



DISCOVER

ASUCLA

DISCOVER ASUCLA



FUTURE BRUINS

The Associated Students UCLA (ASUCLA), the largest organization of its kind in the world, is a student-led organization dedicated to the needs of UCLA students and the campus community. Through entrepreneurship with a purpose; connection to valuable services and opportunities; and access to spaces that support student needs, ASUCLA enriches the campus experience. Overseen by a student-majority Board of Directors, and powered by a student-majority staff, ASUCLA's business model represents *students serving students*. Major divisions are the Student Union, Event Services, ASUCLA Catering, UCLA Restaurants, the UCLA Store, UCLA Photography, and Trademarks & Licensing. The other ASUCLA entities include Undergraduate and Graduate student governments, and Student Media.



CAMPUS TOURS

22,500
AVERAGE NUMBER OF
STUDENT UNION VISITORS PER DAY



441
CAMPUS TOURS HOSTED
IN ACKERMAN UNION

610,884
ATTENDED EVENTS IN THE
STUDENT UNION LAST YEAR

CONFERENCES

ASSOCIATED STUDENTS UCLA



WHERE CAMPUS IS COMMUNITY



BRUIN DAY

"...your interest in talking to me at Bruin Day truly made me feel at home and you started off my UCLA experience in such a positive way."

Sarah Freese
Class of 2022



On Bruin Day 2018, ASUCLA welcomed over 4,000 prospective Bruins and their families with Bruin Ears.



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A LETTER FROM OUR EXECUTIVE DIRECTOR AND CEO

On behalf of the ASUCLA Board of Directors and ASUCLA family of employees, I am proud to present our organization's FY 2017-2018 Annual Report. This year was a year of great change, significant accomplishment and pure reflection of the excellence that has become part and parcel of the ASUCLA proud history.

While we bid farewell to Bob Williams, our leader for the past 13 years, we were tasked with completing an unprecedented number of programs, projects and initiatives to advance our services, enhance our fiscal position and pursue partnerships in support of the Bruin family. The close of the fiscal year clearly showed that our team, under the guidance of our student majority board, is well positioned to continue delivering results now and into the future. The year's highlights included the completion of the Ackerman Dining Room refurbishment, opening of two new eateries to very positive campus wide reception, introduction of the new coffee experience, development and launch of the significantly improved Licensing and Trademarks website, expansion of Bruin Custom Print presence on campus, progress in Course Reader Solutions and formulating new partnerships between UCLA Stores and various constituencies, hosting of over 10,000 student meetings and events, the new payroll system (UC Path) implementation, completing a branding, messaging and constituent survey initiative, continuation of environmental stewardship programs, and the launch of the new ASUCLA App for IOS.

Concurrently with the aforementioned, ASUCLA focused on communication with our campus partners through establishing dialogue and uncovering opportunities for collaboration to benefit the Bruin student body. We also re-enforced our interaction with current and incoming students. ASUCLA presence at Bruin Day and Bruin Transfer Day was improved through the engagement of our Board and leveraging opportunities to share our story of student led independence and track record of service and success with the new Bruins. The increase in social media activity and postings also allowed us to better our touch points with on campus students. The expansion and continuation of these activities will strengthen the foundation of ASUCLA for many years to come.

The FY 2017-2018 was also a year of fiscal progress. ASUCLA completed the year 70% better than budget in terms of net income from operations, and significantly better than budget in terms of targeted debt ratio and closing cash liquidity. This fiscal outcome resulting from good controls, innovative thinking and tireless pursuit of opportunities has positioned ASUCLA for a solid FY 2018-2019.

The committed ASUCLA family of employees collaborated with many partners and stakeholders to accomplish the success of FY 2017-2018. We very much appreciate their collective efforts, resilience and clarity of purpose in helping us drive towards excellence while reflecting all the attributes that make Bruins great.

In closing, I 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 an amazing organization and to join in discovering all the good that is ASUCLA.

Sincerely,



Pouria Abbassi, P.E.
CEO & Executive Director

ASUCLA...WHERE CAMPUS IS COMMUNITY

STUDENT JOBS



"What I really love about working at ASUCLA, especially in BearWear, is that it's one of the first places people come when they visit campus, so you get a chance to make a great first impression on incoming students and visitors."

