THE ASSOCIATED STUDENTS UCLA IS A
STUDENT-LED ORGANIZATION THAT CREATES
THE STRONGEST, LONGEST-LASTING MEMORIES
FOR EVERY MEMBER OF THE
UCLA COMMUNITY.

– ASUCLA Vision Statement 2018

ASUCLA’s tradition of “students serving
students” was established in the
earliest days on campus even before
the move to Westwood. Students were
expected to finance their own
non-academic activities, therefore
ASUCLA established commercial
operations to support social activities,
the campus newspaper, and athletic
events. The Students’ Store and
cafeteria were among the first
successful efforts.

Today ASUCLA is still recognized
as student government, student
media, and not-for-profit commercial
enterprises. With an annual operating
budget of over $80 million, and world-
wide sales of products and services
at close to $150 million, ASUCLA
comprises the largest student-run
association in the nation.

A CENTURY OF STUDENTS SERVING STUDENTS

#asucla100

We’re sharing one hundred stories from ASUCLA history and
hope you will too. If you have a story to share of an ASUCLA
experience use our hashtag and tag us!

© 2019 Associated Students UCLA
Design: Lisa Perez / Copy: Lisa Perez, Grace Gillespie / Photography: Don Liebig(front cover) Todd Cheney, ASUCLA Marketing
A CENTURY OF SPIRIT

AS BRUINS, WE ARE A COMMUNITY OF ACTIVISTS AND CHANGE-MAKERS, OF ATHLETES AND ARTISTS, OF THINKERS AND INNOVATORS.

— Robert B. Watson, 2019-2020 USAC President

Students were energized on Election Day with the Ackerman Grand Ballroom serving as a polling place on campus.

In 2018-19 ASUCLA continued to pursue new opportunities to support a diverse campus and seek sustainable growth ensuring long-term value for the UCLA community. Strategic decisions to expand our Student Union facilities, programs, and services, our outreach and communications, and delivering new efficiencies for our customers are steps progressing towards delivery of the best possible campus experience for our constituents. This year’s Annual Report offers a snapshot to our ongoing journey as we strive to be even more exceptional in the century ahead.

Hevenn V., Class of 2020

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A message from 2018-19 Chair Teniope Adegum-Gunn

“I’m very excited as we close 100 years of ASUCLA, and look to the next 100 years to come, to see how future student board members make their mark on the ASUCLA story”

– Teniope Adegum-Gunn, Grad Representative Chair, 2018-19 Board of Directors

A CENTURY OF STUDENT LEADERSHIP

LIGHTING THE WAY

In this Centennial year at UCLA, the Associated Students UCLA also celebrates a century of service and spirit. ASUCLA’s storied past includes accomplishments from many student leaders who have effectuated change and made a difference in their community, and beyond. Along the way, we’ve overcome challenges and celebrated Bruin pride in academic, social, and athletic performances alike.

In the 2018-19 academic year, we’ve added another exciting chapter to the story. Some key accomplishments this year include an expansion of our international licensing portfolio for UCLA Trademarks and licensing, continued involvement and heightened education efforts surrounding ethical labor standards and supply chain transparency, and participation in UCLA Centennial Celebration activities—building new partnerships along the way.

On campus we’ve expanded our food offerings and focused on coffee, delivering better quality and more options including fair trade options at every coffeehouse location. As the retail provider on campus we’ve developed a line of Centennial products supporting UCLA’s 100-year milestone and provided many of our campus partners custom Centennial products. Further, we are looking to maximize student usage of our campus spaces, developing new programs and outreach efforts to support student activities in our Student Union.

In preparation for the century ahead, we strive to enhance the Bruin experience on campus and beyond. We anticipate ASUCLA’s long-term sustainable value for generations of future Bruins and UCLA Alumni to come, utilizing student leadership to light the way throughout the Association and in all operations of ASUCLA Student-Run Enterprises.

Teniope Adegum-Gunn
Chairman – Grad Representative
2018-19 ASUCLA Board of Directors

A CENTURY OF SERVICE

Over the years, ASUCLA has had an impressive roster of student leaders lighting the way on campus and beyond. Below are just a few examples of Board members who have made a difference. All served simultaneously as student body president with the exception of Cinthia Flores who was appointed to the Board by the Undergraduate Students Association Council, and later made history as the first Latina elected as student body president.

Serving on the Board is an amazing opportunity but it’s also a tremendous responsibility. Being an active Board member means having an active role in shaping decisions for the Association

– Kevin Jofili, Undergraduate Representative
Chair, 2018-19 Board of Directors

MEET THE 2018-19 BOARD OF DIRECTORS

1964-49 William Keene
Professor of Psychology, the year the Los Angeles Times first published a student newspaper.

1967-68 Robert Michaels
Advocated for lower textbook prices and was later named a judge on the Los Angeles Superior and Municipal Courts in California, surrounded by his children.

1964-49 Sherill Luke
Veteran diplomat and former ambassador to South Africa to protest apartheid, encouraged a tradition, called “Good & Welfare” still practiced at UCLA. Keene went on to serve as a judge on the Los Angeles Superior and Municipal Courts in California, surrounded by his children.

1968-69 Ralph Johnson
UCLA’s first African American student to serve as a student body president.

1967-68 Robert Michaels
Advocated for lower textbook prices and was later named a judge on the Los Angeles Superior and Municipal Courts in California, surrounded by his children.

1981-82 Fred Gaines
Developed a line of Centennial products supporting UCLA’s 100-year milestone and provided many of our campus partners custom Centennial products.

2008-09 Cinthia Flores
First Latina elected as student body president.

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Chair, 2018-19 Board of Directors
ASUCLA BY THE NUMBERS

**UCLA STORE**
- **$45 MILLION**
  - Total sales est FY 18/19
- **6**
  - Store locations on campus
- **8K-16K**
  - Average number of customers per day
- **$33,255**
  - UCLA store rewards redeemed by students via ASUCLA Benefits

**UCLA RESTAURANTS**
- **$27 MILLION**
  - Total restaurant division sales FY 18/19 (including 3rd parties)
- **17**
  - Restaurant & coffeehouse locations on campus
- **20,000+**
  - Average number of restaurant customers served per day
- **725,000+**
  - Cups of coffee served per year

**UCLA TRADEMARKS & LICENSING**
- **$28 MILLION**
  - Domestic retail est FY 18/19
- **2,743,687**
  - Units sold domestically est FY18/19
- **$16+ MILLION**
  - International retail est FY 18/19
- **10,517+**
  - Graphic review requests in FY 18/19
- **2,000+**
  - Internal campus promotional requests

**UCLA STUDENT UNION**
- **$66 PER YEAR**
  - The UCLA student union fee among the lowest in the nation
- **95.9%**
  - Of the budget comes from revenue generated by ASUCLA student-run enterprises
- **$140,000**
  - Amount ASUCLA provides for student group events in the student union
- **$185,000**
  - Amount ASUCLA provides as direct funding for student arts, culture, & entertainment
- **$10,775**
  - Events booked in FY18/19

**STUDENT JOBS**
- **87.5%**
  - Student employees
- **12.5%**
  - Career employees
- **1,400+**
  - Student jobs per year
- **50%**
  - Of ASUCLA overall wages are student wages in operational divisions

