Mission Statement
The Associated Students UCLA, as a responsive student-centered organization, provides innovative and excellent services, programs, products, and facilities for the entire UCLA community.

Vision Statement
The Associated Students UCLA is a student-led organization that creates the strongest, longest-lasting memories for every member of the UCLA Community.

Standing in Solidarity with Front Line Workers
During Shelter-At-Home orders, many organizations, companies and residential places participated in the #LightItBlue Challenge, lighting up buildings and lawns with blue light to show support for first-responders, doctors, nurses and other COVID-19 front-line workers. ASUCLA joined the challenge by lighting Kerckhoff Hall in blue light every Thursday night at 8 p.m., starting April 23.
Banding Together

A Message from the Executive Director & CEO

Pouria Abbassi P.E., ASUCLA Executive Director & CEO

On behalf of the ASUCLA Board of Directors and family of employees, I am proud to present our FY2019-2020 Annual Report. And what a year it has been! Throughout the year, the tremendous and unprecedented engagement of ASUCLA with the broader UCLA community has been a testament to our partners’ goodwill and confidence, the commitment of our family of employees and the guidance of our Board of Directors.

Through all of the unanticipated COVID-19 pandemic challenges, ASUCLA’s response on campus and throughout Los Angeles spoke to our mission of supporting students at all times and striving to reflect and represent the best of Bruins. Due to the campus wide shift to online instruction in March 2020, ASUCLA quickly adapted to this major change in the educational landscape by fully transitioning to online operations, expanding our digital textbook offerings and product shipping capabilities, providing technical support to students and professors, and maintaining operations at the Hill Top Shop to serve students who remained on-campus housing.

Additionally, during a time of elevated social consciousness and push for social justice, ASUCLA has reaffirmed our own imperative to be a driver of change and to further equality and inclusion efforts within our areas of impact. ASUCLA also took on many endeavors throughout FY2019-2020 that reinforced the commitment our independent student-majority Board of Directors has made to serve students and to be a leader within the UCLA community. By banding together to innovate and clear hurdles, ASUCLA rose to new prominence in achieving our goals.

ASUCLA always looks for new ways to provide better service, and this year we introduced a mobile ordering app for ASUCLA Restaurants. We also expanded the ASUCLA-operated offerings on campus by opening The Anderson Café, increasing our count of Association-operated eateries to 17. Additionally, during a time of elevated social consciousness and push for social justice, ASUCLA has reaffirmed our own imperative to be a driver of change and to further equality and inclusion efforts within our areas of impact. ASUCLA also took on many endeavors throughout FY2019-2020 that reinforced the commitment our independent student-majority Board of Directors has made to serve students and to be a leader within the UCLA community. By banding together to innovate and clear hurdles, ASUCLA rose to new prominence in achieving our goals.

ASUCLA continues to be a leader within the UC system and in collegiate licensing overall in elevating standards in ethical labor and sustainability. We built upon this leadership by hiring our first full-time Ethical Labor and Sustainability Director in September 2019. Additional emphasis was also placed on working with student clubs and organizations to explain the importance of going through ASUCLA for product procurement to ensure that ethical standards have not been followed in the supply chain.

While continuing to promote our brand is important, it’s even more important that what we represent to the world is reflected within our own walls. We spent much of FY2019-2020 creating internal task forces to better understand the needs of our 1800+ employees. We made significant strides in improving how we communicate with the student body as well as internally by hiring our first full-time Communications Specialist in October 2019. Our outreach efforts continued in the digital space as we bolstered our social media presence, particularly on Instagram. We started FY2019-2020 with 2,395 followers for the ASUCLA account and grew our followers by 214 percent. For the UCLA Store account, we saw growth of 144 percent. As we continue to grow our voice on social media, we can connect and engage even more with the students we serve.

In closing, we are so incredibly thankful for all the support we continue to receive from partners and stakeholders on campus and beyond. This year, in particular, our successes and ability to provide resources to UCLA students would not have been possible without their help. I would also like to thank each student and career staff member, our Board of Directors, and the collective body of Bruins that make ASUCLA such a unique organization. By banding together, we can be a guiding force for the community, influence positive change, and develop leaders of tomorrow.

Sincerely,

Pouria Abbassi, P.E.
Executive Director & CEO
Associated Students UCLA
Banding Together

Messages from Our Board

Erika Bricky, Co-chair
ASUCLA Board of Directors

Ernesto Arciniega
Graduate Representative

Adewunmi Adelaja
Graduate Representative

Avi Oved
Graduate Representative

Erika Bricky
Undergraduate Representative

Undergraduate Representatives of ASUCLA Board of Directors

Dear family, friends, and Associated Students of UCLA Community;

We hope that in this time of uncertainty with COVID-19 that you are all staying safe and taking the necessary measures to ensure your health and well-being. We write to you expressing our concern with what is ailing our nation today. The tragic murder of George Floyd by Officer Derek Chauvin, who already had a history of numerous complaints and violent action in his police department, is a testament to the institutionalized racism within this country. We are furious with the injustices, blatant racist deeds, and disregard for basic human rights and dignity that plague so many of our law enforcement institutions.

As ASUCLA Board Members, we have the honor and privilege to serve and represent our community and to be the voice of the undergraduate and graduate students of UCLA. Consistent with the history of our organization and in this time and forever, we stand in full solidarity with the Black community. Your lives matter. We recognize that the racism that is unfortunately so often reflected through police brutality, mass incarceration, etc. is not separate from the injustices that Black students on our own campus have faced on their journey. We, as Board members, condemn any and all racist ideals or acts that hold any community confined to a stereotype or subjected to death because of their skin color. Furthermore, we are committed to uplifting Black voices within our own ASUCLA spaces, and addressing anti-Blackness, and all forms of discrimination within our own communities. We would like to extend our condolences and prayers to those who have lost family members and loved ones in the hands of the system that has been entrusted to protect all of our nation.

We continue to be committed to providing services to our Black Bruins and all members of the ASUCLA community. We understand that these hurtful events are impacting the mental health of our community. During this time, we would like to share and reinforce our collaboration with UCLA Counseling and Psychological Services (counseling.ucla.edu) as they organize listening and sharing sessions. Additionally, other campus resources are available. We hope that the resources we provide and redirect our family and friends will continue to support in Sacramento, ASUCLA puts students first. This values-driven institution always optimizes the use of campus facilities, or advocating for critical support in Sacramento, ASUCLA puts students first. Whether it is providing healthier food options, finding the resources needed to maintain academic excellence at UCLA, or supporting families in need, ASUCLA coevolves with the students and communities it serves. And it is in this ever-evolving environment where exceptional leaders are made, and where exceptional leaders answer the calls of their communities. Whether it is providing healthier food options, optimizing the use of campus facilities, or advocating for critical support in Sacramento, ASUCLA puts students first. Every person matters, from the people ASUCLA serves, to the people who provide ASUCLA services. This values-driven institution always strives to meet the demands of the moment, while recognizing it can always do better and be better. Please join us in making ASUCLA even more meaningful and relevant, and in maximizing the Bruin experience!

— Avi Rejwan Oved, Co-chair ASUCLA Board of Directors

Graduate Representative
UCLA School of Law, J.D. Graduate, Class of 2020

From the Co-Chair,
Graduate Student Representative

Serving as chairman on the ASUCLA board in the second half of the 2019–2020 academic year, I was privileged to witness ASUCLA rise to the occasion in its historic time. While celebrating the UCLA Centennial and anticipating the next one hundred years, suddenly the challenges of 2020 appeared front and center requiring swift action. As campus quickly shifted to online learning and a virtual environment ASUCLA became instrumental in their support for students and assisting campus partners in every way possible.

Despite the economic challenges presented by the pandemic, first and foremost ASUCLA focused on discovering and answering the needs of students, bringing innovative solutions through technology, and banding together with the campus community to find the resources needed to maintain academic excellence at UCLA. Additionally, as an organization we will continue to reinforce our core value of “The Greater Good” and fight racial discrimination on campus and in our communities.

— Erika Bricky, Co-chair ASUCLA Board of Directors

Undergraduate Representative

Political Science Major, Class of 2020

2019-2020 Board of Directors

BOD Ad Hoc Committee Establishes Development Ground Work

At the beginning of each year the Board selects an Ad Hoc Committee to strategize a new initiative for the Association. This year’s Ad Hoc committee on pursuing a development and fundraising strategy. The committee held brainstorming sessions with the Executive Management team and consulted with UCLA External Affairs. The process evolved into the creation of a Case for Support for ASUCLA which clearly defines as to what sets ASUCLA apart, why donors should care, and where funds are needed.

Concluding the UCLA Centennial year, ASUCLA worked closely with UCLA to source funding and select a location for an art installation honoring the Centennial. Chicana artist, activist, and UCLA professor Judy Baca, who is known for her mural work, was selected and will begin a project on the exterior of Ackerman Union in the upcoming year.

From the Co-Chair,
Undergraduate Student Representative

ASUCLA Board members and Assembly member Dr. Shirley N. Weber. District 79

ASUCLA is of, by, and for students—and has been since our inception in 1919. The next one hundred years promise to bring more excellent opportunities for ASUCLA to continue the work of advocacy for students in the face of the rapidly changing social, economic, academic and technological realities ahead. Although I leave campus after graduation this year, I look forward to following the Association and their leadership into the next century.