Serena Jackson
Class of 2019

1,500+
STUDENTS EMPLOYED
PER YEAR



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

CAMPUS DINING



725,000+
CUPS OF COFFEE
SERVED PER YEAR

COFFEE
BREAKS

DISCOVER ASUCLA
STUDENT-RUN ENTERPRISES



The ASUCLA Board of Directors hosts a breakfast for Chancellor Block and his staff in the Charles E. Young Grand Salon.

STUDENTS SERVING STUDENTS SINCE 1919

Why is ASUCLA so different from other student associations, even within the University of California? The explanation lies in the way ASUCLA evolved throughout its history. From the beginning, Provost Ernest Carroll Moore declared students should take responsibility for non-academic affairs on campus. After years of evolution the premise is still alive on the UCLA campus. At ASUCLA all budget and policy decisions are approved by a student-majority Board of Directors. Professional managers who report to the ASUCLA Executive Director — an ex officio Board member — make day-to-day operating decisions. While many variations of Associated Students exist on other UC campuses, only at ASUCLA does it truly represent a student voice.

OUR MISSION

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

OUR VISION

The Associated Students UCLA envisions its role as the center of campus collaboration, connection, and service to enrich the experience of the entire UCLA community.

MEET OUR BOARD OF DIRECTORS

ASUCLA is led by a student majority board of directors that provides leadership at a level synonymous with being a Bruin.

Thank you to the thousands of students, visitors, and community stakeholders whom we were privileged to serve in the 2017-2018 academic and fiscal year. The year included many stellar accomplishments from each of the operational and administrative areas of ASUCLA that will enrich and continue to support the UCLA campus experience.

ASUCLA is where campus is community. From the quiet study spaces where students find focus to pursue their academics, to the lively TV lounge where community gathers to watch sporting events, we aspire to bring the best resources, services, and spaces to the UCLA Bruin family.

Nathan Glovinsky
Chairman
2017–2018 Board of Directors

Meet the 2017–18 Board of Directors



Nathan Glovinsky
Undergraduate
Representative



Michaela Boster
Undergraduate
Representative



Navi Sidhu
Undergraduate
Representative



Kevin Kato
Undergraduate
Representative



Lena Riess
Graduate
Representative



Alexandra Latshaw
Graduate
Representative



Teniope Adewumi-Gunn
Graduate
Representative



Lawrence Traylor, Jr.
Graduate
Representative



Andrew Lewis
Alumni
Representative



Jesse Torres
Alumni
Representative



Christine Wilson
Administrative
Representative



Agnes Warren
Administrative
Representative



Kevin Eagan
Faculty
Representative



Pouria Abbassi
Executive Director
and CEO

DISCOVER STUDENT LEADERSHIP

ASUCLA 2017-18 ACCOMPLISHMENTS

Under Armour New Partnership Launch

In step with the Under Armour / UCLA Athletics agreement, ASUCLA embraced the new official campus outfitter's brand. UCLA Trademarks & Licensing (also a division of ASUCLA) rolled out new UCLA marks to all licensees for retail products. The UCLA Store transitioned the former adidas area to a new Under Armour shop-in-shop concept in time to kick off the 2017-18 school year.

UCLA Trademarks & Licensing Outreach And Ethical Labor Standards

UCLA Trademarks and Licensing seeks to continuously lead the way among higher education organizations in the pursuit and implementation of ethical labor standards in any supply chains used to manufacture UCLA® brand products. In the past year we've focused on outreach to further educate and inform the UCLA community, friends and fans—in Los Angeles and around the world—of our mission and to build momentum for the pursuit of ethical labor practices on college campuses and businesses around the globe.

Ackerman Union 1st Floor Dining Room Renovation

Completed in March 2018, the Terrace Food Court Dining Room on the first floor of Ackerman Union was remodeled in stages allowing services to remain open for students while upgrades were taking place. The new dining room includes built-in charging stations, banquet and lounge seating, the recently renovated Black Experience mural, and a multimedia display currently featuring highlights from the ASUCLA history vault.