**SUPPORT FOR STUDENT PROGRAMMING**
- **$800,000**
  - Funding provided for capital projects
- **$185,000**
  - Amount ASUCLA provides for student arts, culture, & entertainment
- **$140,000**
  - Amount ASUCLA provides for student group events in the student union

**LIGHTING THE WAY FORWARD**
- **$66**
  - The UCLA student union fee among the lowest in the nation
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  - Of ASUCLA overall wages are student wages in operational divisions
A message from our Executive Director and CEO Pouria Abbassi

On behalf of the ASUCLA Board of Directors and ASUCLA family of employees, I am proud to present our organization’s FY 2018-2019 Annual Report. Our Centennial year was indeed reflective of the enduring success and excellence that ASUCLA stands for. In completing hundreds of projects and initiatives, many of which are highlighted in this report, FY 2018-2019 clearly highlights that our independent student majority board is well prepared to continue delivering successful results. The underlying theme of the year, to be continued for many years ahead, has been an emphasis on enhancing the organization’s culture to better support our constituents and employees. We fully realize that the nearly 1,800 ASUCLA employees are our most important assets and the cause of much pride for the Bruin family as a whole.

The FY 2018-2019 year marked one of a remarkable number of new and improved programs, refreshed activity on social media, and most importantly, spiked ambition to spread awareness of the UCLA brand to pursue increased global partnerships. It has become clear that in order to expand our Association engagement and our brand globally, we need to reinforce our communication through our presence in international markets. Thus, for the first time, ASUCLA was present and active in the Brand Licensing Expo in London with an exhibit booth drawing a number of leads that eventually translated into significant agreements across the globe. Additionally, the UCLA brand was present at the Paris Fashion Week; we finalized an agreement with a major global retail brand and extended our H&M agreement for another year. Parallel with these efforts, we continued taking a leadership role across the UC system and nationally to further educate stakeholders on ethical labor and supply chain transparency.

While improving our global outreach is key, we recognize that it is even more important to continue improving the student and guest experience with our products, services, and spaces at ASUCLA. We are therefore working on several initiatives such as enhancing our Ackerman Dining Terrace through our Wescom agreement and furthering our engagement with student life through the return of Anderson Café to ASUCLA operations. Additionally, space at LuValle Commons that was left vacant was rented to UCLA Counseling and Psychological Services to address both the need for space and the opportunity to be a part of such a remarkable organization and experience all the light that is ASUCLA.

Consistent with our re-energized outreach efforts, ASUCLA focused on expanding stakeholder communication through social media channels, including frequent postings on Facebook, Instagram, YouTube, and Twitter. Similarly, the ASUCLA app was consistently upgraded and now features an events tab providing students easy access to a calendar of events. These channels have allowed for improved distribution of ASUCLA-related information throughout our community. Other helpful communication tactics enacted include: banners deployed around campus, presentation pieces installed in the Student Union, distribution of several surveys, launch of the Bruin Up campaign, ASUCLA being prominently featured in the Bruin Day and Bruin Transfer Day activities, and ASUCLA being a part of continued Centennial Celebrations at City of Los Angeles and at Sacramento. As a result of these efforts, we have become even more aware of the needs of our student body and stakeholders, as we strengthen the foundation of ASUCLA into the future.

In closing, we wish to express our gratitude to the many partners, on and off-campus, who provide valuable support to ASUCLA throughout the year. Our many accomplishments in serving Bruins past, present, and future could not have been possible without them. I would also like to thank each member of our team, our Board of Directors and the tens of thousands of constituents that we serve every day for the opportunity to be a part of such a remarkable organization and experience all the light that is ASUCLA.

Sincerely,

Pouria Abbassi, P.E.
CEO & Executive Director
2018-19 HIGHLIGHTS
CELEBRATING 100 YEARS
ON CAMPUS, IN LOS ANGELES, AND SACRAMENTO

It was a week of festivities that kicked off at ASUCLA in the early evening of May 18, 2019 with a student Centennial pre-party in the Ackerman Grand Ballroom. At 8pm the party proceeded up to Royce Hall for the campus Centennial Celebration which featured a dynamic light-and-sound show highlighting the people, breakthroughs and moments that defined UCLA’s first century. Two days later, May 20th, both Assembly Member Sydney Kamlager and Senator Ben Allen proclaimed it UCLA Day at the State Capital recognizing a century of achievement. Back in Los Angeles on May 22nd, the City Council also proclaimed UCLA Day followed by an evening celebration in Grand Park that culminated in the lighting of City Hall in UCLA’s signature blue and gold. City landmarks were lit in blue and gold throughout Los Angeles, including L.A. Live, the pylons at LAX, and even ASUCLA’s own Kerckhoff Hall.

"For the past 100 years UCLA has also been home to ASUCLA, the largest and most successful student-run association in the nation, supporting and serving Bruins past, present, and future.”
– Paul Kortez, Los Angeles City Council
2018-19 HIGHLIGHTS

THE UCLA CENTENNIAL COLLECTION
As the retail provider on campus, ASUCLA designed and developed a Centennial line of products and launched the collection at the UCLA Store on May 1. The product line is also featured on the UCLA centennial site, social media channels, and at shop.uclastore.com.

THE BRUIN NIGHTS STUDENT CENTENNIAL PARTY
This free student Centennial pre-party occurred on May 18th in the Ackerman Grand Ballroom. The event featured old-school arcade games, contemporary gaming from the Bruin Gaming Group, DJ Trevor, and food tent pop-ups. Exclusive glow-in-the-dark ASUCLA Centennial t-shirts were given to the first 100 attendees.

UCLA AROUND THE WORLD
THE INTERNATIONAL BRAND
The UCLA Trademarks and Licensing team participated in the 2018 Brand Licensing Europe tradeshow in London, resulting in significant agreements across the globe. In a first, the UCLA brand was on view at Paris Fashion Week.

THE WESCOM DINING TERRACE
ACKERMAN UNION COMING SOON
ASUCLA was successful in executing a major sponsorship deal with Wescom Credit Union that includes a multi-million dollar renovation of the Ackerman Dining Terrace. Enhancements to the outside patio will complement the 1st Floor Dining Room renovation completed in 2018.

THE ASUCLA CENTENNIAL STORY
ASUCLA also celebrates a 100 year birthday in 2019 with its own storied legacy. To mark the occasion #asucla100 stories have been curated and told on social media. Onsite presentations are on display in Ackerman Union, A-level and the 1st Floor dining area.

ETHICAL LABOR MANAGEMENT EDUCATION IMPLEMENTATION
ASUCLA, through its UCLA Trademarks and Licensing team, continue to lead the way by highlighting the importance of ethical labor in the supply chain and educating constituents on the importance of purchasing collegiate licensed product.

A NEW ANDERSON CAFÉ OPENING FALL QUARTER 2019
ASUCLA partnered with the Anderson School to return their café to ASUCLA operations. In addition to increasing revenue this allows for streamlining of the North Campus array of food services and expanding catering operations.
ASUCLA DISTINGUISHED SPEAKER SERIES
Utilizing our Student Union facilities, campus and corporate partnerships, ASUCLA launched this new speakers program. Our inaugural speaker was UCLA Hall of Fame and Gymnastics head coach Valorie Kondos Field who shared the fundamentals of character and success from her new book “Life is Short, Don’t Wait to Dance”.