— Erika Bricky, Co-chair ASUCLA Board of Directors

Undergraduate Representative

Political Science Major, Class of 2020

ASUCLA Board members are appointed by the Undergraduate Students Association Council (4) and Graduate Students Association (4), as well as the Chancellor’s Office (2), the Alumni Association (2), the Academic Senate (1), and the Executive Director who serves ex-officio.
Banding Together
Our Service and Support During Covid-19

As it did on all aspects of life as we know it, the COVID-19 outbreak and subsequent pandemic had a profound impact on ASUCLA’s businesses in the spring of 2020. The coronavirus not only forced a suspension of non-essential activities on campus of UCLA, but also required ASUCLA to re-evaluate how it conducted its own operations and priorities, chief among them, providing resources for students.

ASUCLA was not deterred. Instead, the organization turned hindrances into opportunities, and continued to be a leader in the UCLA campus community by coming up with creative solutions and strategies to adapt to a new reality.

“COVID-19 brought forth unprecedented challenges to ASUCLA, but it never prevented us from staying true to our mission: being a responsive, student-centered organization. ASUCLA remained steadfast in reflecting the best of Bruins and in the face of challenges there is no better team than ASUCLA that I would want to be part of.”

— Pouria Abbassi, ASUCLA Executive Director & CEO

Supporting the Transition to Virtual Learning

One of the first challenges to academic continuity came in shifting classes from in-person to online, and addressing the fact that many faculty had never conducted an online class before. Within a week of discussing an idea with the Academic Continuity Task Force, ASUCLA began offering “Classroom in a Box,” a new virtual-teaching resource discussed above.

The first one hundred Classrooms in a Box were ready for distribution on March 25 and within days, all 100 kits had been claimed by UCLA faculty. In the subsequent weeks, the UCLA Computer Store continued to supply faculty as needed with various components of the kit.

“‘This entire situation was something unexpected, but I think we reacted in a way that’s going to elevate us not only as a computer store but as an Association.’”

— Jamal Rivers, UCLA Computer Store Manager

Classroom in a Box consisted of a webcam, tablet mounter, digital screen pen, and a dry-erase whiteboard. Over 100 kits were distributed to campus departments after UCLA transitioned to online learning.

Just as faculty were impacted by the sudden shift in how they could teach courses, so, too, were students in how they would experience spring quarter. The vast majority of UCLA students returned home, where they would be without access to resources such as libraries, the bookstore, and in many cases, reliable internet and technology services.

Again, ASUCLA did not hesitate to meet the needs of the student body. The UCLA Store extended deadlines for winter quarter textbook returns to better accommodate students as they relocated back home. For spring quarter, the UCLA Store worked to not only shift course readers and other materials to digital versions, but also to provide economical shipping options for students to receive their textbooks off campus.

The UCLA Store also found itself in the unique position to supply computers and tablets to the campus community, and seemingly overnight, the UCLA Computer Store saw a dramatic increase in demand.

“We first had to deal with the release of the Bruin Tech Award,” Rivers said, referring to the program, created in mid-March 2020 in response to the COVID-19 outbreak, that offered an emergency award of up to $1,000 for students in need of adequate technology for the transition to remote learning. Rivers remembers that at one point during the early weeks of the COVID-19 response, the UCLA Computer Store had a line of more than 100 guests, at any given time throughout the day, for two days.

Support from ASUCLA Student Employees

Student employees were critical in helping to ensure ASUCLA’s customer service didn’t falter. They were able to connect with students over the phone and understand what the students were going through, as they were also going through it.

“As for COVID-19, it was really crazy at first, but in the end, I do feel that our work was essential to the broader UCLA community. I am proud to have been a part of it.”

— Thomas Girard, Class of 2020

UCLA Computer Store, student employee

Support for the UCLA Health Center

The UCLA Computer Store also helped service the UCLA Health medical center with iPads that were later used to allow patients recovering from the coronavirus to communicate safely with their loved ones.

“I was on a ventilator for three days in the ICU and when the nurse woke me up she handed me this iPad with my wife on it and she was talking to me as I woke up. That was the most meaningful thing to me.”

— UCLA patient interviewed by UCLA Health personnel

While the majority of on-campus retail locations closed, the UCLA Store kept the Hilltop Shop operating to service the UCLA students who did not have the ability to go home after the campus closure. *

Student employees were a critical part of ensuring customer service didn’t falter at the UCLA Computer Store amid demand for technology on campus.

Like the rest of the UCLA campus, the UCLA Computer Store also had to close its doors to the public. However, it was able to continue supplying the UCLA Store to students over the phone and maintaining essential services.

* While the majority of on-campus retail locations closed, the UCLA Store kept the Hilltop Shop operating to service the UCLA students who did not have the ability to go home after the campus closure.

Unlike most other retail areas, the Computer Store experienced increased activity due to demand for technology to support online learning and the need for iPads from the medical community.

“As for COVID-19, it was really crazy at first, but in the end, I do feel that our work was essential to the broader UCLA community. I am proud to have been a part of it.”

— Thomas Girard, Class of 2020

UCLA Computer Store, student employee
Banding Together
Our Service and Support During Covid-19

Leadership and Recovery Efforts to Address a Path Forward
ASUCLA formed a Fiscal Relief Task Team to strategize plans to recover finances lost due to the pandemic, and successfully applied for relief funds through the Small Business Administration (SBA) Paycheck Protection Program (PPP). At the recommendation of the task team, ASUCLA also worked in collaboration with UCLA and provided input that was integrated into the University’s request to FEMA.

Virtual Orientation
Bruin Bound — rebranded this year as Bruin Bound — and summer orientation for new students remain important events to introduce new students to campus. This year, ASUCLA worked with the Bruin Resource Center to support the University’s virtual versions of these events.

Collaboration with UCLA for Relief Funds
ASUCLA created internal task teams and participated in campuswide efforts to identify and secure resources providing relief due to COVID-19.

UCLA Store provides $7,000 Donation
The UCLA Store worked to coordinate a donation of the unsold goods in late April. In all, The Market donated more than $7,000 worth of food and drink items to Helping Hands Pantry, such as sodas, snack foods and more.

UCLA Licensees Produce Medical Grade PPE and Face Coverings
UCLA Trademarks & Licensing actively reached out to supply-chain partners to assess impacts of the pandemic. Through this, the team identified a number of licensees that could pivot their manufacturing to produce non-logoed, medical-grade personal protection equipment to support healthcare workers as well as face coverings for the general public. Trademarks & Licensing also coordinated with other units across campus, including the EOC, to develop the “UCLA Specs for Face Coverings” which contains the standards required to source all face coverings bearing the university’s name. By May 2020, the specifications for UCLA-logoed face-coverings were finalized and since then, various UCLA departments have been placing orders with UCLA licensees.

The first licensed, logoed UCLA face coverings became available for purchase in June 2020 on Amazon. Other retailers including the UCLA Store have also started selling licensed UCLA face coverings.

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Banding Together
Our Service and Support During Covid-19

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ASUCLA BY THE NUMBERS

Average numbers are based on past 3 years due to interruptions in service from Coronavirus in 2020.

UCLA STORE

$45 MILLION
AVERAGE ANNUAL TOTAL SALES

55,000+
EMAIL SUBSCRIPTIONS ON UCLASTORE.COM

6
STORE LOCATIONS ON CAMPUS

12,000+
AVERAGE NUMBER OF CUSTOMERS PER DAY

400+
AVERAGE NUMBER OF STUDENT EMPLOYEE POSITIONS

UCLA RESTAURANTS

$27 MILLION
TOTAL RESTAURANT DIVISION AVERAGE ANNUAL SALES (INCLUDING 3RD PARTIES)

15,000+
BOUNCE BACK COUPONS REDEEMED OFF UCLA STORE RECEIPTS IN FY2019-2020

18,000 LBS
OF COOKING OIL RECYCLED

20,000+
AVERAGE NUMBER OF RESTAURANT CUSTOMERS SERVED PER DAY

800+
AVERAGE NUMBER OF STUDENT EMPLOYEE POSITIONS

UCLA TRADEMARKS & LICENSING

$20+ MILLION
ANNUAL U.S. RETAIL MARKET

$16+ MILLION
ANNUAL INTERNATIONAL RETAIL MARKET

2,750,000
AVERAGE ANNUAL NUMBER OF UNITS SOLD DOMESTICALLY

80+
COUNTRIES WHERE UCLA PRODUCTS ARE SOLD

10,000+
AVERAGE ANNUAL GRAPHIC REVIEW REQUESTS

2,000+
AVERAGE ANNUAL INTERNAL CAMPUS PROMOTIONAL REQUESTS

UCLA STUDENT UNION

$66
FY 19/20 UCLA STUDENT UNION FEE AMONG THE LOWEST IN THE NATION

95.9%
OF THE BUDGET COMES FROM REVENUE GENERATED BY ASUCLA STUDENT-RUN ENTERPRISES

6,000+
REGISTERED VOTERS CAST BALLOTS IN THE ACKERMAN VOTE CENTER

SUPPORT FOR STUDENT ORGANIZATIONS

$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

FREE SPACES PROVIDED FOR STUDENT ORGANIZATIONS

44
OFFICE SPACES

6
EVENT VENUES

13
MEETING ROOMS

11,000
EVENTS BOOKED IN FY2018-2019

719,000+
ATTENDED EVENTS IN THE STUDENT UNION IN FY2018-2019

100,000+
ATTENDED EVENTS IN ACKERMAN GRAND BALLROOM FY2018-19

UCLA $66
UC IRVINE $414
UC RIVERSIDE $270
UC BERKELEY $534
UC DAVIS $86

1.500
STUDENT JOBS

ASUCLA PROVIDES ON CAMPUS PER YEAR

50%
50% OF ASUCLA OVERALL WAGES ARE STUDENT WAGES IN OPERATIONAL DIVISIONS

80%
80% OF ALL ASUCLA EMPLOYEES ARE STUDENTS
ASUCLA operates many businesses within the UCLA Student Union, providing essential services to campus as well as multiple opportunities for students. Every year we look for new ways to bring value to the student experience and campus at large.

