gym in the Wildcat Recreation Center which is open for general climbing, bouldering, and regularly-scheduled belay classes.

HIGHLIGHTS

- Continued move towards a digital work environment by implementing equipment rental and inventory management software.
- Sold majority of available trip spaces in fall 2013 and spring 2014 (88% and 80% of maximum, respectively) and sold out Banff Mountain Film Festival show for second consecutive year.
- Received $25,500 in grant funding from the California Division of Boating and Waterways (DBW) to promote boating safety.
- Awarded a total of $5,523 in trip and course scholarship assistance ($5,073 from CA DBW).
- Restructured Chico Bound program into Wildcat Wilderness Orientation, an expeditionary outdoor orientation program designed to help incoming students transition into Chico State life through an adventure-based curriculum.
AS RECYCLING

The primary purpose of the AS Recycling program is to provide CSU, Chico with waste diversion, recycling and compost collection services. AS Recycling advocates and supports the establishment of an educational and informational infrastructure to facilitate waste reduction program goals on campus and within the community. Student recycling assistants service over 1,800 recycling locations on campus as well as provide recycling services at special campus events throughout the year.

HIGHLIGHTS

Pounds of Recyclable Materials Collected.................................................................718,616
Number of Bins on Campus ................................................................. 2,100
3rd FLOOR ART GALLERY
The 3rd Floor Art Gallery provides a venue for student artists to exhibit their work for personal and professional development. This includes both single artist and group shows like the annual Master of Fine Arts exhibit. In addition to the gallery, other indoor and outdoor public art space is available at the BMU.

HIGHLIGHTS
Exhibits in Gallery ....................... 8  Exibits in BMU Public Art Space .......... 3
Total Artists .................................. 120

AS CONFERENCE SERVICES
AS Conference Services coordinates all events held in the Bell Memorial Union (BMU) and its auditorium which include: meetings, conferences, lectures, job fairs, banquets, weddings, concerts, receptions and gallery exhibits. The facilities are available for use by student organizations, as well as other on and off campus entities.

HIGHLIGHTS
Total Bookings ......................... 4,276  Patrons Served .................. 144,772
Event Hours .............................. 11,516

INFORMATION CENTER
The University Information Center is the clearinghouse for information related to campus services, schedules, activities, and personnel as well as information about the local community. In addition to information brokering for the University, services include mall reservations for student and commercial vendors, marquee and banner space reservations, fax service, copy service, and student service boards.

HIGHLIGHTS
Mall Tables Rented ..................... 409  Marquee Reservations ................. 27
FACILITIES
The facilities operation provides a variety of services for the Associated Students. The custodial department is responsible for the overall cleanliness of the physical plant including all offices, the Wildcat Store, Dining Services, lounges, and meeting rooms in the Bell Memorial Union and Wildcat Recreation Center. The maintenance staff is responsible for preventative maintenance, special building projects, and miscellaneous repairs of equipment and buildings.

HIGHLIGHTS
Bell Memorial Union ................................................. 125,000 sq. ft.
Wildcat Recreation Center ........................................... 130,000 sq. ft.

COMPUTER LAB
Computer labs are located in the lower level of the BMU and in the Wildcat Recreation Center. A total of 42 computers are available in a variety of settings: an enclosed quiet area and open lobby area in the BMU, and an open counter area at the WREC.

HIGHLIGHTS
Total Seat Hours .................................................. 18,318
Total Number of Visits ............................................. 33,117
Total Unique Logins .............................................. 4,798
CHICO STATE WILDCAT STORE

The Chico State Wildcat Store provides merchandise and services for the campus of CSU, Chico. The merchandise selection ranges from Chico State clothing, gifts, and supplies to educationally priced computer hardware and software. The store is both an Apple and Dell authorized campus store and services provider. The Wildcat Store provides a variety of programs to make textbooks more economical for students in support of the University’s academic mission. These include Low Price Guarantee, Guaranteed Buyback, digital textbooks, a rental program, and used textbooks.

The Wildcat Store transitioned to a private company (Follett Higher Education Group) on June 27th of this year.