Veggie Grill Opens in Ackerman Union 1st Floor Dining Room

To complete the 1st Floor Dining Room renovation, ASUCLA welcomed Veggie Grill for a grand opening on May 15, 2018. The selection of Veggie Grill was made in 2016 in light of UCLA's Healthy Campus Initiative, which strives to help UCLA students make healthier lifestyle choices. The first exclusively plant-based dining option on campus, Veggie Grill's delicious menu has proven to be popular with non-vegans too!

Blaze Pizza added at the Court of Sciences Student Center

Opened in April of 2018, the addition of Blaze Pizza was an instant success on campus. Located at the Court of Sciences Student Center, still commonly referred to as the Bombshelter on campus, Blaze Pizza joins Yoshinoya, Subway, and Fusion dining options.

The New Coffee Experience

Coffee has become an integral part of ASUCLA services. Now pouring at 11 locations on campus, ASUCLA has developed a roadmap of new coffee experiences for the upcoming year. Starting with the launch of Intelligentsia coffee served at Jimmy's Coffeehouse in Lu Valle Commons and Café 451 in June 2018, other locations will adopt new brands such as Peet's Coffee and Wild Owl from Farmer Brothers prior to Fall Quarter 2018. Coffee will be served in ASUCLA's newly designed "Bruin Proud" disposable cup made of 90% plant-based material, scheduled to arrive in time for the start of Fall Quarter 2018.

ASUCLA Goes Live on UC Path

UCPath is the University of California's priority program to implement a single payroll, benefits, human resources and academic personnel solution for all UC employees replacing UC's 35-year old Payroll/Personnel System. ASUCLA—along with Office of the President, UC Merced and UC Riverside—went live on UCPath on January 2, 2018. The dedication of the ASUCLA team that navigated through the complexities of UC Path made this happen, along with all the managers who embraced this significant operational change.

New ASUCLA App launched on iOS

The brand new ASUCLA app launched July 15 on iOS, followed by an Android launch August 1. The free download gives immediate access to hours and locations for all ASUCLA stores, restaurants, spaces, and services on campus. The management team partnered with Los Angeles developer Citrisbits to fast track development in time to have the app available for new Bruins attending summer orientation sessions.

Brand Strategy Research and Communication Guidelines

In partnership with branding agency Clever Creative, ASUCLA sent out a campus wide digital survey receiving over 3,800 responses. Of those survey participants, over 50 agreed to participate in focus group sessions on campus. The quantitative and qualitative feedback included perceived value of services and offerings, sentiment toward the Association, knowledge gaps, and respondents personal experiences with ASUCLA. The insight gained from the responses were used to formulate new ASUCLA brand language and communication guidelines.

ASUCLA Executive Director Search and Selection

After thirty-eight years of service, ASUCLA Executive Director Bob Williams retired in February 2018. Dedicated to preserving the unique ASUCLA student-run model, Bob Williams was dedicated to the long standing ASUCLA motto "students serving students".



DOWNLOAD THE ASUCLA APP!
Access all the UCLA Store, UCLA Restaurants, and Student Union locations, real-time hours and directions. Search for current student jobs postings too!



ASUCLA CATERING

ASUCLA Catering welcomes the opportunity to cater your upcoming event. We provide an array of services —breakfast meetings, faculty luncheons, wedding receptions and alumni events—catered anywhere on campus. We pride ourselves in delivering a versatile menu and exceptional service, regardless of size or complexity.

It is our goal to deliver great food, *one bite at a time.*

OUR CUSTOM MENUS

Our catering menu is only a starting point, which we can customize to meet your specific needs. The ASUCLA Catering Team will work with you to create menus expertly crafted around your specific needs, delivering food that will delight your guests.



Take a look at our new catering menu and website: asucla.ucla.edu/catering



LAST YEAR WE HOSTED OVER
4,100
CATERED EVENTS



ASUCLA Catering and Student Union Event Services held an Open House in May featuring two different locations and a variety of menus.



DISCOVER OUR DELICIOUS CUISINE

EVENT SERVICES

UCLA Student Union Event Services has the perfect location — in the heart of the UCLA campus, for your next presentation, performance, or party.



The Charles E. Young Grand Salon transports guests to the early days of UCLA with its mahogany paneling and original stained-glass windows, in one of the only Gothic-style buildings in West Los Angeles.



Whether you're planning an intimate meeting for 10, an elegant 500-guest gala or a 1200-person symposium, UCLA Student Union Event Services can assist you with it all. Our venue managers are ready to share their expert event planning knowledge and tailor our services to help make your event an occasion to remember.