New Menu Options at Lu Valle Commons
ASUCLA Restaurants • June 2019
The burger line at Lu Valle Commons improved quality and introduced new veggie burgers, chicken tender baskets, and included chicken wings on the menu daily.

Mobile Ordering App
ASUCLA Restaurants • August 2019
ASUCLA rolled out a mobile ordering app that enabled users to place orders for meals at North Campus Student Center restaurants, making it even easier for Bruins to dine on the go while on campus.

UCLA Centennial Mug
ASUCLA Restaurants • June 2019
These commemorative centennial mugs sold for $19 and offered 19-cent refills. In spite of early closures due to coronavirus, more than 450 mugs were sold and customers bought more than 37,000 refills.

**UCLA Restaurants ORDER**

- Download the "UCLA Restaurants Ordering" app on iOS or Android
- Once installed, select "ASUCLA Restaurants"
- More order options, easily pay with credit

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Anderson Café Opening
ASUCLA Restaurants • August 2019
The new café proudly offers Starbucks coffee to Bruins and offers a Mediterranean-style menu consisting of gourmet sandwiches, salads and warm grain bowls.

Customer Service Training Committee Develops New Training Materials
ASUCLA Restaurants • August 2019
The restaurants division formed a committee of managers and student employees to emphasize the importance of customer service in all ASUCLA locations. The team developed new comprehensive training materials.

UCLA Centennial Abroad Tokyo
August 2019
ASUCLA team members traveled to Tokyo to support the Centennial Celebration with UCLA-branded merchandise and explore additional opportunities to amplify the the UCLA brand in the Asian markets.

UCLA International Branding
ASUCLA Trademarks & Licensing • August 2019
Following appearances on the catwalk during Paris Fashion Week in spring 2019, UCLA men’s and women’s pieces were launched as part of the Junya Watanabe Comme des Garçons Fall ‘19 collection. Up-market retailers around the world such as Selfridges, Kith, Rail, Barney’s, Net-a-Porter and more carried the UCLA pieces.

Wescom Branch Opening
Student Union • September 2019
Wescom Credit Union opened a new bank branch inside Ackerman Union, in a remodeled space adjacent to the first-floor dining room. With it, UCLA students, staff and faculty now have additional easy access to banking, right in the heart of campus.

Free Textbook Delivery and Pick-up options on Campus
ASUCLA Stores • September 2019
The Textbook team expanded the online pick-up program, eliminating pick-up and delivery fees to the Residential Halls. Services expanded to accommodate affordable home delivery options in Spring Quarter due to campus closures.

New Director of Ethical Labor and Sustainability
ASUCLA Trademarks & Licensing • September 2019
As a part of ASUCLA’s push to be a leader in sustainability in the collegiate landscape, the organization expanded the UCLA Trademarks & licensing team by bringing on its first full-time ethical labor and sustainability director, Liz Kennedy.

New ASUCLA Communications Specialist Added to the Team
Executive Director’s Office • November 2019
To further develop communications strategies and tactics that promote the uniqueness of and resources offered by ASUCLA, the organization is proud to welcome its new Communications Specialist, Trenise Ferrera.

7th Annual UCLA T-shirt Design Contest
Executive Director’s Office • Oct 2019 – Jan 2020
For the second year, ASUCLA team members attended this tradeshow presenting a UCLA brand display and meeting with additional product category licensee prospects, retailers and existing and prospective territory agents.

Academic Material Online Initiatives
ASUCLA Store • Oct 2019 – Jan 2020
To further service UCLA students with even more convenient and easy-to-access education tools, the UCLA Store began offering digital and online course materials during the 2019-2020 academic year. The efforts were increased in Spring in response to the shift to virtual learning.

Brand Licensing Europe in London
ASUCLA Trademarks & Licensing • October 2019
For the second year, ASUCLA team members attended this tradeshow presenting a UCLA brand display and meeting with additional product category licensee prospects, retailers and existing and prospective territory agents.

BANDING TOGETHER FY2019-2020 HIGHLIGHTS

**Acknowledgments**

Executive Director’s Office

- The UCLA Store is a 501(c)(3) non-profit organization.
- The UCLA Store is an equal opportunity provider and employer.

For more information, or to view a complete list of our vendors and partners, please visit us at:

www.asucla.com

UCLA Store
Address: 2640 Westwood Blvd.
Phone: (310) 825-3900
Email: uclasales@asucla.com
Banding Together 2019–2020 HIGHLIGHTS

Our Stories, Our Impact
UCLA Centennial Exhibit
Student Union • October 2019
The Kerchoff Art Gallery hosted this traveling exhibit featuring the impact of a number of UCLA alumni in advocating equity and equality in America. Over 2,000 visitors attended during the monthlong stay.

New Branding and Exterior Sign
UCLA Store • November 2019
The UCLA Store introduced a new logo that features the same color scheme and typography of the overall UCLA brand. The new design replaced the previous UCLA Store logo, which had been in place since 1996.

Expanded Outreach to International Students and Staff
ASUCLA Association-wide November 2019
Supported events such as International World Café hosted by the UCLA Dashew Center for International Students and Scholars, IMG and Under Armour. ASUCLA added several new viewing parties in Ackerman Student Union for key sporting events.

UC Sustainable Food Policy
UCLA Restaurants • January 2020
Combined with UCLA residential dining and UCLA Health, ASUCLA proudly achieved its policy goal of procuring 20% sustainable food products by 2020 and on track to 25% by 2030. Additionally, ASUCLA is committed to reducing greenhouse gas emissions through increased plant-forward menus.

ASUCLA Open House
ASUCLA Association-wide December 2019
The Open House organized to showcase all the products and services offered to campus clients and partners, expanded ASUCLA participation this year. In addition to the core ASUCLA Catering, Student Union Events and Custom Print services, the many other UCLA Store departments, ASUCLA Marketing, UCLA Photography Services, and UCLA Trademarks and Licensing all had representatives available, rounding out the complete array of ASUCLA services available.

Basic Needs Funding
ASUCLA Finance • January 2020
ASUCLA assisted various campus partners in support of state funding for student basic needs, specifically to combat food and housing insecurity. This effort resulted in a significant allocation of $13.15 million per year for three years, and an additional $407,000 per year for three years for housing insecurity. Additionally, the funding allocated $325,000 specifically to ASUCLA, a major achievement in terms of efforts to support the student body.

ASUCLA Campus Connections
ASUCLA Marketing
February 2020
The first-of-its-kind program offers UCLA Faculty and Staff exclusive perks, similar to the ASUCLA Benefit program for UCLA students. In signing up for ASUCLA Campus Connections, members receive coupons and discount opportunities that can be redeemed at various restaurants and stores on campus, as well as Bruin Custom Print and ASUCLA Catering.

New Sustainability Scorecard
UCLA Trademarks & Licensing
February 2020
ASUCLA launched a new sustainability scorecard, EcoVadis, to measure and identify roadmaps for UCLA licensees to continuously improve their sustainability outcomes.

ASUCLA Store • November 2019
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ASUCLA/UCLA Speaker Series
ASUCLA Human Resources January–February 2020
To further support students during their journey at UCLA, ASUCLA began a speaker series that gives Bruins the opportunity to learn from experts in various fields. The speaker series has covered topics such as women in technology careers, basic needs and on-campus resource access, and career prep.

Kareem Abdul-Jabbar x UCLA
UCLA Store Event
UCLA Trademarks & Licensing January 2020
To launch the UCLA Kareem Abdul Jabbar collection, KAJ appeared at the UCLA Store prior to the UCLA vs. USC basketball game along with a surprise guest. The well-attended event featured a limited edition KAJ-T-shirt commemorating the UCLA Centennial rivalry game.

SEEC was tasked with identifying and implementing effective engagement projects and initiatives including new training resources, a student employee advocate, and a student employee spotlight in the ASUCLA newsletter.