ASUCLA CATERING DELIVERS 20,000+ MEALS FOR COLLEGE SIGNING DAY
Michelle Obama visited the UCLA campus this year on College Signing Day and invited 10,000 high school seniors and transfer students to celebrate their commitment to pursue higher education. ASUCLA Catering was selected to provide, prepare, and distribute 10,000 snack bags and 10,300 sack lunches to the attendees. Days of careful planning and assembly contributed to the hugely successful event.

EXPANDED RESTAURANT MENUS AND SERVICES
UCLA Restaurants expanded their menus, services, and outreach at various locations across campus. Lu Valle Commons and Café Synapse expanded their menu offering and launched marketing support to build customer engagement. Self-ordering kiosks and a new restaurant app with an order-for-pickup option are in the works.

BRAND ENHANCEMENTS
An ad hoc committee was established and charged with the initiative of expanding awareness of the ASUCLA brand. The committee completed both a revised vision statement and the development of a new visual logo mark.

ASUCLA APP ENHANCEMENTS
The ASUCLA App is now available in both the Apple App Store and on Google Play. New features developed include ASUCLA event listings and push notifications, added to ASUCLA hours and locations, job openings, and direct links to ASUCLA social media.

UCLA STORE LED LIGHTING CONVERSION
ASUCLA received funding from Los Angeles DWP to retrofit the Store lighting to LED for energy efficiency. The installation was completed in March and will result in ongoing and significant energy cost savings.

SUPPORT FOR FAIR TRADE
In partnership with students from UCLA E3 (Ecology, Economy, Equity), ASUCLA has committed to continue to increase awareness of Fair Trade options on campus. Fair Trade messaging was expanded at all coffeehouse locations and on various ASUCLA social media channels.

BRUIN UP
Bruin Up is an experimental concept bringing together cross-departmental task teams with the intent of discovering new ASUCLA marketing opportunities and new channels to reach our Generation Z constituents.
THE UCLA STUDENT UNION
A CENTURY OF COMMUNITY

ENVIRONMENTAL STEWARDSHIP

Los Angeles DWP Partnership

ASUCLA received $88,000 in funding from the Los Angeles DWP to retrofit the UCLA Store in Ackerman Union to LED for energy efficiency. The installation was completed in March and will result in significant energy cost savings. Additionally the DWP provided support for a HVAC motor efficiency conversion and low-flow fixture replacements in the restrooms.

More Solar Power from USAC TGIF

A grant of $40,500 from Undergraduate Students Association TGIF (The Green Initiative Fund) will allow for the solar panel installation of an additional 10kW power generation beyond the 25kW in the base bid already funded by an earlier TGIF grant. Construction of the new solar panels will be completed by August 2019. This additional solar array will roughly double the kW output, saving approximately $32,000 annually and will prevent an additional 165,000 lbs. of Co2 from being exhausted into the atmosphere per year (added to the 200,000 lbs. of Co2 from our current solar panels).

WESCOM DINING TERRACE & BRANCH

ASUCLA successfully executed a major sponsorship deal with Wescom Credit Union resulting in a significant return to the ASUCLA bottom line. The sponsorship deal includes a multi-million dollar renovation of the patio off the 1st floor Ackerman dining room to be known as the Wescom Dining Terrace. The renovation, which will include furniture made from reclaimed wood from the aftermath of Hurricane Sandy, is scheduled for completion over Winter Break 2019. Additionally Wescom will build out a small branch in the northwest corner of the dining area and provide an annual maintenance fund to address repairs and furniture replacements. Enhancements to the outside patio will improve the dining experience for students and guests and draw more traffic to the Student Union. The sponsorship deal includes a multi-million dollar renovation of the terrace and branch.

2018-19 STUDENT UNION ACCOMPLISHMENTS

Art in the Union

ASUCLA’s Art in the Union program celebrated its 46th year with a reception in the Kerckhoff Art Gallery on May 1. This year five artists were awarded $600 for their winning entries which become part of the UCLA Student Union’s permanent collection of student art.

24 Hour Study Lounge and the De-Stress Study Fest

As part of its programming, RISE offers meditations, yoga, peer coaching, and other mind-body modalities.

CAMPUS PARTNERSHIPS

RISE at Lu Valle Commons

In Fall 2018 space was made available downstairs at Lu Valle Commons for a “holistic wellness hub” that provides a variety of programs, training, and self-directed resources aimed at creating a greater sense of resilience on campus. This new hub, called RISE in the Student Experience (RISE) at Lu Valle Commons is an extension of UCLA Counseling and Psychological Services (CAPS). As part of its programming, RISE offers meditations, yoga, peer coaching, and other mind-body modalities.

24 Hour Study Lounge and the De-Stress Study Fest

24 Hour Study Lounge and the De-Stress Study Fest

ASUCLA partnered with the UCLA Transfer Student Center and UCLA RISE in Winter Quarter to enhance and expand ASUCLA’s 24-Hour Study Lounge with a De-Stress Study Fest in Kerckhoff Hall featuring chair massage, therapy dogs, crafts, and care packs.

Undergraduate Admission Welcome Center

Undergraduate Admissions completed construction of the reception area for the Undergraduate Admission Information and Welcome Center utilizing the space adjacent to Bruin Viewpoint Room.

UCLA Summer Orientation Tours

Every summer the ASUCLA staff coordinates tours through the Student Union and introduces incoming students to ASUCLA’s available opportunities, programs, and services.
ASUCLA DISTINGUISHED SPEAKER SERIES

Utilizing our Student Union facilities, campus and corporate partnerships, ASUCLA launched a new speakers program. Through the Distinguished Speaker Series we strive to connect UCLA students with community leaders, to be inspired by their stories of success, and provide them the opportunity to personally meet the guests of honor. The inaugural speaker was UCLA Hall of Fame and Gymnastics head coach Valorie Kondos Field. Miss Val shared the fundamentals of character and success passed down from her inspiration, UCLA legend Coach John Wooden and stories from her new book “Life is Short, Don’t Forget to Dance”. The benefit fundraiser for ASUCLA was held on November 7, 2018 in the Charles E. Young Grand Salon. Donors were encouraged to host students and a copy of Miss Val’s new book was distributed to all attendees.

BRUIN NIGHTS

This past year ASUCLA experimented with new concepts and collaborations to produce more events in the Student Union and better utilize our spaces as focal points for gathering the campus community. Our Bruin Up task force committed to identifying a student event every quarter for a new program called Bruin Nights. A Bruin Nights Centennial student pre-party was planned for May 18 in the Ackerman Grand Ballroom. Exclusive ASUCLA Centennial t-shirts were handed out to the first 100 attendees. In collaboration with the Bruin Gaming Group, contemporary e-games were set up as well as old school arcade style games, cornhole toss, board games, a DJ, and food pop-up tents. Following the party, everyone was invited up to Dickson Plaza to view the Centennial Celebration lighting of Royce Hall on campus.