The Bruin Reception Room boasts Bruin Pride in the blue and gold decor, campus images, UCLA seal wall art, and a piece of the original Nell and John Wooden basketball court from Pauley Pavilion.



The Ackerman Grand Ballroom is one of the largest and most versatile venues on campus with adjacent rooms and nearby patios for receptions or break out sessions.



10,775
EVENTS BOOKED
LAST YEAR

610,884
ATTENDED EVENTS IN THE
STUDENT UNION LAST YEAR

272
EVENTS HELD IN THE
GRAND BALLROOM

109,000+
ATTENDED EVENTS HELD IN
THE GRAND BALLROOM

CUSTOM PRINTING SERVICES

Located on A-level of Ackerman Union right in the heart of campus, Bruin Custom Print is a full-service custom printing option that is a great choice for student groups and departments looking for the convenience of an on-campus service.



Certain products such as custom t-shirts can be printed on-site with short lead-times because pre-vetted apparel blanks are maintained in inventory for your convenience.

Our pre-vetted blanks are purchased from vendors who have agreed to support the UC international standard for humane labor practices in the manufacture of products bearing its name.

Purchasing items such as bags, pens, mugs, etc., can take advantage of UCLA Store buying power to pass on savings when you choose to source your promotional products from Bruin Custom Print.

Bruin Custom Print is one more example of the ASUCLA "students helping students" advantage. When you choose Bruin Custom Print for your order, a percentage of your purchase is reinvested back to student resources.

FILMING LOCATIONS

The UCLA Student Union is a prime location for productions big and small.

The iconic, gothic architecture of Kerckhoff Hall is featured when the scene calls for a setting to transport the viewers back in time for television and feature films. Commercials and web series utilize the meeting rooms in Ackerman Union as classic classrooms and office spaces. Our professional staff works diligently to assist the crew to achieve the perfect environment and a quality production.



BRUIN PRINT KIOSKS

22 ASUCLA
OPERATED BRUIN PRINT
STATIONS ON CAMPUS

5
BRUIN PRINT STATIONS
ADDED IN 2017-18

1,7M
PAGES PRINTED
IN 2017-18

159
TREES REFORESTED BASED
ON PRINT VOLUME



DISCOVER
ICONIC ARCHITECTURE

THE STUDENT UNION

The UCLA Student Union welcomes thousands of visitors each year—students and perspective students, parents, alumni, faculty, staff and guests—from around the globe.

Kerckhoff Hall is home to student government offices, Student Media, the ASUCLA Job Center, the office of Student Organizations, Leadership & Engagement, study lounges, and the popular Kerckhoff Coffee House. This past year we welcomed the addition of the Bruin Transfer Center and the Veteran Resource Center on the first floor.



During the school year students come to Ackerman Union to grab a bite, meet up with friends, and find quiet spaces to study. Inside you'll find several dining options, campus tours in the

Bruin ViewPoint Room, the Avenue A TV lounge, performances in the Grand Ballroom, ATM's, copiers, the Post Office Express, and more.



The 2017-18 winners of the annual Art in the Union contest. Their art work will be displayed in the Student Union permanent collection.



LED screens in the Avenue A TV Lounge were replaced to provide a significantly better viewing experience.

QUIET SPACES

Clockwise from the top: meet the welcoming staff at the Bruin Transfer Center; the Kerckhoff Hall second floor study lounge is a hidden gem; student union employees serve as building managers, sound + vision techs, and event coordinators; solar panels on the roof of Ackerman Union divert 200,000 lbs of CO2 from the atmosphere each year; the third floor study lounge— originally the Women's Lounge when Kerckhoff Hall opened in 1929; Ackerman Union meeting rooms serve as open study space when not reserved *Next page:* campus visitors begin their admission tour in the Bruin ViewPoint Room; a crowd gathers at the TV lounge in Ackerman Union to view FIFA cup finals