ASUCLA Bounce Back Coupons
InfoTechnology • November 2019
New UCLA Store credit card terminals were programmed to display a message in support of ASUCLA and auto generate bounce-back coupons on UCLA Store receipts, encouraging the UCLA community to visit ASUCLA Restaurants more frequently.

ASUCLA/AKA/Campus Connections Partnership
ASUCLA Human Resources
January–February 2020
In partnership with the UCLA AKA Student Union, ASUCLA hosted several new viewing parties in Ackerman Student Union for key sporting events.

ASUCLA/UCLA Student Union
ASUCLA Human Resources February–March 2020
The ASUCLA Human Resources Engagement Committee was tasked with identifying and implementing effective engagement projects and initiatives including new training resources, a student employee advocate, and a student employee spotlight in the ASUCLA newsletter.

Basic Needs Fund
ASUCLA Finance • January 2020
ASUCLA assisted various campus partners in support of state funding for student basic needs, specifically to combat food and housing insecurity. This effort resulted in a significant allocation of $13.15 million per year for three years, and an additional $407,000 per year for three years for housing insecurity. Additionally, the funding allocated $325,000 specifically to ASUCLA, a major achievement in terms of efforts to support the student body.

ASUCLA Store • November 2019
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ASUCLA Campus Connections
ASUCLA Marketing
February 2020
The first-of-its-kind program offers UCLA Faculty and Staff exclusive perks, similar to the ASUCLA Benefit program for UCLA students. In signing up for ASUCLA Campus Connections, members receive coupons and discount opportunities that can be redeemed at various restaurants and stores on campus, as well as Bruin Custom Print and ASUCLA Catering.

New Sustainability Scorecard
UCLA Trademarks & Licensing
February 2020
ASUCLA launched a new sustainability scorecard, EcoVadis, to measure and identify roadmaps for UCLA licensees to continuously improve their sustainability outcomes.

ASUCLA Store • November 2019
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UCLA’s Ackerman Union is the central hub on campus, always buzzing with student life and activity as Bruins come and go between classes. Throughout the FY2019-2020 academic year, ASUCLA expanded partnerships and created more programming opportunities to open more avenues for Bruins to make unforgettable memories during their UCLA journey.

Expanded Programming and Partnerships

For years, ASUCLA had cultivated a relationship with the Student Committee of the Arts to bring forth Arts in the Union, an annual event that showcases student talents across visual and performing arts. Beyond that, however, the opportunities to collaborate with other UCLA departments were few and far between. That all changed when ASUCLA Executive Director and CEO Pouria Abbassi took over the helm in 2018.

“The excitement and satisfaction that we had felt every year from our Arts in the Union partnership with SCA led to our recognition that we wanted to expand to present more events as a regular part of the student experience of the Union,” said Roy Champawat, Director UCLA Student Union.

That desire came to fruition during the 2019-2020 year, starting with the Bruin Nights event series that launched in conjunction with the Centennial Celebration in Spring 2019.

The most successful Bruin Nights events came during Summer In the Union, a three-day event to welcome new students to Westwood. Brought forth from collaborating with Undergraduate Students Association Council (USAC) and corporate sponsor Coca-Cola, the casino-themed night featured table games, a dance party, giant board games and other festivities for new Bruins.

The organization also worked to create new partnerships this year. By working with UCLA Athletics and Under Armour, Ackerman Union played host to various sports-themed events for students, such as “tailgate” parties.

Events like these provide an opportunity to foster a sense of community and belonging amongst Bruins.

“What’s been really exciting about our program this year has been the work we’ve done with partnerships,” said Patty Zimmerman, UCLA Student Union Manager. “Not only are we hosting events for the students but we are also expanding our visibility on campus. I think we planted a lot of great seeds with new partnerships and will continue to create more experiences for UCLA students.”
Our Stories Our Impact UCLA Centennial Exhibit
ASUCLA facilitated the Our Stories, Our Impact art installation, which was first hosted in the Kerckhoff Art Gallery in October 2019. The traveling multimedia exhibit is anchored by the stories of present and former Bruins who have advanced and shaped social justice movements. While at UCLA, more than 2,000 guests experienced the exhibit.

Wescom Student Terrace Remodel
In August 2019 a redesign of the exterior courtyard next to the first-floor dining room at Ackerman Union began, and will ultimately be called the Wescom Student Terrace. It includes resurfaced walkways, refurbished arches and new outdoor furnishings to create a more comfortable, modern lounging experience. The redesign is expected to be complete in 2021.

“Now it can be more of a lounge space, a meeting space with friends, classmates and colleagues. I think that’s what’s so special about the changes — it’s no longer a space to just grab a bite to eat,” said Zimmerman about the possibilities for the space.

Additionally, Wescom opened a new bank branch at Ackerman Union, in a remodeled space next to the terrace that gives UCLA students, staff and faculty easy access to banking.

“This collaboration between our association and Wescom is the result of a sincere, good faith effort to bring mutual value to our campus and Wescom,” said ASUCLA Executive Director & CEO Pouria Abbassi when the bank branch officially opened in November. “Wescom consistently affirmed that it was most interested in reaching a destination that has the best result for the Bruins.”

Our Stories Our Impact UCLA Centennial Exhibit in Kerckhoff Hall received over 2,000 visitors.

Acknowledgment
This series kicked off in November with a performance by LA artist Katsu Oso and UCLA student musicians. Additional performances are planned with partnership of the UCLA Student Committee of the Arts.

7th Annual T-shirt Contest
The UCLA Store began selling the winning t-shirt from the 7th annual UCLA T-shirt Contest in January 2019. A portion of the proceeds are added to the ASUCLA Interaction Fund that supports programming for USA and GSA.

Other Highlights

Dashew International Center World Cafe Event
On November 21 more than 700 students, staff and faculty attending sampled free coffee and teas from around the world in the Charles E. Young Grand Salon.

Wescom Student Terrace Concert Series

Acknowledgment
Funded by our campus partners, The Green Initiative Fund, this expansion adds 45 kilowatts of generation capacity and will prevent the emission of 165,000 pounds of carbon dioxide annually.

Ackerman Union Solar Panel Expansion

Acknowledgment
The Bruin Reception Room in Ackerman Union served as an 11-day voting center, February 22 – March 3, 2020.

UCLA–LA County Vote Center
The Bruin Reception Room in Ackerman Union served as an 11-day voting center, February 22 – March 3, 2020.

UCLA Student Union Banding Together
In Order to Form a More Perfect Student Union

photos above left: Wescom Branch ribbon cutting, Wescom Patio Opening Celebration on the refurbished Wescom Student Terrace outside the first floor of Ackerman Union; photos above right: GSA holds the first Grad Bar of Fall Quarter on the Wescom Student Terrace.
The new signage on the outside of the UCLA Store relates better to campus. With the change in logos and uniforms, it’s giving the UCLA Store brand a fresher, more contemporary feel.

The logo was designed by Keith Bright, a UCLA alumnus and prominent graphic designer, and inspiration for the lettering came from the Bauhaus design movement which, like UCLA, launched in 1919.

Moving Forward with NetSuite
While the UCLA Store underwent external changes to modernize, it also took the major step to upgrade its internal systems to better facilitate business practices of today. “The systems that we had been using were older than our previous logo,” Healey said, “And we installed that in 1996. With today’s business demands, we needed more efficient reporting and reliable, flexible options.”

ASUCLA entered into an agreement with NetSuite in February 2020, a cloud-computing company that provides software and cloud-based services to manage a company’s finances, operations, customer relations and beyond. Currently, ASUCLA representatives from the UCLA Store, Finance, Information Systems and Marketing are working with NetSuite on the design and customization of the system, and will transition to the portion of the system that supports the Store in February 2021. Another exciting aspect of the changeover to NetSuite is that The UCLA Store will soon be able to take Supplemental Nutrition Assistance Program (SNAP) benefits, which will make it even more convenient for customers to redeem in store.

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Centennial Highlights

Celebrating UCLA
After the launch of the Centennial Celebration in Spring 2019, the UCLA Store and Bruin Custom Print played a significant role in the merriment. The yearlong celebration gave ASUCLA an opportunity to cement itself as an integral part of the campus by being the only provider of centennial-branded merchandise to the Bruin community.

• ASUCLA was at the official launch event for the light show on Royce and provided limited edition glow-in-the-dark t-shirts.

• Custom designed all of the UCLA Centennial lapel pins for the various marquee events. We were the official outfitters for the UCLA delegation at LA Pride Festival and Parade.

• Provided all custom t-shirts and merchandise for the Los Angeles CicLavia event which honored the UCLA Centennial.

• Made the official giveaway merchandise and staff uniforms for the 2019 UCLA Alumni Day.

Sourcing Sustainable Products
For years, Bruins had expressed interest in seeing more sustainable products available on campus, and the UCLA Store committed to providing more options throughout The Market and in school supplies. The retailer introduced items such as reusable straws, recycled-paper notebooks, supply paper and paper towels, as well as more earth-friendly cleaning solutions, and these products have been well received by the UCLA community.

Commitment to Service
After 100 years of operating the UCLA Store under its own logo and style, the primary on-campus retailer pivoted to a new brand identity to be more aligned with the overall UCLA brand. With new brand identity also came a strong call for sustainability and modernizations.