EVENT SERVICES

ASUCLA DISTINGUISHED SPEAKER SERIES

109,000+
ATTENDED EVENTS HELD IN THE GRAND BALLROOM

272
EVENTS HELD IN THE GRAND BALLROOM

610,884
ATTENDED EVENTS IN THE STUDENT UNION LAST YEAR

10,775
EVENTS BOOKED LAST YEAR

PROGRAMMING

$325,000
FUNDS FOR STUDENT ORGANIZATION

FREE SPACES

44
OFFICE SPACES

5
EVENT VENUES

13
MEETING ROOMS

STUDENT GOVERNMENT

SUPPORT SERVICES

Although each of the four ASUCLA entities operate independently, the Student-Run Enterprises area supports student groups under the student governments. While the student oversight councils turn over every year, ASUCLA assists with certain administrative responsibilities which require continuity and stability.

Accounting Support
• BUDGET, ALLOCATION AND INVOICES
• PURCHASING ASSISTANCE/REQUISITIONS

Administrative Support
• HOW-TO TRAINING & SUPPORT
• GUIDING DOCUMENTS & LEGAL REVIEW
• PERFORMANCE CONTRACTS FOR EVENTS

ASUCLA INFORMATION CARDS

To better communicate ASUCLA’s services to student groups, Event Services developed a series of information cards providing step by step instructions for event planning. Additionally, collaborations with the USAC advisors established protocol for directing student groups to our information window where they can find the appropriate information to meet their needs.
EVENTS SERVICES

While the Student Union facilities are primarily for the purpose of supporting student group activities, when not reserved for student programmed events we open up opportunities to campus and vendor partners. These additional events celebrate campus community while introducing Bruins to new products, services, and ideas such as our Human Family installation. Film shoots and marketing services provide ASUCLA additional revenue to reinvest in new Student Union experiences.

International World Café

ASUCLA hosted World Café in November in partnership with the UCLA Dashew International Center. The event took place in the Charles E. Young Grand Salon and Kerckhoff Patio and featured free coffees and teas from around the world.

World Café also serves as an opportunity to connect with international students on campus.

The Human Family art installation on the Kerckhoff Patio added value to the Student Union experience.

Tom’s Shoes co-branded a new shoe line with Randy’s Donuts, launched on the Kerckhoff Patio with free donuts.

The distinct Gothic architecture of Kerckhoff Hall is a desired location for film shoots.

#HumanFamily
The Centennial graduation sash was so popular it out sold cap & gown packages.

Holograms of the UCLA Centennial molecule were installed on store displays, Student Union entrances and elevator doors.

The UCLA Store set up pop-up Centennial shops for the celebrations on campus and downtown LA at Grand Park.

The Centennial Graduation Sash
Recognized as the graduating Centennial Class of 2019, this year’s graduates had the privilege of wearing the Centennial mark on their sashes. Over 10,000 sashes were sold in May 2019, with sashes outselling total cap and gown packages.

Custom Centennial Orders from Bruin Custom Print
In addition, Bruin Custom Print worked with Trademarks and Licensing to develop many custom Centennial orders for various campus departments. In partnership with the Centennial Celebration Committee, Bruin Custom Print designed a collection of lapel pins commemorating various Centennial events scheduled throughout the year.

The UCLA Store set up pop-up Centennial shops for the celebrations on campus and downtown LA at Grand Park.

Associated Students UCLA • 2018-2019 ANNUAL REPORT

THE UCLA CENTENNIAL COLLECTION
As the retail provider on campus, ASUCLA designed and developed a line of products for the UCLA Centennial Celebration which launched May 1 with a Centennial Shop in Ackerman Union. The presentation included displays throughout the store with holographic decals of the official Centennial mark lighting the way to the Centennial merchandise. The Centennial product line was also launched online at shop.uclastore.com and linked directly from the UCLA Centennial website. Also, the UCLA Store operated pop-up shops at the official kick-off party on campus and at downtown Los Angeles celebration in Grand Park. Sales were brisk and inventory was replenished in time for the Centennial Celebration events later in the month.

The UCLA Store set up pop-up Centennial shops for the celebrations on campus and downtown LA at Grand Park.

2018-19 STORE ACCOMPLISHMENTS
Luskin Conference Center Welcome Package
In partnership with UCLA Housing the UCLA Store produced a welcome package for guests at the Luskin Conference Center. Conference Center staff distributed certificates in each guest room that could be redeemed for a free tote bag and special campus store coupons.

Valorie Kondos Field Book Signing
UCLA Hall of Fame and head Gymnastics coach, Valorie Kondos Field signed her new book titled "Life is Short, Don’t Wait to Dance" in the Ackerman Store on October 26. At Miss Val’s request, the UCLA Store distributed complimentary copies of the book to UCLA students at the event and at other signing events on campus.

Holograms of the UCLA Centennial molecule were installed on store displays, Student Union entrances and elevator doors.

Miss Val signs her new book Life is Short, Don’t Wait to Dance at the UCLA Store.

Many custom products were developed for various departments on campus.

Luskin Conference Center Welcome Package with Free Tote

BRUIN CUSTOM PRINT DESIGNED A COLLECTION OF LAPEL PINS COMMEMORATING VARIOUS CENTENNIAL EVENTS SCHEDULED THROUGHOUT THE YEAR.

VALUE KONDOS FIELD SIGNING LIFE IS SHORT, DON’T WAIT TO DANCE

THE UCLA CENTENNIAL COLLECTION

LUSKIN CONFERENCE CENTER WELCOME PACKAGE WITH FREE TOTE

VALUES KONDOS FIELD SIGNING LIFE IS SHORT, DON’T WAIT TO DANCE

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The UCLA Store set up pop-up Centennial shops for the celebrations on campus and downtown LA at Grand Park.

The UCLA Store set up pop-up Centennial shops for the celebrations on campus and downtown LA at Grand Park.
In collaboration with the USAC Internal Vice President, ASUCLA hosted its 16th Annual T-shirt Design Contest. The winning t-shirt design, submitted by undergraduate Kayley Nichols, was announced December 1 and available for purchase at the UCLA Store in January. Kayley received $1,000 for her winning design, and a portion of the proceeds goes to support the UCLA Student Union programming fund.

Supporting the Blue and Gold Challenge
Working with the UCLA Office of Annual Giving, the UCLA Store offered an online discount to participants of the Blue and Gold Challenge in November.

UCLA Family Weekend
In connection with UCLA Family Weekend, participants received a 20% discount coupon that could be used in the UCLA Store towards BearWear emblematic apparel and accessories or BookZone purchases.

Alumni Appreciation Events
Our annual Alumni Appreciation online event took place November 26 through December 1, and in-store December 16 and May 18. UCLA Alumni Association members save 20% for all appreciation events. UCLA Alumni are also eligible for the Apple Educational pricing at the UCLA Computer Store.

UCLA Faculty & Staff Appreciation Event
The annual UCLA Faculty & Staff Appreciation Event took place this year December 3 – 7. Faculty and staff saved 20%, were eligible for discounts in the Computer Store and raffles at each store location on campus.

UCLA Staff Assembly Small Business Resource Fair
The Computer Store, Essentials Department, and Bruin Custom Print participated in the UCLA Staff Assembly Small Business Resource Fair on January 31. This fair provides the opportunity to promote programs that would be of interest to UCLA Departments in the areas of tech products and services, supplies, and custom products. Bruin Custom Print debuted product offerings developed for the UCLA Centennial Celebration.