22,500
AVERAGE VISITORS PER DAY

65
STUDENT JOBS PROVIDED

\$1,500,000
SPENT IN CAPITAL IMPROVEMENTS

\$63
THE LOWEST STUDENT UNION FEE IN THE UC

FREE
SPACES PROVIDED FOR STUDENT ORGANIZATIONS

44
OFFICE SPACES

13
MEETING ROOMS

5
EVENT SPACES

3
STUDY LOUNGES

\$325,000
PROGRAMMING FUNDS PROVIDED TO STUDENT GROUPS

New Executive Chef and Quality Assurance Manager Hired

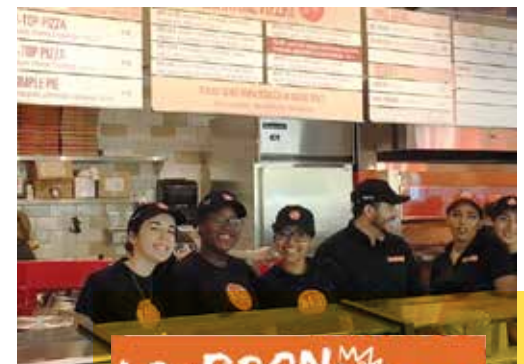
UCLA Restaurants welcomes Irvin Gonzales, our new Corporate Executive Chef! Irvin will oversee recipes and menus for all ASUCLA restaurants. We also welcome aboard Frank Canlas as Quality Assurance and Control. Frank will oversee quality of services at all of our restaurant locations.

Blaze Pizza Opens at the South Campus Student Center

In April 2018, Blaze Pizza roared to life at the Court of Sciences Student Center bringing custom built, fast fire'd pizza to a hungry student body. Select unlimited toppings for one single price and enjoy in minutes!



Poké Bowls were introduced and well received at the North Campus Student Center.



LA BRON FREE PIZZA PARTY!
TUESDAY, JULY 10 FROM 2PM TO 5PM

300+ FREE PIZZAS
FOR THE LA BRON FREE PIZZA PARTY!

Veggie Grill Opened Terrace Food Court in Ackerman Union

After doing extensive surveying, Veggie Grill was selected to bring a fully plant-based menu to campus. In May 2018, Veggie Grill began serving a vegetarian and vegan menu featuring burgers, chicken sandwiches, tacos, salads, and more. The unit has proven to be a hit even with non-vegetarians on campus!



Still the best candy shop on campus, Sweetspot now offers a selection of frozen ice cream and fruit bars. Located on the 1st Floor of Ackerman Union.



UCLA RESTAURANTS

ASUCLA completed a major renovation of the Ackerman Union Terrace Food Court Dining Room on the 1st floor of Ackerman Union in March 2018. Shortly after, Veggie Grill opened in the same location with much excitement on campus for the first fully plant-based menu.



New furnishings include comfortable lounge and communal seating with integrated charging stations and a complete remodeling of the Ackerman Union first level restrooms.

20,000 AVERAGE CUSTOMERS PER DAY	800+ STUDENT JOBS POSITIONS	35 RESTAURANT CONCEPTS	19 RESTAURANT LOCATIONS	9 3RD PARTY LOCATIONS
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DISCOVER DINING ON CAMPUS

COFFEE ON CAMPUS

Coffee is an integral part of campus life. Whether it's waking up for that 7am history lecture, staying up late to study, or meeting friends for a relaxing break, coffee is essential.

This past year we introduced a variety of new brands expanding our coffee options on campus. Intelligentsia Coffee was introduced at Jimmy's and Cafe 451 in June 2018 with great enthusiasm. Nitro coffee was introduced to Northern Lights and Kerckhoff Coffee House in May. Our base brand, Farmer Brothers, introduced Wild Owl, their higher quality coffee, at all other coffeehouses.

Peet's Coffee will be launched in Southern Lights and Terasaki Cafe prior to Fall 2018.



New disposable cups with a more vibrant and colorful Bruin Spirit design are in production and will be ready for Fall Quarter 2018.



11

COFFEE LOCATIONS ON CAMPUS

4,500

AVERAGE CUPS OF COFFEE SERVED PER DAY

700+

AVERAGE CUPS OF TEA SERVED PER DAY

56,000+

BAGELS WITH CREAM CHEESE SOLD LAST YEAR



photos from a few of our 11 coffee locations on campus: *left* - Kerckhoff Coffee House; *top* - Ostin Music Café; *middle* - Bruin Buzz in Ackerman Union; *bottom*: Jimmy's at Lu Valle Common



ASUCLA Offers Fair Trade Coffee Chocolate, Tea, and Sugar too!