Rebranding the UCLA Store
On the heels of the Centennial Celebration in Westwood, the UCLA Store began its next year of service to the UCLA community by introducing a new store logo in October 2019 — its first logo change since 1996 — that features the same color scheme and typesetting of the overall UCLA brand.

The logo was designed by Keith Bright, a UCLA alumnus and prominent graphic designer, and inspiration for the lettering came from the Bauhaus design movement which, like UCLA, launched in 1919.

Banding Together
New Logo, an Even Higher Commitment to Service

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UCLA Store

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launching in 1919.
One of the most important aspects of the college experience is dining variety. As the provider of 17 eateries on campus, ASUCLA Restaurants is committed to providing students with quality and convenient meal options. In FY2019-2020, that meant enhancing customer service practices as well as bringing new restaurants and menus to campus.

Anderson Café: The Newest ASUCLA Restaurant
Anderson Café opened September 2019 in the Anderson Graduate School of Management. The café proudly brews Starbucks Coffee and features a remodeled dining room and lounge space, as well as dining options influenced by Mediterranean cuisine. “We are so proud to have partnered with the Anderson School of Management to bring a new ASUCLA dining space for students, faculty, and staff to come together,” said David Transano, Manager of Anderson Café. “Coffee is always in high demand on college campuses, and we are thrilled to provide Starbucks’ signature beverages to our community.”

New Brews for Bruins
At the start of the academic year, ASUCLA Restaurants had five coffee shops that poured Wild Owl brand coffee from Farmer Brothers. Developed specifically for college campuses, Wild Owl was piloted at UCLA. Farmers Brothers made the Public Domain brand available to their retail channels and in February 2020, ASUCLA coffeehouses became the first locations outside of Portland, Ore. to offer Public Domain. The new brew is a third-wave coffee experience, encompassing the quality, sustainability methods, and story that brings people together through the taste of lighter roast, with a strong commitment to sustainability. The offerings consist of four new brews, including fair-trade organic and rainforest alliance options.

UCLA Centennial Promotions
Starting in June 2019, ASUCLA Restaurants launched a year-long Centennial celebration of promotions for the entire UCLA community:
• UCLA commemorative centennial travel mugs sold for $19 with 19-cent refills throughout the Centennial year until June 2020.
• Each 19th of the month all small dispensed beverages were discounted to $1.19 and served by ASUCLA employees wearing special UCLA Centennial t-shirts.
• UCLA Centennial themed loyalty cards were distributed at several restaurants and coffeehouses.

“The Centennial was received very well, and we’re very proud of that,” said Cindy Bolton, ASUCLA Director of Food Operations, “despite the disruption to the program due to COVID-19. Our hope was to get people excited about the celebration and to give back to the customers, and we achieved that. We hope to keep our customer count growing when we return to campus.”

In addition to the Centennial themed loyalty cards offered, the entire limited-edition collection of Centennial mugs and over 37,000 refills of coffee were purchased.

New Menu Updates
Lu Valle Commons:
• launched a new burger line in June 2019 that offers improved quality, new french fries, veggie burgers, chicken tender baskets, more chicken sandwich options, and chicken wings now offered all day
• introduced nachos and quesadillas to Epazote
• introduced ramen with plans to expand menu options

Anderson Café:
• added avocado toast

September 2019 ASUCLA hosted a café celebration/open house at Anderson Café to showcase both our café offerings and also a personalized ASUCLA catering menu for the Anderson community and surrounding campus partners.
Banding Together ASUCLA Expanded Open House

In December 2019, ASUCLA had its first-ever, association-wide open house to showcase all the products and services offered to campus clients and partners. In addition to the core ASUCLA Catering, Student Union Events and Custom Print services, the other ASUCLA departments that participated were Essentials, BookZone, BearWear, the Market, Computer Store, Textbooks, LuValle Commons Bookstore, Formal and Informal Photography, Health Science Store, ASUCLA Post Office Express, Trademarks and Licensing, and ASUCLA Marketing.

ASUCLA Catering offered a variety of menu items for all attendees to sample, including Starbucks coffee, breakfast and dessert pastries, lunch options of sandwiches and side salads, cocktail reception appetizers and displays, and miniature entrée selections. More than 500 guests attended the open house and learned about the various ASUCLA department services.

“The open house served as a great opportunity for us to not only continue celebrating the 100th anniversary of ASUCLA but also to introduce ourselves to prospective clients, to connect with existing clients and to highlight the array of services that ASUCLA can provide,” Bolton said. “With our extensive menu offerings and unique special events set-ups, ASUCLA Catering strives to be the catering provider of choice here at UCLA.”
UCLA Trademarks & Licensing made significant strides in the FY2019-2020 academic year, both domestically and in the international marketplace. On the consumer front, it was the Year of the Pop-Up: Trademarks & Licensing and the UCLA Store successfully launched and executed three pop-up shops that were highly successful within the Bruin community.

**A New “Bear” On Campus**

After a yearlong development process, UCLA Trademarks & Licensing partnered with Pull&Bear (part of the international retailer, Inditex, headquartered in Spain) to bring the UCLA lifestyle brand to the world. The UCLA x Pull&Bear collection launched in November 2019 at the UCLA Store — the only in-store location in the U.S. to offer the items — right in the heart of campus. The global release followed shortly thereafter, and more than 100 Pull&Bear flag-ship stores carried the collection.

“I’m excited to be teaming up with Mitchell & Ness to celebrate my basketball career and to honor the great education — on and off the court — I received at UCLA.”

— Kareem Abdul Jabbar

**Kareem Abdul Jabbar x UCLA**

After the success of the Pull&Bear pop-up, Trademarks & Licensing worked to bring another exclusive merchandise opportunity to campus. This time, the collection would feature a UCLA legend.

UCLA and Mitchell & Ness, a retailer known for its vintage sports merchandise, developed a co-branded shirt collection featuring UCLA and NBA superstar Kareem Abdul-Jabbar that launched exclusively in the UCLA Store in January 2020. The collection included five printed tees plus one limited-edition tee. Abdul-Jabbar also appeared at the UCLA Store prior to the tipoff of the rivalry UCLA vs. USC home basketball game to sign shirts for fans.

**Alternative Apparel Debuts An Exclusive UCLA-Branded Collection at the UCLA Store**

Founded in 1995 and acquired by Hanes Brands in 2017, Alternative Apparel specializes in specialty t-shirts, fleece, and other tops and bottoms. The lifestyle brand is known for its comfort, style, and social responsibility.

As part of the pop-up, ASUCLA partnered with Good Clothes Good People, an on-campus, non-profit organization that benefits students in need. Patrons who brought in gently used clothing, school supplies and unused hygiene products were entered to win free Alternative Apparel items.

**Alternative Apparel is a lifestyle brand known for its comfort, style, and social responsibility.**

**Alternative Apparel Debuts An Exclusive UCLA-Branded Collection at the UCLA Store**

To launch the UCLA x Kareem Abdul Jabbar Collection, KAJ appeared at the UCLA Store prior to the UCLA vs. USC basketball game. The well-attended event drew lines extending into Bruin Plaza including surprise guest Bill Walton. A limited edition t-shirt commemorating the UCLA vs USC rivalry game was featured as part of the new KAJ t-shirt collection.

right: ASUCLA CEO Pouria Abbassi stands between two UCLA basketball legends.

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On the Catwalk
After being featured on the catwalk during Paris Fashion Week in Spring 2019, UCLA men’s and women’s pieces launched as part of the Junya Watanabe Comme des Garçons Fall ’19 collection. “We are always observing students and other UCLA affinity groups — what they are wearing, eating, listening to, active in, concerned about,” says Cynthia Holmes, Director of UCLA Trademarks and Licensing. “We endeavor to capture this energy, purpose and light within UCLA international fashion collections. So when fashion designer Junya Watanabe sought out UCLA to be part of his Fall ’19 collection, we eagerly awaited what he would create and how we could amplify the UCLA brand in the Asian and European markets.”

Branding Europe in London
For the second year, ASUCLA team members attended this trade show presenting a UCLA brand display and meeting with additional product category licensee prospects, retailers and existing and prospective territory agents.

Eastern Europe Expansion
Adding to the 40+ year historic reach of the UCLA program in Asia as well as Western Europe, the first-ever UCLA branded apparel program in Eastern Europe launched Fall ’19 in Turkey through a UCLA mono-branded e-commerce store, www.ucla.com.tr. Up-market retailers around the world such as Selfridges, Barney’s, Net-a-Porter and more carried the UCLA pieces. Celebrities were also spotted wearing the items, and photos of the apparel appeared in key fashion-industry blogs.

A Push for Sustainability
Creating a full-time Ethical Labor & Sustainability Director position allowed Trademarks & Licensing to further its sustainability goals amongst its licensees, and to dedicate more time and energy into establishing better, more responsible practices.

Investing in Sustainability
“When the 2009-10 ASUCLA Board of Directors lent its approval to elevate engagement around social equity and fair labor in supply chains, the Association embarked on a journey from which, I am proud to say, it has never looked back,” says Holmes. “I am thrilled that the Association has now, ten years later, leaned into its commitment with even greater clarity and purpose by hiring Liz Kennedy.”