PAC-12 Team Green
In collaboration with UCLA Sustainability, the UCLA Store participated in the Inaugural PAC-12 Team Green event adjacent to Pauley Pavilion on February 6. The Store featured an assortment of products and services that support the sustainability mission. Eco-friendly prizes were awarded to attendees for game participation.

UCLA Dodgertown Classic
Baseball rivals UCLA and USC took over Dodger Stadium at the Dodgertown Classic on Sunday, March 10 and the UCLA Store was there with all the UCLA gear imaginable.

Bruin Day and Bruin Transfer Day
ASUCLA and the UCLA Store were active participants at the Bruin Day events with information about student jobs, student governance and academic support services. Families attending received a 20% UCLA Store coupon in their welcome packets as well as our popular Brunubears with a visit to the UCLA Store tent in Bruin Plaza.

Bruin Tech First Fridays
Bruin Tech representatives from the UCLA Computer Store Team attended First Fridays, which is a gathering of retired UCLA faculty and staff. They were able to provide attendees with information about services that are offered by the computer store for retirees.

Centennial Celebration Pop-up Shops
The UCLA Store provided a Centennial pop-up shop at the campus celebration on May 19th, and also at the “UCLA 100th Birthday Celebration at Grand Park” in downtown Los Angeles on Wednesday, May 22.

UCLA Green Gala & Awards Ceremony
Representatives from the Market staffed a display table at the 4th Annual UCLA Green Gala & Awards Ceremony on Wednesday, May 22 at Govei Commons. Team members distributed samples of sustainable products available at the UCLA Store.

Automation Email Sprints
A transition to a new email service provider enabling more robust communications with our online customers. New services include workflows which enable automated email sends with messages optimized by customer behavior. New automated workflows utilized include an abandoned cart series and a welcome series triggered by email subscription signups.
2018-19 RESTAURANT ACCOMPLISHMENTS

Expanded Coffee & Tea Selections
After considering many different coffee options for campus ASUCLA rolled out a variety of brands at different coffeehouse locations this year. Peet’s coffee debuted at Southern Lights and Café Synapse. Intelligentsia coffee was rolled out at Jimmy’s Coffeehouse and Café 451. Wild Oat from Farmer Brothers, served in our new Bruin Pride coffee cup was popular at the Kerckhoff Coffee House and Bruin Buzz in central campus. New products were also introduced including Cold Brew, Nitro, and Kombucha. Tenos Tea matcha has been a popular new menu addition at the coffeehouses. We introduced the matcha products with multiple samplings at Kerckhoff Coffee House, Bruin Buzz, Northern Lights and at Bruin Nights events. Products available are shots, iced and hot matcha tea, lattes, “green eye,” and matcha iced blends. We also introduced a happy hour promotion in the evenings at Northern Lights and Kerckhoff Coffee House which offers any size drop coffee for $1, or $1 off any latte.

Expanded Restaurant Menus
The servery at Lu Valle Commons rolled out new quesadillas and loaded nachos, a new afternoon/dinner menu with chicken wings, and an improved burger line. The North Campus Student Center updated the recipe to the regular pizza crust and introduced a new cauliflower crust. The Greenhouse salad and hot bar on the first floor of Ackerman Union developed a rotation of internationally themed hot food items. Halal products have been added around campus and Fresh & Ready, our new packaged ready-to-eat salad and sandwiches, was introduced in April and is available throughout most restaurant locations and our coffeehouses. A new Café Synapse menu was introduced in January featuring the addition of breakfast sandwiches, expanded grab-n-go items, healthy grain bowls, and new sandwiches and salads. The marketing department followed up with introductory coupons and promotions directed to the staff from surrounding departments.

Self Ordering Kiosks
The first self-ordering kiosk was introduced in the Kerckhoff Coffee House last October, and Taco Bell opened our next location in May. After just 4 weeks in operation, 11% of sales were entered via the kiosk. Based on the kiosk’s success at Taco Bell more locations are being reviewed for expansion of this program.

UCLA Restaurants Mobile Ordering App
ASUCLA will implement a mobile ordering app for pick-up at two restaurant locations on campus in Summer 2019. Once launched customers will have the option to use either their Bruin Card or any regular credit card for payment options.

QUALITY ASSURANCE & RESTAURANT ENHANCEMENTS

UCLA Restaurants hired a food service consultant in October 2018 to perform a high-level operational review of all cash sales locations and the catering department. The consultant toured all operations, reviewed our technology, equipment, and general systems and suggested enhancements to improve customer service, production speed, and efficiency. Efforts to collaborate with industry peers, practice leadership exercises to improve management skills, expand training materials, and refine the menus are underway.

CAMPUS PARTNERSHIPS

Collaboration with Residence Halls On Meal Plan Swipes
ASUCLA’s request of the Residence Halls to increase the Meal Swipe coupon was reciprocated with an increase of $1 for a value of $2.85 (with ASUCLA $0.45 contribution the total is $3.45) put in place September 2018. The value was raised again in February 2019 by an additional $0.25 for a new total of $3.77. Additionally, as an effort to provide student residents additional meal options during work stoppage days in October, March, April and May, ASUCLA partnered with UCLA Dining to offer selected meals in most ASUCLA locations for a value of $8 in exchange for their meal swipe coupon on the days effected.

Support for Fair Trade
Management met with students from UCLA E3 (Ecology, Economy, Equity) and to continue increasing Fair Trade awareness on campus. E3 is committed to developing a simplified script that can be used for training coffee house employees to enhance the staff knowledge. Fair Trade products were made more prominent on our menu boards, and educational messaging was expanded at all coffeehouse locations and on various ASUCLA social media channels.
2018-19 CATERING ACCOMPLISHMENTS

College Signing Day at Pauley Pavilion
Michelle Obama visited the UCLA campus this year on College Signing Day as part of her Reach Higher campaign, started in 2014 while in the White House, to encourage students to pursue higher education. Obama was joined by an array of nearly 50 celebrities in Pauley Pavilion including John Legend, Usher, and Conan O’Brien, to celebrate the 10,000 high school seniors and transfer students also invited, who have committed to pursue higher education. ASUCLA Catering was selected to provide, prepare and distribute 10,000 snack bags and 10,300 sack lunches to the attendees.

The massive production took several days and multiple assembly lines in all to produce the 20,000+ boxes. The event was a success and brought in over $100,000 in revenue.

CATERING & CONCESSIONS

CAMPUS PARTNERSHIPS & OUTREACH

Catering and Events Services Open House
The ASUCLA Catering and Event Services held an Open House last February in Ackerman Grand Ballroom. The event highlighted many new Catering menu offerings, the venues from ASUCLA Event Services and custom printing and specialty services available at Bruin Custom Print. We had over 550 attendees from on and off-campus with positive feedback from potential clients.

Black Friday Catering Promotion
ASUCLA Catering offered a Black Friday sale with 10% off holiday events on campus between December 4–21 for orders placed by December 3.

Alliance Supplier and Bruin Buy Fair
Catering and Bruin Custom Print participated in the Alliance Supplier and Bruin Buy Fair in Ackerman Grand Ballroom in March. The event featured service providers from on and off-campus allowing them to introduce their services to UCLA campus departments. There was great attendee engagement and interest in ASUCLA’s Catering and Event Services, as well as custom printing options available from Bruin Custom Print.