Fair Trade is a third-party certification process that sets standards for the way coffee is produced and how much a farmer or farming cooperative earns per pound of coffee sold. The criteria for determining Fair Trade status are fair prices for farmers and decent working and living conditions for workers. The Fair Trade coffee available in our coffee houses is also certified organic, shade grown, and hand roasted. We carry Fair Trade chocolate bars, Numi tea, and sugar in our coffeehouses too.

In collaboration with UCLA Housing and Hospitality, the USAC IVP Office, and UCLA E3: Ecology, Economy, Equity, ASUCLA helped UCLA achieve status as a Fair Trade University.



Retraining of staff and re-emphasis on Fair Trade choices have been effectuated through close collaboration with student group UCLA E3.



STUDENT-RUN SERVICES

All proceeds from the UCLA Store and the online store are reinvested on campus and support ASUCLA's mission to provide top-notch products and services for the UCLA community, first class campus facilities, and funding for student activities. This unique business model allows UCLA to maintain the lowest student union fee among the UC system.

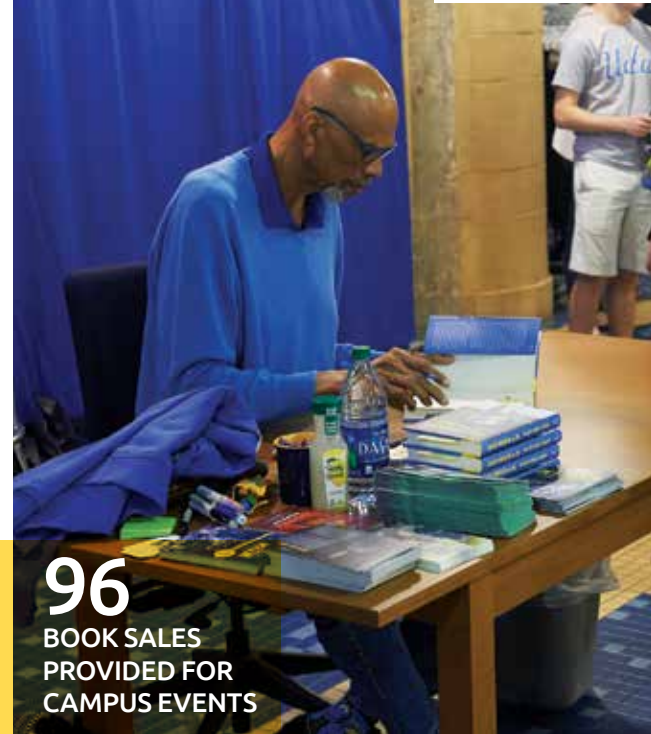


THE UCLA STORE

The UCLA Store has all the essential items students need to support their academic mission at UCLA, as well as trending brands to enrich the student lifestyle.



UCLA legend Kareem Abdul Jabbar visited campus in December to sign two recent titles published just last year *Becoming Kareem* and *Coach Wooden and Me*.



96
BOOK SALES
PROVIDED FOR
CAMPUS EVENTS



SAVED CAMPUS
\$625,000
IN ACADEMIC DISCOUNTS
AT THE
UCLA COMPUTER STORE

Shop.uclastore.com upgraded to a new mobile-friendly platform this past year.



In step with the Under Armour / UCLA Athletics agreement, ASUCLA embraced the new official campus outfitter's brand. UCLA Trademarks & Licensing—also a division of ASUCLA—rolled out new UCLA marks to all licensees for retail products. In addition, a new Under Armour shop was installed in Ackeman Union and Pauley Pavilion.



DISCOVER
BRUJIN SPIRIT

500,000
WEB USERS ON
SHOP.UCLASTORE.COM

5M+
WEB PAGE VIEWS ON
SHOP.UCLASTORE.COM WEB

3,000
AVERAGE CUSTOMERS
PER DAY

500+
STUDENT
JOB POSITIONS

6
CAMPUS
LOCATIONS

\$50,000+
STUDENTS EARNED IN
ASUCLA BENEFITS U REWARDS

Positioning UCLA as a leader on true implementation of ethical labor standards in the supply chains where college licensed goods are made.