Shortly after assuming her new role, Kennedy was tapped by the Fair Labor Association (FLA) to fill a vacancy on its board and a few months later, she was voted in for a full 3-year term. This created a seat at the table for ASUCLA, UCLA and the University of California, among the FLA’s board of multinational brands, NGOs and university affiliates.

Working in collaboration with the UC Office of the President, Kennedy began piloting a new sustainability scorecard, EcoVadis, which will serve to identify roadmaps for UCLA licensees to continuously improve their sustainability outcomes and elevate the sustainability performance of the UCLA Trademarks & Licensing program.

Achievement in Leadership Towards Advancing Ethical Labor Practices
• The UCLA Trademarks & Licensing team, in conjunction with UC Santa Barbara, earned a 2020 Best Practice Award in the category of Sustainability Innovations in July 2020 for its work to implement EcoVadis, a sustainability measurement tool, amongst licensees. It marked the first time UCLA Trademarks & Licensing has earned an industry award for sustainability and furthered the team’s position as a leader within the UC system. Liz Kennedy accepted the award.

• Cynthia Holmes collaborated with a UCLA Sustainability Action Research (SAR) team that won the UCLA Green Gala Student Research Project of The Year Award in recognition of their research on sustainable purchasing practices for UCLA-brand products within campus procurement.

• Holmes and Kennedy’s submission, “Ethical Labor in Collegiate Licensee Supply Chains,” was selected by the Association for the Advancement of Sustainability in Higher Education (AASHE) for presentation at the 2019 AASHE Conference & Expo in Spokane, Washington in December 2019.

• Kristina Miller, UCLA Retail Brand Director, was featured in the June 2019 issue of National Association of Collegiate Directors of Athletics (NACDA) Athletics Administration magazine regarding ethical labor/social responsibility in collegiate-licensed supply chains.

• Bonita Afford, Campus Promotional Product Sourcing Manager, convened all promotional product distributor licensees in January 2020 for a Promotional Products Licensee Summit. Afford coordinated with Kennedy in presenting UCLA’s expectations for all areas of licensing performance, including supply chain transparency, traceability of suppliers, and EcoVadis.

INTERNATIONAL TERRITORY COVERAGE

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
Marketing, Social Media, and eCommerce
Banding Together Reaching Out to the Community

Building on successes from the previous year, ASUCLA Marketing made further strides in FY2019-2020 to elevate the brand awareness of the Association, both internally and externally. New efforts included the creation of a new engagement program for UCLA faculty and staff; launching marketing services for campus departments with ASUCLA Marketing Ventures; hiring a new Communications Specialist; rebranding the UCLA Store and other ASUCLA enterprises; and expanding social media outreach with multiple giveaways and a storytelling campaign from the vault of ASUCLA’s one hundred years using #ASUCLA100.

ASUCLA Marketing Ventures
To have more prominence within the UCLA community, the team launched ASUCLA Marketing Ventures, an endeavor that provides marketing and sales services to departments across campus. Notably, the Marketing team collaborated with the UCLA Dashew Center for International Students & Scholars to develop a series of introductory videos for incoming international students.

“We were thrilled to have the opportunity to work closely with the Dashew Center,” said Ari Baron, Director of ASUCLA Marketing. “The Dashew team provides valuable resources for the international community at UCLA and this partnership created a chance to increase awareness of how ASUCLA can serve them as well.”

Faculty and Staff Join ASUCLA Campus Connections
ASUCLA Campus Connections launched February 2020 and, for the first time, offered exclusive perks to UCLA faculty and staff, similar to the ASUCLA Beneficial program for UCLA students.

By signing up for ASUCLA Campus Connections, members receive coupons and discount opportunities that can be redeemed at various restaurants, stores on campus, as well as departmental discounts, which include Bruin Custom Print and ASUCLA Catering.

“Faculty and staff have been requesting a membership program for years, and ASUCLA delivered in 2020.”
— Ari Baron
ASUCLA Director of Marketing, Sales & Promotions

Rebranding ASUCLA Enterprises
Marketing also spearheaded the plans to revamp the branding of ASUCLA entities not only to have a more connected, cohesive presence on campus but also to align more closely with UCLA’s overall brand identity. After launching the UCLA Store logo in new exterior signage, the roll out of the new identity extended to other ASUCLA divisions in signage and uniforms seen throughout the student union.

“Consistent brand strategy has always been extremely important to me, so it was very exciting to help lead the rebranding efforts of the UCLA Store and our overall ASUCLA identity,” said Baron. “The new on-brand assets and aesthetics will continue to develop trust and loyalty with UCLA customers both in Westwood and around the world.”

Rebranding ASUCLA Marketing
ASUCLA Marketing bolstered its social media strategy to not only be more visible to students, but also to focus on content creation that gets them excited about the Association. The Marketing team accomplished this feat through the implementation of campaigns such as #ASUCLA100, sharing 100 stories about ASUCLA over the course of the Centennial year.

“Marketing made further strides in FY2019-2020 to elevate the brand awareness of the Association, both internally and externally. New efforts included the creation of a new engagement program for UCLA faculty and staff; launching marketing services for campus departments with ASUCLA Marketing Ventures; hiring a new Communications Specialist; rebranding the UCLA Store and other ASUCLA enterprises; and expanding social media outreach with multiple giveaways and a storytelling campaign from the vault of ASUCLA’s one hundred years using #ASUCLA100.”

“Building on successes from the previous year, ASUCLA Marketing made further strides in FY2019-2020 to elevate the brand awareness of the Association, both internally and externally.”

Advancements in eCommerce Technology
Marketing completed the transition to a new email service provider enabling more robust communications with online customers. New services utilizing workflow funnels include a “Welcome” series for new customers and an “Abandon Cart” series for customers who didn’t complete their purchase. The platform allows various automated email campaigns to trigger messages based on customer behavior.

The Social Media team increased social media efforts to more effectively maximize direct sales using direct links to online products.

Boosts in Social Media Engagement
ASUCLA Marketing introduced a social media strategy to not only be more visible to students, but also to focus on content creation that gets them excited about the Association. The Marketing team accomplished this feat through the implementation of campaigns such as #ASUCLA100, sharing 100 stories about ASUCLA during the Centennial Celebration. Beyond the efforts to acquaint Bruins with the history of their student association, Marketing also used its social media channels to stage fun giveaways and contests to further drive interaction.

Web Analytics
June 1, 2019 – May 10, 2020
• Total Page Views: 6,275,432
• Total Users: 489,822
• Average Session Duration: 3:21

New ASUCLA Communications Specialist
ASUCLA Marketing recruited its first-ever Communications Specialist to promote programs like Campus Connections as well as the countless other services, student-focused events and other opportunities to the UCLA community and beyond. Trenise Ferreira joined ASUCLA in October 2019 and with her arrival came a stronger push to promote the uniqueness of and resources offered by ASUCLA.

“We are very excited to have Trenise join our communications team,” said Sandi Gillespie, Board and External Affairs Manager for ASUCLA. “Trenise will help us to more effectively publicize ASUCLA and to keep our Bruin community in the know about the programs, activities and other services we provide.”

“ASUCLA Marketing recruited its first-ever Communications Specialist to promote programs like Campus Connections as well as the countless other services, student-focused events and other opportunities to the UCLA community and beyond.”

Advancements in eCommerce Technology
Marketing completed the transition to a new email service provider enabling more robust communications with online customers. New services utilizing workflow funnels include a “Welcome” series for new customers and an “Abandon Cart” series for customers who didn’t complete their purchase. The platform allows various automated email campaigns to trigger messages based on customer behavior.

The Social Media team increased social media efforts to more effectively maximize direct sales using direct links to online products.
In the FY2019-2020 ASUCLA Human Resources focused on improving the employee experience and supporting ASUCLA’s mission to be an employer of choice in the UCLA community and beyond.

Welcome to ASUCLA!
This year, Human Resources focused on initiatives to engage and empower the ASUCLA family of employees at every opportunity, beginning with recruiting and onboarding. In partnership with our HR student staff and ASUCLA Marketing, we enhanced the New Hire Orientation program to create a more informative and engaging onboarding experience that also helps new employees know from their very first day that ASUCLA is dedicated to being a great place to work.

Living Your Best Work Life
To further the objective of creating a strong organizational culture within ASUCLA, Human Resources was proud to partner with the Employee Engagement Committee (EEC), a subcommittee of the Executive Leadership Team, which student and career staff are invited to join. The committee’s purpose is to identify and implement initiatives and events aimed at enhancing employee engagement and optimizing the employee experience. The EEC was first launched to identify how we could better address the needs and concerns of student employees, then quickly grew to support and improve the employee experience for all employees. Over the course of the year the committee conducted surveys and focus groups and responded to findings by implementing a variety of initiatives, projects, and events that included:

• The monthly Student Bulletin, highlighting upcoming events and helpful resources. The bulletin is posted at convenient locations throughout ASUCLA work spaces.
• The Quarterly Speaker Series, which connects staff with the campus community. This year the EEC partnered with UCLA Office of Information Technology to present “Women in Tech” and then with various partners across the campus to present “Campus Needs and Campus Resources” that helped to inform employees of the many services available to students in need or in crisis, and which will be conducted annually.
• Employee Engagement Roundtables that are open invitations to colleagues to share thoughts and ask questions.
• The ASUCLA Senior Sendoff was the first-ever virtual graduation event and was a great success. HR plans to make this an annual event, going forward.