HIGHLIGHTS

- Received awards/recognition from National Association of College Stores, California Association of College Stores, and Independent College Bookstore Association for social marketing efforts with Facebook, Twitter and Pinterest.
- Increased the number of local vendors in the convenience store and the gift area by eight.
- Decreased overall personnel costs by 4% with a savings of over $37,000.
AS DINING SERVICES

AS Dining Services operates all dining facilities on the CSU, Chico campus. Sutter Hall is the residential dining area which serves meals to students who live both on and off campus. Two satellite convenience stores, Butte and Holt Stations, offer grab and go food options for students, faculty, and staff on the move. Specialty coffee drinks and deli items are available at Creekside Coffee and Common Grounds. The Marketplace Caf? in the Bell Memorial Union serves as the main retail dining facility. AS Dining also provides catering services for numerous campus, community, and privately hosted events, in addition to concessions for the University Athletic Department.

HIGHLIGHTS

- Received a Best Practice Award for Sustainable Food Service at the California Higher Education Sustainability Conference.
- Named by Good Housekeeping as one of the 12 Most Healthy and Sustainable College Cafeterias in the country due, in part, to a waste diversion rate of 85%.
- Relocated and opened Common Grounds Coffee Shop on schedule August 26, 2013 with year-end sales 47.6% higher than the previous year.
**FINANCIAL SERVICES**

AS Financial Services provides business and accounting services for all auxiliaries operating on the campus of CSU, Chico.

- Associated Students
- The CSU, Chico Research Foundation
- The University Foundation

Additionally, the department provides financial services for:

- Student clubs and organizations
- Agency accounts
- Three employee benefit plan trusts
- Wildcat Card accounts

Financial Services also prepares the annual financial statements of all of the organizations and coordinates with Matson & Isom to facilitate the required audits.

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**INFORMATION TECHNOLOGY**

The AS Information Technology Department provides a broad range of services to the AS including:

- User support (help desk)
- Workstation and printer management
- Server administration
- Computer lab administration
- Support and administration for IFAS, the financial system used by the AS and Foundations
- Compliance management (IT security controls, payment card industry compliance, etc.)
- Application support
- Project management
- Streamlining of business processes for AS departments

The Department provides these services to over 300 career, casual and student AS employees. In addition, it provides IFAS support to hundreds of campus and Foundation employees.
HUMAN RESOURCES

Human Resources provides a broad range of administrative services supporting employment for the more than 1,360 career, student and temporary staff the Associated Students employs each year.

- Recruitments
- Benefits Administration
- Compensation
- Policy Development
- Staff Development/Training

- Performance Management and Improvement
- Workplace & Complaint Investigations
- Conflict Resolution
- Safety & Workers’ Compensation

Full-time employees .................................. 100

Part-time employees (including students) ............. 816

Full-time Employees by Department

- AS Programs and Government Affairs .................................................. 19
- Student Union ......................................................................................... 10
- Wildcat Recreation Center ................................................................. 13
- Administration/Human Resources ................................................... 4
- Financial Services ................................................................................ 14
- Information Technology ................................................................. 3
- Chico State Wildcat Store ............................................................... 6
- Dining Services ................................................................................. 31
**AS BOARD OF DIRECTORS 2013-2014**

**Taylor Herren**  
President/BOD Chair

**Michael Barrett**  
Executive Vice President/GAC Chair

**Kory Acosta**  
Vice President of Facilities and Services/BMUC Chair

**Jaycob Arbogast**  
Vice President of Businesses and Finance/ASBC Chair

**Nicole McAllister**  
Director of University Affairs

**Angelina Pereda**  
Director of Legislative Affairs

**Teodora Delorenzo**  
Staff/Tenured Faculty

**Lorraine B. Hoffman**  
University Vice President for Business & Finance

**Drew Calandrella**  
University Vice President for Student Affairs

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**AS ORGANIZATIONAL CHART**

Board of Directors  
Executive Director

Associated Students  
Businesses Committee (ASBC)

Business Enterprises  
Dining Services
- Butte/ Holt Stations
- Catering | Concessions/Vending
- Residence Hall Dining
- Common Grounds | Creekside Coffee
- Marketplace Café

Chico State Wildcat Store  
Clothing | Computers
- Convenience Store
- General Books | Gifts/Clinique
- Supplies | Textbooks

Government Affairs Committee (GAC)