TRADEMARKS AND LICENSING

UCLA Trademarks and Licensing is committed to identifying and making available to the UCLA community, friends and fans a high quality and satisfying assortment of products bearing the UCLA® brand name and to vigorously pursuing implementation of ethical labor practices in supply chains used to manufacture these goods.

ASUCLA established UCLA's trademark licensing program in 1973, making UCLA the first university or college in the country (and possibly the world) to have a program focused solely on the trademark protection and controlled promotional use of its name. ASUCLA's stewardship of the licensing program for one of the preeminent and most popular universities in the country and possibly the world has been and continues to be among the highest of ASUCLA board priorities.



\$44M
WORLDWIDE
RETAIL SALES

ANNUAL WHOLESALE PURCHASES OF UCLA LICENSED PRODUCT

\$6M+ BY UCLA STORE	\$6M+ BY OTHER U.S. RETAILERS	\$4M+ BY UCLA CAMPUS DEPTS/GROUPS	\$6M+ BY INTERNATIONAL RETAILERS
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1,500 MONTHLY SUBMISSIONS REVIEWED FOR LICENSED PRODUCT	135+ LICENSEES WORLDWIDE	30+ COUNTRIES CURRENTLY SELLING LICENSED PRODUCT
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Cynthia Holmes, Director of UCLA Trademarks and Licensing, was inducted to the International Collegiate Licensing Association Hall of Fame.

"Cynthia Holmes has proven herself to be a trail blazer in the collegiate licensing industry. Her endeavors to move university codes of conduct beyond stated values and toward true implementation of ethical labor practices, successful expansion of UCLA's international licensing program, and support of the UCLA student community are just a few of her many accolades."

— Rachael Bickerton
International Collegiate Licensing Association

BEAR THE MARK RESPONSIBLY

In 1998 the University of California became one of the first universities in the country to adopt a code of conduct for all UC trademark licensees, supporting international standards for humane labor practices in the manufacture of products bearing its name. Student-focused and student-led, ASUCLA's unique structure played a critical role in establishing and now in expanding UCLA's leadership position on this important and high profile issue within the collegiate licensing industry. By implementing a rigorous vetting process and continuously

challenging all UCLA licensees to disclose, monitor, credibly verify and improve upon their efforts to meet international labor standards in supply chains used to make UCLA licensed goods ASUCLA is fostering credible and measurable progress on this pervasive, worldwide challenge.

This past year we've focused on outreach to further educate and inform the UCLA community, friends, and fans—in Los Angeles and around the world—of our mission and to build momentum among other colleges and universities.



ASUCLA's successful expansion of UCLA's international licensing program resulted in over \$6 million in sales by international retailers in 2017-18.

We curtail infringement of the UCLA name and trademark by imposters around the globe.

WORLD-WIDE TRADEMARK AND SERVICE MARK REGISTRATION PORTFOLIO

400+ REGISTRATIONS	125+ COUNTRIES	\$1M+ MAINTENANCE COSTS
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THE ASUCLA BRUIN FAMILY

ASUCLA—along with Office of the President, UC Merced and UC Riverside—went live on UCPATH on January 2, 2018. The dedication of the ASUCLA team that navigated through the complexities of UC Path made this happen, along with all the managers who embraced this significant operational change.

On September 13, 2017, twenty-one career employees were honored for outstanding performance. Janelle Marcus, *on the right*, was honored as the Employee of the Year for her contribution to the UC Path transition.



After reviewing hundreds of candidates the ASUCLA Board of Directors selected UCLA alumnus Pouria Abbassi P.E. to join ASUCLA as Executive Director and CEO. Among many other accomplishments, Pouria served as CEO of the Los Angeles Convention Center from 2006 to 2012, and President of Phoenix House of California, Inc. from 2012 to 2015. Welcome aboard Pouria!

Bob Williams retired from ASUCLA after 38 years of service, serving the last fourteen years as Executive Director. Prior to his appointment in 2004, Bob served as Food Service Director. Under his stewardship the Association completed a Food Service Master Plan, a strategic Student Union study, and several UCLA Store renovations. Dedicated to preserving the unique ASUCLA student-led model, Bob honored the long standing ASUCLA motto “students serving students”.