What We Have Here is a Successful Strategy to Communicate
Employee engagement describes the relationship between employees and an organization. When employees are highly engaged, retention, productivity and employee satisfaction rates tend to improve. In FY2019-2020, ASUCLA HR conducted employee engagement surveys to assess how employees felt about a variety of aspects about the organization, including communication, career development, diversity & inclusion, image/brand, organizational change, performance management, and leadership among other topics. In particular, ASUCLA employees across the organization rate their supervisors and teams highly, feel strongly that the association is on the right track regarding diversity & inclusion, and feel a strong sense of pride about representing ASUCLA to the broader campus community.

We take seriously the need to improve our employee experience, and as a result, we implemented a variety of initiatives, projects, and events to engage and optimize the employee experience.

Encouraging Empowerment & Involvement
HR also endeavored to solidify strong and productive partnerships with other UCLA campus entities to substantially increase employees’ knowledge of the programs, services and resources available throughout the campus community. ASUCLA’s organizational approach now prioritizes working with other campus partners, which has resulted in greater awareness of the services available to our employees.

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Celebrations and coming together are an integral part of the culture at ASUCLA. We band together to celebrate holidays and milestones, and to strengthen our relationships in and outside the workplace. These images reflect a few moments of pause from our daily tasks to celebrate being together.

Top row: ASUCLA Summer Picnic at the Sunset Canyon Recreation Center; second row: pool break at the Summer Picnic; ASUCLA Halloween Costume Contest; third row: ASUCLA Holiday Party; fourth row: more Holiday Party; Iranian Student Group Celebrates Persian New Year in Kerckhoff Hall

Above: several celebrations transitioned to virtual experiences in Spring 2020, including the ASUCLA Service Awards, the Exceptional Student Performance Awards, and our ASUCLA Senior Send-off with guest appearances from Bruins and leaders of the Los Angeles community (at right).
Information Technology Banding Together

New Apps & New Abilities

ASUCLA’s Information Technology department made major strides in the FY2019-2020 academic year to not only bring easier, faster services to the organization itself, but also to develop apps and other external devices to better engage with the UCLA community. In doing so, IT has opened new doors for the organization as a whole to work more seamlessly in digital spaces, to provide more deals and saving opportunities throughout ASUCLA businesses and to gauge customer interest, needs and concerns in more efficient ways.

Mobile Ordering Comes to ASUCLA Restaurants

Getting meals on campus got easier in 2019, as ASUCLA IT developed a new mobile ordering app for the restaurants in the North Campus Student Center. The app was another enhancement to the on-campus dining experience for UCLA students, staff and faculty, and is the first-ever mobile ordering platform for ASUCLA restaurants.

“A function of IT is to provide technical visibility to the staff and customer support. It’s not just about connecting cables and providing computers. We are about providing information and helping guide each service on how to conduct their business. And I’m proud that through these new changes, we’ve been able to do that.”

—Kamram Mehdian, ASUCLA Director of Information Technology

A New Financial Dashboard

The IT team created a new internal platform for ASUCLA to more easily review its financials online. The new dashboard allows for quick access to data analysis as well as options for comparison and trend analysis across all divisions and accounts.

“We can now see the trends of our business across multiple divisions, and that allows us to forecast where we should go as an organization, where we need to take action, and what each area needs to focus on,” said Mehdian. “It gives us more control and better guides how we use our resources.”

IT Is Here to Help

Another internal enhancement came in the implementation of an enhanced Help Desk application. Previously, the old Help Desk function was limited only to IT needs. The new one, which got up and running in Fall 2019, is linked to the UCLA “Single Sign On” system, which provides more security and centralization with current ASUCLA systems.

Now, ASUCLA employees can request both IT and Maintenance support from the same app, with an easy-to-follow template for employees to fill out and identify their needs. IT and Maintenance can now receive and respond to requests more efficiently.

“The best thing about Help Desk is the new tracking,” said Mehdian. “It helps us stay organized and gives us a sense of what our priorities should be as a department.”

Introducing Bounce-Back Coupons

In addition to introducing a quicker way for students to dine on campus, ASUCLA IT also helped to introduce bounce-back coupons to receipts, to encourage the UCLA community to visit ASUCLA restaurants more frequently. IT generates coupons towards future dining experiences.

“Providing our students, staff, and faculty with easier ways to dine on campus is our goal, and this app helps us achieve that,” said Cindy Bolton, ASUCLA Food Service Director. “It gives those in the Bruin community a faster, more efficient way to grab lunch on the go, saving them time and helping to create a more stress-free dining experience.”

More Efficient Accounting

ASUCLA Accounting identified a more cost-effective process for Accounts Receivable and Accounts Payable documentation by moving it in-house and utilizing UCLA resources. Prior to this change ASUCLA had gone through an outside vendor for these services, a process that was cost prohibitive and limiting. Documents could not be made available for at least three weeks, and even then, limited ASUCLA personnel could access them. The new process, however, is streamlined and reduces ASUCLA’s cost.

Path-related wages and benefits costs. If that actual amount used is lower than the given allocation, ASUCLA does not receive the remainder back to each respective division. Instead, the difference remained in a corporate account.

To mitigate that, the Cash Management department determined an effective way to apply credits back to each division for UC Path-related wages and benefits costs. This is very helpful to each division’s director, as they are now getting a reduction of their respective expenses back. With access to the remainder funds, ASUCLA can now take that money and spread it back up through the divisions.

“It allows the divisions to understand their true costs compared to plan, and put the reduction of expenses where they actually belong," Baker said. “It’s more about transparency and in the long run, this is really helpful.”

Enhancements in Benefits Costs Allocations

On the Financial Planning side of things, the Finance team developed an accounting program to allocate positive credits back to the respective ASUCLA divisions for UC Path-related costs. Each year, Finance is given a specific allocation from UC Path for benefits costs. If that actual amount used is lower than the given allocation, ASUCLA does not receive the remainder back to each respective division. Instead, the difference remained in a corporate account.

As the backbone of ASUCLA, the Finance Division prioritizes finding new ways to make the organization’s various businesses run more efficiently. Throughout the year, the department not only worked to establish systems to achieve that goal—such as the new financial dashboard implemented through a collaborative effort with ASUCLA Information Technology—but also enhanced existing systems to help ASUCLA be as financially sound as possible.

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Finance identified an opportunity to utilize UCLA Mail and Document Services, as well as the ASUCLA IT team, to move the scanning of invoices to campus, which reduced costs by about 50 percent. ASUCLA Accounting can now access scanned documents in a more timely manner and UCLA Store buyers can get copies of scanned invoices through ASUCLA’s own financial system.

“We now have an increased ability to interface with our clients and provide them with more timely information,” said Donna Baker, ASUCLA Director of Finance. “Also, it really improves productivity for our staff, as employees can now access the information they need expeditiously, before moving on to other tasks.”

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An Improved Bidding Policy

Finance improved another internal process by revising the one-page bidding policy to make it more current and provide better negotiation tools.

Within ASUCLA, divisions make purchases for their line of business. For example, ASUCLA Restaurants purchases its own food product and the UCLA Store purchases its own inventory. However, the supplies needed for internal business practices are a separate entity. When required, each division works with Business Services to fulfill needs for large projects and orders.

“Previously, we didn’t have enough information to provide an efficient management decision,” said Baker. “The updated policy makes for more efficient negotiation for management, it allows people to understand the process better.”
FY 2018-2019 ASUCLA Los Angeles County Economic Impact Study

In December 2019, ASUCLA commissioned the Los Angeles County Economic Development Corporation to create an Economic Impact Study as a research tool. This section contains excerpts from the final report developed by the LACED Institute for Applied Economics titled Education, Engagement, and Excellence: A Economic Impact Analysis of the Associated Students UCLA:

The Footprint of ASUCLA

ASUCLA is an independent, non-profit organization and does not receive operational funding support from UCLA, the UC System, or the State of California. The organization is broken into four entities:
- Undergraduate Students Association (USA)
- Graduate Students Association (GSA)
- Student Media, and
- Services and Enterprises.

ASUCLA’s impact extends beyond economic and fiscal effects. As an organization, ASUCLA hosts thought-provoking events, oversees student media organizations such as the Daily Bruin, and operates restaurants for UCLA student body, staff, faculty and visitors. While not straightforwardly quantifiable, much of ASUCLA’s day-to-day operations positively effect and influence the student body and local community.