Funding Councils  
Event Funding Allocation Council
- Multicultural Affairs Council

Annually Funded Programs  
AS Child Development Lab
- Community Action
- Volunteers in Education
- Community Legal Information Center
- Gender & Sexuality Equity Center
- KCSC
## ASSOCIATED STUDENTS • CSU, CHICO (as of June 30, 2014)

### STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th>Assets</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>12,015,131</td>
</tr>
<tr>
<td>Accounts and other receivables</td>
<td>1,815,626</td>
</tr>
<tr>
<td>Sponsored programs receivable</td>
<td>67,322</td>
</tr>
<tr>
<td>Inventories</td>
<td>102,506</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>54,763</td>
</tr>
<tr>
<td>Property and equipment</td>
<td>1,773,197</td>
</tr>
<tr>
<td>Long Term Deposits</td>
<td>20,000</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>15,848,545</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities/Net Assets</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>1,002,235</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>1,203,005</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>128,697</td>
</tr>
<tr>
<td>Deposits held for others</td>
<td>141,826</td>
</tr>
<tr>
<td>Postretirement benefit obligation</td>
<td>1,290,876</td>
</tr>
<tr>
<td>Net Assets Unrestricted</td>
<td>12,081,906</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>15,848,545</strong></td>
</tr>
</tbody>
</table>

### 2013-2014 REVENUES AND EXPENSES

#### Revenues and Other Support

<table>
<thead>
<tr>
<th>Source</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wildcat Store, AS Dining Services and other sales</td>
<td>15,724,262</td>
</tr>
<tr>
<td>Student Activity fees</td>
<td>2,019,111</td>
</tr>
<tr>
<td>Returns of Student Union surplus fees</td>
<td>3,785,061</td>
</tr>
<tr>
<td>Student programs</td>
<td>346,175</td>
</tr>
<tr>
<td>Sponsored and campus program receipts</td>
<td>704,779</td>
</tr>
<tr>
<td>Contract services</td>
<td>730,000</td>
</tr>
<tr>
<td>Investment income</td>
<td>65,285</td>
</tr>
<tr>
<td>Gifts</td>
<td>9,230</td>
</tr>
<tr>
<td>Other income</td>
<td>689,980</td>
</tr>
<tr>
<td><strong>Total Revenues and Other Support</strong></td>
<td><strong>24,073,883</strong></td>
</tr>
</tbody>
</table>

#### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus and student programs</td>
<td>2,050,864</td>
</tr>
<tr>
<td>Community programs</td>
<td>371,320</td>
</tr>
<tr>
<td>Auxiliary Activities cost of sales</td>
<td>8,627,672</td>
</tr>
<tr>
<td>Auxiliary Activities operating costs</td>
<td>5,588,901</td>
</tr>
<tr>
<td>Facilities operations</td>
<td>2,237,472</td>
</tr>
<tr>
<td>Supporting services costs</td>
<td>5,029,967</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>23,906,196</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Increase/Decrease in Net Assets</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase</td>
<td>167,687</td>
</tr>
</tbody>
</table>
# Student Union Fund
(as of June 30, 2014)

## Statement of Financial Position

### Assets
- Cash: 3,497,394
- Accounts and other receivables: 16,962
- Receivable from other funds: 933,864
- Prepaid expenses: 21,366
- Property and equipment: 759,220
- Long Term Deposits: 20,000

**Total Assets**: 5,248,806

### Liabilities/Net Assets
- Accounts payable: 288,201
- Accrued expenses: 312,768
- Deferred revenue: 20,772
- Postretirement benefit obligation: 532,772
- Net Assets Unrestricted: 4,094,293

**Total Liabilities and Net Assets**: 5,248,806

## 2013-2014 Revenues and Expenses

### Revenues and Other Support
- Returns of Student Union surplus fees: 3,785,061
- Student programs: 263,655
- Investment income: 9,787
- Other income: 346,543

**Total Revenues and Other Support**: 4,405,046

### Expenses
- Campus and student programs: 325,597
- Facilities operations: 2,237,472
- Supporting services costs: 1,909,197