Miss Val’s VIP Reception
ASUCLA provided catering service for the VIP reception at Pauley Pavilion for UCLA Gymnastics head coach Valorie Kondos Field at her last regular home gymnastics meet in March 2019.

Alumni Day 2019
ASUCLA Catering provided breakfast and an appetizer reception for approximately 4,000 attendees at the Alumni reception in Wilson Plaza. Coinciding with the UCLA Centennial Celebration on May 18th, it was another huge volume day for Catering with over $88K in sales. On the same day, ASUCLA Catering hosted a food truck festival for dinner options before the Centennial Celebration in Dickson Plaza.

CATERING SALES

$1.8M ANNUAL CATERING SALES

ASUCLA Catering prepared 10,000 snack bags and 10,300 sack lunches for 10,000 seniors invited to College Signing Day.

Nearly 50 celebrities joined Michelle Obama in Pauley Pavilion.

Final distribution point in Pauley Pavilion for the snack packs and sack lunches.

Servers from ASUCLA Catering stay busy at the ASUCLA open house.

ASUCLA Catering provided a three course dinner reception for the Distinguished Speaker Series inaugural event.

The shrimp and grits was one of the popular menu items at the ASUCLA Open House.
WHERE UCLA IS SOLD IN THE U.S.
U.S. DOMESTIC WHOLESALE PURCHASES

| # OF UNITS SOLD: | 2,563,940 |
| # OF RETAILERS: | 770 |

AS WE DO SO WE SHALL CONTINUALLY LEAD AMONG HIGHER EDUCATION ORGANIZATIONS IN THE PURSUIT AND IMPLEMENTATION OF ETHICAL LABOR STANDARDS IN ANY SUPPLY CHAINS USED TO MANUFACTURE UCLA® BRAND PRODUCTS.

THE FIRST IN COLLEGIATE LICENSING
ASUCLA established UCLA’s trademark and licensing program in 1972, making UCLA the first university or college in the country to have a program focused on trademark protection and controlled promotional use of the University name. ASUCLA’s stewardship of the licensing program for one of the most preeminent universities in the country has been, and continues to be, among the highest of ASUCLA Board priorities.

Trademark Portfolio Management
ASUCLA, through its UCLA Trademarks and Licensing (TM&L) division has, on behalf of UCLA and The Regents of the University of California, developed what may be among the largest collegiate brand name trademark and service mark portfolio protecting “UCLA” and related names and marks in more than a hundred countries around the world. In addition to on-going routine maintenance activities, this year TM&L successfully acquired service mark registrations in China protecting “UCLA” and “UCLA Health” for the university’s exclusive use in connection with the core services of education, conducting artistic and athletic displays, performances, scientific research, and healthcare services.

18/19 ACCOMPLISHMENTS
Maximize Brand Impressions Throughout U.S. Domestic Markets
Following a FY 2017-2018 apparel RFP, TM&L implemented strategies at mass, sporting goods, and e-commerce retailers. Successful meetings were held at Amazon headquarters concerning new merchandising and print-on-demand opportunities. TM&L launched a UCLA site on Amazon at www.amazon.com/UCLA. Alumni and fan zip code and print-on-demand opportunities. TM&L also contributed to UCLA’s response to the annual AASHE Star ratings assessment, a transparent, self-reporting framework for colleges and universities to measure their sustainability performance. TM&L also contributed to UCLA’s response to the annual AASHE survey. Finally, TM&L submitted a presentation proposal to AASHE which was subsequently selected to receive an award and be presented at the 2019 AASHE Conference & Expo in Spokane, WA under the title “Ethical Labor in Collegiate Licensing Supply Chains”.

Doc-u-Sign Support for UCLA Policy 110
Collaboration with the Administrative Vice Chancellor’s office resulted in a DocuSign portal development and launch in November, replacing the previous manual process for campus and third parties to submit requests to use the UCLA name and trademarks. The launch coincided with updates to Policy 110 and was communicated to departments as well as student groups, pointing them to the portal. This has helped streamline the promotional product request process, created greater visibility, and helped educate with regard ethical labor issues and the importance of using licensed resources.

UCLA Trademarks and Licensing Director, Cynthia Holmes, accepted the invitation to Chair the UC Trademarks Licensing Code of Conduct Advisory Committee in 2018-19. The committee seeks to develop tools to help educate the University community on the importance of buying only from licensed resources and to foster purchasing best practices that support and reinforce the attainment of the labor standards embodied in the UC Code.

ETHICAL LABOR MANAGEMENT IMPLEMENTATION
In March 2017, the University issued an updated Code UC that, in addition to clarifying and strengthening the standards, more clearly conveys the expectations for licensees’ continuous improvement in their implementation of these standards throughout their supply chains. With the assistance of ASUCLA Marketing, UCLA Trademarks & Licensing developed a series of three short videos, approximately 2-3 minutes each, revealing the journey UCLA TM&L has taken to promote real ethical labor in the supply chain. The videos are hosted on the “ASUCLA Since 1919” YouTube channel and pushed through all digital channels including social media, website, and email updates.

In addition to UC emblematic goods sold in retail stores, the UC system and each campus also purchase a substantial number of goods bearing the UC and UIC campus names for internal campus use, including uniforms, giveaways, awards and gifts. These goods are also subject to the UC Code and represent a key initiative area for the UC Trademarks Licensing Code of Conduct Advisory Committee. Cynthia also accepted the invitation to be the stakeholder on one of this year’s Sustainability Action Research (SAR) project teams. SAR is a UCL student-initiated, student-designed, and student-facilitated research program offered through the Institute of the Environment and Sustainability (UES). The SAR team working with Cynthia focused their research on sustainable purchasing practices for UCLA brand products within campus procurement. Results from the team’s assessment of sustainability efforts implemented to date by current UCLA promotional product licensees as well as the appellate of UCLA campus being contributed toward more sustainable promotional product options culminated in initiatives that will be implemented throughout the coming year. From among all SAR research project teams during the quarter the SAR team working with TM&L was awarded the UCLA GREEN GALA STUDENT RESEARCH PROJECT OF THE YEAR award.

18/19 CHAIR UC TRADEMARKS LICENSING CODE OF CONDUCT ADVISORY COMMITTEE
CYNTHIA HOLMES
Trademark & Licensing

18/19 CHAIR UC TRADEMARKS LICENSING CODE OF CONDUCT ADVISORY COMMITTEE
As we get ready to celebrate UCLA’s centennial year, we are delighted to have received the call from Junya Watanabe’s team to create several pieces for both the women’s and men’s collections. His reputation for composing the simple and the complex into a single, unique, authentic and compelling story parallels UCLA itself in so many ways so was an opportunity not to be missed.”

– Cynthia Holmes

Director of UCLA Trademarks & Licensing

“ONE OF THE STYLES FEATURED IN THE H&M INTERNATIONAL COLLECTION. H&M 2018/19 RESULTS WERE OVER $450K IN ROYALTY FROM OVER 25 COUNTRIES.”