Economic and Fiscal Impact

ASUCLA Expenditures

Overall, ASUCLA directly employs close to 1,500 students and over 200 non-students across eight different industries, paying over $20 million in wages. Direct capital expenditures and annual expenditures in FY2019 reached over $11 million and just under $34.4 million respectively. It is estimated that ASUCLA operations and expenditures in FY2019 supported 2,170 total jobs (direct, indirect, and induced) with total labor income of $54.6 million. In addition to the 1,714 direct employees, approximately 250 jobs were indirectly supported by ASUCLA’s purchases of goods and services such as food suppliers for ASUCLA Restaurants, or clothing manufacturers for the UCLA Store. Additionally, 180 jobs were supported by ASUCLA’s induced effects. These are jobs supported by the spending of ASUCLA employees and the employees in their supply chain in Los Angeles County.

The total economic and fiscal impact in Los Angeles County of ASUCLA including student impacts, non-student impacts, annual expenditures and capital expenditures as shown:

- supports 2,170 total jobs
- $54.6 million in labor income
- 1,714 workers directly employed/1,486 are students
- $157 million in output (business revenues)
- $10.2 million in state and local taxes
- $11.2 million in federal tax revenues

Economic Impact of ASUCLA

The total economic impact of spending royalties earned by ASUCLA in FY2019 in Los Angeles County is displayed in Exhibit E-2 and summarized as follows:

- $3.2 million in output (business revenues)
- $2.3 million in value added (GCP)
- $0.5 million in federal, state and local tax revenues

Events

Now synonymous with event buildings such as the Ackerman Student Union and Kerckhoff Hall, ASUCLA is commonly associated with their events, such as the distinguished speaker series which began with UCLA Hall of Fame and Gymnastics head coach Valerie Kondos Field. ASUCLA has also hosted events such as Bruin Nights, Art at the Union, and the De-Stress Study Fest.

Conclusion

The Associated Students of UCLA have a profound economic and social impact on the Los Angeles community. ASUCLA’s actions have many positive externalities, one of the most important being the enrichment of the lifelong learning of students, faculty, staff and friends of UCLA through cultural, educational, and social events. Through its tangible and intangible impacts, ASUCLA helps shape the college experience students of the University of California, Los Angeles and sets the standard for student services in the state and across the country.

Associated Students UCLA in 2019:

- Hosted close to 11,000 events with over 710,000 attendees
- Over 100,000 attendees in the main ballroom
- Over 610,000 attendees in the student union
- Held 225 arts and culture events with total attendance just under 40,000
- Operated 17 on-campus restaurants, plus a catering department and a concessions department
- Gave back to the local and global community
- Handled out over 20,000 meals to local college seniors and transfer students on College Signing Day
- Replaced lights in the UCLA Store with $88,000 worth of environmentally friendly LED bulbs
- Installed solar panels on campus
- Donated $472,391 to charities
Our Executive leadership team oversees the multiple businesses and support divisions that drive ASUCLA Enterprises. With over 200 years of collective service to the Association this management team is uniquely positioned through its 1800+ family of employees to respond to the needs of the UCLA Community.

Executive Leadership Banding Together

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1. ASUCLA Restaurants Mobile Ordering App Pilot Program
2. Pull & Bear Launch & Pop-up Shop
3. Maintenance Help Desk (online help—desk development & deployment)
4. Sustainability Director Recruitment and Hiring
5. Communications Specialist Recruitment and Hiring
6. Establishment of New Employee Peer Award
7. Support and Participation in UCLA Centennial Events in Japan and Washington, D.C.
8. New UCLA Store Sign Development and Design
9. Development of ASUCLA Restaurants and Student Union Brand Signs
10. Activation of ASUCLA on Handshake
11. Opening of the Waxman Branch
12. Opening of Anderson Café and Additional Retail Component
13. Continuation of Collaboration with Commes des Garcon
14. Student Employee Sales Incentive Program Implementation
15. Customer Service Training Program Development
16. Launch of an E-commerce Site in Turkey
17. International Presence in Europe-Brand Licensing Expo
18. Support of Promotional Products for Centennial Events in Asia and London
20. Customer Service Kiosks Design and Implementation
21. Messaging and Branding on Credit Card Terminals
22. ASUCLA Employee Access to myucla.com
23. ASUCLA Employee Access to UCLA Travel
24. Presence of ASUCLA on the UCLA Landing Page
25. Financial Dashboard Development
26. Multiple Surveys Completed: Internal Customer Services/Employee Engagement Survey
27. Mental Health Assessment: Collaboration with Student Group
28. Development & Launch of Free Testing Material (Blue Book/etc) with USAC
29. Website Enhancements
30. Waxman Student Terrace New Furniture Placement
31. Away Game Event Activation in Partnership with Athletics
32. Engagement and Leadership in Various Ethical Labor and Sustainability Committees
33. Launch of ASUCLA Economic Impact Study
34. Expanded ASUCLA Open House
35. Enhancements to Move-in Weekward Participation and Positioning
36. Development and Launch of Video Production Service Line by ASUCLA Marketing
37. Launch of Student Engagement Task Team
38. Launch of Revenue Enhancement Task Team
39. Development and Launch of New Employee Orientation Program
40. Sacramento: Advocacy: Partnership with CalVet for Identifying Funding Opportunities
41. Sacramento: Advocacy: Partnership with CalVet for Identifying Funding Opportunities for the Resource Center
42. Sacramento: Continued Work on Capital Funding
43. Review of Retail POS System Replacement and Identification of Enhancements
44. Expanding Partnerships with Dashew Center and Engagement with International Students & Staff
45. Expanding Partnerships with UCLA Athletics teams
46. Review of UCLA Provided Services and Associated Costs
47. Launch of Ad Hoc/Engagement with UCLA Development/Development of Case for Support
48. Staffing & Equipment Enhancements for Custodial Operations
49. Completion of Public Area Cost Sharing Methodology and Submittal of Request for Reimbursement to UCLA
50. Negotiations with University Credit Union for a LOC
51. Updated Various Financial Policies
52. Successful External Audits of all Four Entities of ASUCLA
53. Engagement and Formal Participation with the Instructional Designers for Academic Curriculum
54. Implementation of Leases with Enhanced Returns
55. Institution of Various Efforts to Build a Significant Increase in Social Media Following
56. Support and Hosting of “UCLA—Our Stories, Our Impact—Centennial Exhibition” in Karchoff Hall
57. Significant Enhancements to E-Commerce Site
58. Kareem Abdul-Jabbar T-shirt Collection Launch and Signing Event
59. Painting of the Ackerman Union Stairwell
60. Launch of Faculty and Staff Program “Campus Connections”
61. Dashew Center/ASUCLA Superbowl Viewing Party
62. Hosted UCLA—LA County Vote Center
63. ASUCLA Concessions Refillable Centennial-themed Collector’s Cup and Continuation of Centennial Mug Refill Program
64. Introduced Loyalty Cards throughout Restaurants
65. Fully Implemented Catering Software
66. Catering and Events Collaboration
67. New Public Domain Coffee Offering
68. New IT Help Desk Application Development
69. Bearwear Trade-in Event Launch
70. New Sustainability Scorecard/Assessment Tool Establishment
71. ASUCLA Speaker Series to address Basic Needs and Campus Resources
72. ASUCLA Concert Series Launch
73. Implementation of Measures to Reduce Shrinkage
74. Alternative Apparel Pop-up Shop
75. Partnership with Pico Scooters
76. Developed a Marketing/Advertising Pitch Deck
77. Hosted a UCLA vs. USC Watch Party & Carnival
78. The UCLA Store Signed an Agreement with Oracle Netsuite for Enterprise Resource Planning (ERP) that will Support CalFresh
79. Inclusion with the Academic Materials Advisory Committee
80. New Licensing Agency Agreement is South Korea
81. Created a Customer Service Task Team

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79. Inclusion with the Academic Materials Advisory Committee
80. New Licensing Agency Agreement is South Korea
81. Created a Customer Service Task Team
90. Supported the USAC CUB Referendum
89. Presentation to the UC Associated Students' Board
88. ASUCLA Selected as a Member of Chancellor's Global Initiative Team
87. Secured Funding for the Centennial Mural
83. Launched the Development of the International Licensee Asset Inventory and
82. Created a Sustainability Task Team
77. Implement New Marketing Strategies to Boost Engagement Among Audiences
76. Developed a Mobile App for the Silver Streak Student Newspaper
58. Increased Engagement and Visibility of the UCLA Student Union Media
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2. Created a Sustainability Task Team
1. Developed a Comprehensive Sustainability Plan
0. Established a Sustainability Advisory Committee
Lily Shaw
2019-2020 Undergraduate Students Association
Facilities Commissioner

Lily was a fierce advocate for disability rights, starting Project Access on Board within FAC, founding the Disabled Student Union, fighting for community space for students with disabilities, and rewriting USAC bylaws to make accessibility on campus a priority.

She was an incredible ally and advocate for all marginalized communities, and dedicated her life to fighting for justice and cultivating community and acceptance for everyone. She fearlessly defended her loved ones, brought humor and light to every conversation, and empowered others to pursue their passions. Everyone who knew her knew she was going to change the world, and that she built and fought for everything in her life.

At age 22, Lily passed away peacefully in her sleep. She touched many of our lives with her extraordinary kindness, passion, and tenacity to make our world a better place.