**Total Expenses**: 4,472,266

**Increase <Decrease> in Net Assets**: (67,220)
### ACTIVITY FEE FUND (as of June 30, 2014)

#### STATEMENT OF FINANCIAL POSITION

**Assets**
- Cash: 2,416,411
- Accounts and other receivables: 48,815
- Receivable from other funds: 221,079
- Prepaid expenses: 10,208
- Property and equipment: 17,079
- Long Term Deposits: 0
- **Total Assets**: 2,713,592

**Liabilities/Net Assets**
- Accounts payable: 69,454
- Accrued expenses: 105,696
- Deferred revenue: 42,263
- Postretirement benefit obligation: 295,405
- Net Assets Unrestricted: 2,200,774
- **Total Liabilities and Net Assets**: 2,713,592

#### 2013-2014 REVENUES AND EXPENSES

**Revenues and Other Support**
- Student Activity fees: 2,019,111
- Student programs: 82,520
- Contract services: 730,000
- Investment income: 8,499
- Gifts: 9,230
- Other income: 104,333
- **Total Revenues and Other Support**: 2,953,693

**Expenses**
- Campus and student programs: 1,020,488
- Community programs: 371,320
- Supporting services costs: 1,235,534
- **Total Expenses**: 2,627,342
- **Increase <Decrease> in Net Assets**: 326,351
CHICO STATE WILDCAT STORE (as of June 30, 2014)

STATEMENT OF FINANCIAL POSITION

Assets
Cash.........................................................................................................................3,260,231
Accounts and other receivables .................................................................1,582,517
Inventories ......................................................................................................0
Prepaid expenses ..........................................................................................6,883
Property and equipment ............................................................................187,277
Long Term Deposits .....................................................................................0
Total Assets ..................................................................................................5,036,908

Liabilities/Net Assets
Accounts payable .........................................................................................384,309
Accrued expenses .........................................................................................445,571
Deferred revenue .........................................................................................27,316
Payable to other funds .................................................................................396,752
Postretirement benefit obligation .............................................................12,693
Net Assets Unrestricted ..............................................................................3,770,267
Total Liabilities and Net Assets .................................................................5,036,908

2013-2014 REVENUES AND EXPENSES

Revenues and Other Support
Wildcat Store sales .....................................................................................8,087,639
Investment income .......................................................................................6,696
Other income ...............................................................................................400,499
Total Revenues and Other Support .........................................................8,494,834

Expenses
Cost of sales ..................................................................................................5,841,513
Operating costs ...........................................................................................2,645,343
Other expenses ............................................................................................379,286
Total Expenses ...........................................................................................8,866,142
Increase <Decrease> in Net Assets ............................................................(371,308)
### AS DINING SERVICES (as of June 30, 2014)

#### STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th>Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>1,929,982</td>
</tr>
<tr>
<td>Accounts and other receivables</td>
<td>167,294</td>
</tr>
<tr>
<td>Inventories</td>
<td>102,506</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>16,299</td>
</tr>
<tr>
<td>Property and equipment</td>
<td>809,621</td>
</tr>
<tr>
<td>Long Term Deposits</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>3,025,702</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities/Net Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>260,235</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>338,971</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>38,347</td>
</tr>
<tr>
<td>Payable to other funds</td>
<td>690,903</td>
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<tr>
<td>Postretirement benefit obligation</td>
<td>450,006</td>
</tr>
<tr>
<td>Net Assets Unrestricted</td>
<td>1,247,240</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>3,025,702</strong></td>
</tr>
</tbody>
</table>

#### 2013-2014 REVENUES AND EXPENSES

<table>
<thead>
<tr>
<th>Revenues and Other Support</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS Dining Services sales</td>
<td>7,636,623</td>
</tr>
<tr>
<td>Investment income</td>
<td></td>
</tr>
<tr>
<td>Other income</td>
<td>1,210</td>
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<tr>
<td><strong>Total Revenues and Other Support</strong></td>
<td><strong>7,763,205</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of sales</td>
<td>2,786,159</td>
</tr>
<tr>
<td>Operating costs</td>
<td>4,713,993</td>
</tr>
<tr>
<td>Other expenses</td>
<td>14,743</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>7,514,895</strong></td>
</tr>
</tbody>
</table>

Increase <Decrease> in Net Assets            | 248,310      |