H&M RESULTS FROM FY 18/19
$450,000 IN ESTIMATED ROYALTY

INTERNATIONAL PROGRAM
$16+M
18/19 EST OF ANNUAL INTERNATIONAL RETAIL

$8+M
18/19 EST OF ANNUAL INTERNATIONAL WHOLESALE

1 Canada
2 Latin America
3 Western Europe
4 Northern Europe
5 Southeast Europe & Western Balkans
6 Middle East
7 CIS & Turkey
8 Northern Africa
9 Russia
10 South Korea
11 Japan
12 China
13 India
14 South East Asia
15 Oceania
COMMUNICATIONS & OUTREACH

ASUCLA APP ENHANCEMENTS

Both IOS and Android version of the new ASUCLA app were launched last summer in time for orientation tours. In the first year, the app has received over 5,000 downloads. We've developed several new enhancements for the 2019 orientation season including ASUCLA events listings, push notifications and a favorites screen. The app is the perfect way to check hours and locations for all ASUCLA services, keep up with current job postings, and connect to ASUCLA social media.

UPDATING THE VISUAL ID

Utilizing brand research conducted last year, we introduced a new logo mark this year. Design consideration was given to the Association’s aspirations, student-centric position on campus, and legacy.

ASUCLA APP ENHANCEMENTS

Both IOS and Android version of the new ASUCLA app were launched last summer in time for orientation tours. In the first year, the app has received over 5,000 downloads. We’ve developed several new enhancements for the 2019 orientation season including ASUCLA events listings, push notifications and a favorites screen. The app is the perfect way to check hours and locations for all ASUCLA services, keep up with current job postings, and connect to ASUCLA social media.

BRUIN UP TASK FORCE

One of the ASUCLA task teams formed last year was the Bruin Up team formed to brainstorm new marketing strategies for ASUCLA initiatives. The Bruin Up team was assigned to cut through the traditional advertising clutter and help connect with Generation Z. Initial campaigns outperformed previous social campaigns by more than 100% per post. This was achieved by amplifying key posts with strong calls to action and direct links to purchase products from Instagram posts. Our eight 30-second videos garnered 6,200 total views. The Bruin Up task force also allows opportunity for employees to work with colleagues from various divisions and contribute to initiatives out of their ordinary focus.

ASUCLA ON SOCIAL

ASUCLA has six active social media channels including ASUCLA Facebook and Instagram, the UCLA Store Facebook and Instagram, and the UCLA Student Union Twitter and Snapchat. Increased postings, tagging followers and campus partners, and giveaways have resulted in improved distribution of ASUCLA related information, particularly on Facebook and Instagram.

INSTAGRAM FOLLOWERS INCREASE FY 18/19

Instagram showed the largest increase in followers and engagement among ASUCLA social channels this past year.

ASUCLA career and student employees from across divisions worked together as the Bruin Up task force brainstorming, planning, and implementing new marketing strategies to reach Gen C2 constituents.
One of our core missions as a student-centered organization is exemplified in the professional development of our student employees. ASUCLA employs over 1400 student in a wide variety of positions at convenient locations around campus. Flexible hours tailored to student schedules, a fast track to management, and employee discounts are just some of the benefits students receive working for ASUCLA.

“Since becoming an employee with ASUCLA I’ve had so many great opportunities! From establishing close friendships with my coworkers to developing invaluable skills in the cooperative work environment, the experiences I’ve had with ASUCLA have been priceless.”

— Madison L., Class of 2021

“Working for ASUCLA has brought me closer to the University by helping my fellow Bruins find part time jobs on campus.”

— Ebani J., Class of 2022

“In a transfer student, working for ASUCLA has provided camaraderie and new friends while I’m making some money too.”

— Jacob O., Class of 2020

“My experience working in the marketing department at ASUCLA gives me real world experience in the design field.”

— Dilara Y., Class of 2020

“The coolest part about my job is that I get to be ASUCLA’s on-site representative for Film and TV shoots on campus!”

— Timothy Y., Class of 2020
As ASUCLA strives to be the Employer of Choice, significant investment in ASUCLA’s family of employees and its processes and methodologies were a priority in 2018-2019. Efforts started with a refresh of the Human Resources lobby area. A spirited blue and gold Bruin pride theme now sets the tone. Our new applicant tracking software provides an online tool to make the hiring process simpler, more efficient and nearly paperless, and allows applicants to schedule interviews and view the status of their applications and candidacy in real-time. A pay scale application has been integrated to better assess and set appropriate compensation in all positions across the organization. Upon hire, new employees now view a refreshed orientation video which includes a synopsis of ASUCLA’s history, an explanation of our mission and purpose, and a detailed description of the expansive services we provide to students, UCLA staff and faculty, and visitors throughout the UCLA campus. Finally, the performance appraisal process has been enhanced through the introduction of a new form designed to spur conversations about how employees exhibit leadership and contribute to ASUCLA’s mission, in addition to how well they perform their job functions.

**ENHANCING INTERNAL COMMUNICATIONS**

Cascading of information throughout ASUCLA’s organizational divisions and departments has also been a major area of focus. A number of cross-functional task teams were formed to allow opportunities for employees who focus on different aspects of ASUCLA’s business to work together on specific projects that connect directly to our mission and business objectives. The Executive Director’s office began an open dialogue with new and existing employees individually, and at regularly scheduled department meetings, to directly discuss the Executive Director’s vision for the organization and to embrace passion, creativity and an innovative spirit throughout all facets of the organization. An employee newsletter, email blasts sharing significant organizational events and accomplishments, and reconvening of the Executive Leadership Team to establish and accomplish cross-functional goals have all been part of efforts to increase energy, engagement and knowledge throughout the organization. Additionally, HR personnel have been very active in regularly spending time with personnel across ASUCLA—especially in remote areas—to ensure consistent opportunities for connection, communication and resources to work through personnel issues and challenges in real-time.

**CELEBRATIONS AND MILESTONES**

Employee celebrations and events were also revitalized this year, most significantly by the inclusion of more students and of everyone’s family members. In addition to a holiday party and summer picnic, ASUCLA recognized longevity and outstanding performance at three festive, highly meaningful events. In September, the organization recognized exceptional staff employee contributions for the past year; and in May, exceptional performance by student employees was recognized. Also in May, service awards were presented to employees who reached milestone years of service; and collectively, these employees represented over 400 years of service.

**OUR ASUCLA FAMILY**

**CENTURIES OF COLLECTIVE SERVICE**

Jaqueline Payne-Butler receives the Employee of the Year award before her retirement from ASUCLA in 2019. During her 23 years of service, Jacque recruited many of the current career staff including Executive Director Pouria Abbassi. Thank you Jaqueline!
ASUCLA STUDENT-RUN ENTERPRISES

ASUCLA STUDENT-RUN ENTERPRISES generates revenue through the operations of commercial enterprises for the sole purpose of serving the campus community. As a not-for-profit organization dedicated to providing fellow students with services, spaces, and support to supplement their academic endeavors, net income is used to repay long-term loans, to maintain and upgrade facilities, and to fund student services and programs. Our revenue-generating enterprises allow us to maintain the lowest Student Union fee in the UC.

A NEW APPROACH

A new approach pursuing multiple and parallel tracks was developed in 2018-19 to address capital needs and limit the use of liquidity for facilities enhancements to the degree possible. Negotiations with the UCLA internal bank through the Office of the Treasurer has resulted in a draft agreement for a line of credit of $2M with flexibility to increase to $4M with a competitive 3%-3.5% interest rate. Additionally, a continued exchange of information and discussions with University Credit Union are in progress with a $1M-$2M line of credit currently under review by the underwriters.

ASUCLA IN SACRAMENTO

ASUCLA has been making presentations to the state legislatures for the allocation of $4M from the Governor’s surplus deferred maintenance FY 2019-2020 funds to ASUCLA. This work has necessitated an approach that is to introduce ASUCLA to the stakeholders and build the case for the allocation. ASUCLA obtained letters of support from the sitting alumni Councilmembers of the City of Los Angeles. ASUCLA, along with Associated UC Students, has been providing support to the SB184 ballot measure with a goal of over $20M to be allocated to ASUCLA projects, including an allocation to pay off the outstanding debt to UCLA which would save the association over $54M a year. SB184 would allow voters to authorize the statewide sale of $8 billion in general obligation bonds for the improvement of UC and CSU. While SB184 won’t appear on the voters ballot until March 2020, the most important accomplishment is that ASUCLA has initiated requests and entered relevant discussions.

ASUCLA STUDENT-RUN ENTERPRISES

A NEW APPROACH

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ASUCLA CONTRIBUTES AN AVERAGE OF OVER $8.5 MILLION PER YEAR TO THE UCLA CAMPUS

Every year ASUCLA gives back to campus in multiple ways, contributing on the average $8.5 million per year. The items listed below are some of the ways ASUCLA gave back in FY 18/19, particularly to students:

- Office space for USA, CSA, and Student Media provided free of rent
- Management and operational support to USA, CSA and campus visitors
- Meeting rooms and performance spaces free of rent for student groups
- Priority for space given to student usage over income-producing uses
- Lounges and study spaces provided
- Extensive patios, outdoor furniture and grounds maintenance
- Substantial funds provided to student organizations for programming costs
- Finals study programs, including extended hours, refreshments, and safe late transportation
- Community-welcome programming for entering students
- Art program for Student Union that focuses on, and rewards, students
- Events to support student engagement
- Subsidized rent for SOLE and FSR offices
- Transfer Student Center and Veteran Resource Center

ASUCLA STUDENT-RUN ENTERPRISES

2018-2019 FINANCIALS

FUNDING SOURCE

ASUCLA Student-Run Enterprises generates revenue through the sale of goods and services; operations include the UCLA Store and Restaurants plus the Student Union facilities.

USES OF NET INCOME

Net income is used to repay long-term loans, to maintain and upgrade facilities, and to fund student services and programs.

STATEMENT OF FINANCIAL POSITION

July 31, 2019

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<thead>
<tr>
<th>ASSETS</th>
<th>Current Assets</th>
<th>122,471,000</th>
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</thead>
<tbody>
<tr>
<td>Property, Equipment, Improvements, net</td>
<td>71,383,000</td>
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<tr>
<td>TOTAL ASSETS</td>
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<tr>
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<tr>
<td>Change in Unrestricted Net Assets</td>
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<td>UNRESTRICTED NET ASSETS: Beginning of Year</td>
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STATEMENT OF ACTIVITIES

year ended July 31, 2019

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STUDENT FEES & CROSS INCOME

FY 18-19 ACTUAL

| Gross Income | $16,012,000 |
| Student Fee Income | $2,958,000 |

% OF TOTAL REVENUE

FY 18-19 ACTUAL

| UCLA Store | 24.7% |
| UCLA Restaurants | 4.1% |
| UCLA Trademarks & Licensing | 4.4% |
| Leased Operations & Other | 33.6% |

% OF TOTAL COST

FY 18-19 ACTUAL

| Cost of Sales | 58.7% |
| Wages & Benefits | 4.1% |
| Expense of Operations | 5.6% |
| Maintenance & Utilities | 4.4% |
| Depreciation | 4.4% |

NET INCOME FROM OPERATIONS WAS 68% BETTER THAN THE BUDGET PLAN AND 41% BETTER THAN THE PREVIOUS FISCAL YEAR.

Other ASUCLA Entities - 2018-2019

| USA | $57,525,000 | Budget |
| CSA | $1,070,000 | Budget |
| STUDENT MEDIA | $1,452,760 | Budget |
| TOTAL ASUCLA BUDGET | $82M+ |
ASUCLA’s goal is to support and enrich the campus experience for all students, campus cohorts, the Los Angeles community, and visitors from around the world. To achieve this end, ASUCLA continuously works to strengthen its partnerships and deliver championship service throughout its many enterprises.

**2018–2019 ACCOMPLISHMENTS**

**New Annual Report Design & Release**

**Android Release of ASUCLA App**

**New Graduate Student Welcome Brochures**

**New ASUCLA Coupon Book Distributed Fall Quarter**

**Introduction of Pears’ Coffee at South Campus**

**Presentation at The Chancellor’s Vice-Chancellor’s Meeting**

**Presentation at Dean’s Council Meeting**

**Assignment of New Agent European Territory**

**Development of a new ASUCLA Vision Statement**

**Hosted a Meet & Greet With ASUCLA Entities**

**BearWear Sales Floor Refresh**

**Submission of Grant Proposals**

**New UCLA Trademarks & Licensing Website**

**Reinstatement of ASUCLA Newsletter**

**New Employee Performance Appraisal**

**Support for California Fire Victims - Donations**

**Catering Website and Re-Launch**

**Introduction of the Brain Emergency Kit**

**ASUCLA App Push Notifications & Events Page**

**Luskin Conference Center Welcome Packet**

**Increased Value of Meal Swipes**

**New Employee Onboarding Experience**

**Installation of New Camera and Recording Systems**

**Exhibited at Brand Licensing Europe in London**

**New Licensing Agent in Australia**

**New Student Orientation / Summer in The Union Programming**

**RISE / UCLA CAPS at LuValle Commons**

**UCLA Store LED Lamp Replacement Project and Rebate**

**Karchshoff Coffee House & Taco Bell Self-Serve Kiosks**

**New Menu Items at LuValle Commons**

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**Exterior Painting of North Campus Student Center**

**New Email Service Provider and Automated Workflows**

**Development and Launch of Bruin Up Campaign**

**LuValle Commons Kitchen Waterproofing**

**Ethical Labor Management Implementation – DocuSign Portal**

**New ASUCLA Employee Orientation Video**

**New ASUCLA Logo Design and Implementation**

**6th Annual UCLA T-shirt Design Contest**

**Information Cards for Student Organizations**

**Completed Ethical Labor Video Shorts**

**Art in the Union 2019**

**Karchshoff Coffeehouse Refresh**

**Bruin Up Eats – Lu Valle Testing**

**Human Resources Lobby Refresh**

**UCLA/United Way Campaign Committee**

**Café Synapsis Menu Update / Marketing Campaign**

**Birthright Fellowship Placement Program**

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You’re IN, by Association!

Your Student Association

#discoverASUCLA

2018-2019
ANNUAL REPORT

ASUCLA
ASSOCIATED STUDENTS UCLA

A Not-For-Profit Affiliated With UCLA