On April 25, 2018, we celebrated fifty-eight employees who reached milestone anniversaries with ASUCLA. These fifty-eight employees celebrated 880 cumulative years of service.



On May 23, 2018, thirty-seven student employees were honored for exceptional performance at the 80's themed Totally Awesome Student Awards.



MEET OUR MANAGEMENT TEAM & SUPPORT DIVISIONS



Donna Baker
Finance
Director



Cindy Bolton
Food Service
Director



Roy Champawat
Student Union
Director



Patrick Healey
UCLA Store
Director



Cynthia Holmes
Director of
Trademarks &
Licensing



Kamran Mehjian
Information Services
Director



Michelle Moyer
Director of
Business Affairs and
Compliance



Lisa Perez
Director of
Marketing

Our Executive Management Group oversees the multiple businesses and support divisions that drive ASUCLA. With over 200 years of collective service to the Association this management team is uniquely positioned to respond to the needs of the UCLA community.

HUMAN RESOURCES · LOSS PREVENTION BUSINESS AFFAIRS

1,247 JOB APPLICATIONS PROCESSED	500+ NEW HIRE ORIENTATION SESSIONS	40% REDUCTION IN NUMBER OF THEFT CASES	47 CONTRACTS NEGOTIATED AND EXECUTED
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MARKETING & SALES PROMOTIONS

852 WORK REQUESTS PROCESSED	5M+ EMAIL MESSAGES SENT TO SUBSCRIBERS	62% INCREASE IN SOCIAL PAGE LIKES/FOLLOWERS	295,000+ BEARWEAR CATALOGS MAILED OUT
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INFORMATION SYSTEMS

99.9% OVERALL SYSTEM NETWORK RELIABILITY	3600+ HELP DESK TICKETS RECIEVED	98.7% HELP DESK TICKETS RESOLVED
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FINANCE DEPARTMENT

\$1.7M CAPITAL PROJECTS FUNDED	68,000 INVOICES PROCESSED BY ACCOUNTS PAYABLE	700 PURCHASE ORDERS INITIATED	5 SUCCESSFUL AUDITS COMPLETED
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OUR PARTNERS

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.

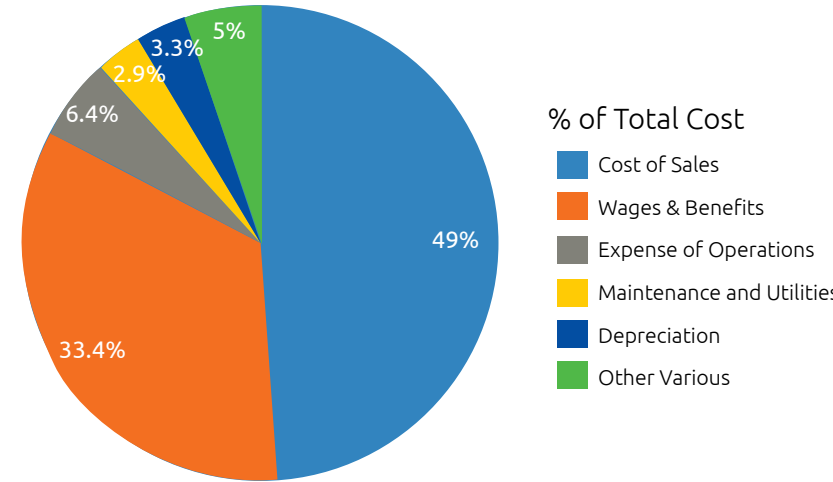


UCLA Alumni	Ucla ATHLETICS	UCLA Audit & Advisory Services	UCLA Bruin Transfer Center	UCLA CCLE
UCLA Capital Programs	UCLA Corporate Financial Services	UCLA Equity, Diversity and Inclusion	UCLA Facilities & Management	UCLA Graduate Student Resource Center
UCLA Housing	UCLA Human Resources	UCLA Labor Center	UCLA Library	UCLA New Student & Transition Programs
UCLA Office of the General Counsel	UCLA Police Department	UCLA Real Estate	UCLAREC	UCLA Registrar's Office
UCLA Staff Assembly	UCLA Student Affairs	UCLA UCPath	UCLA Veteran Resource Center	UCLA Undergraduate Admissions

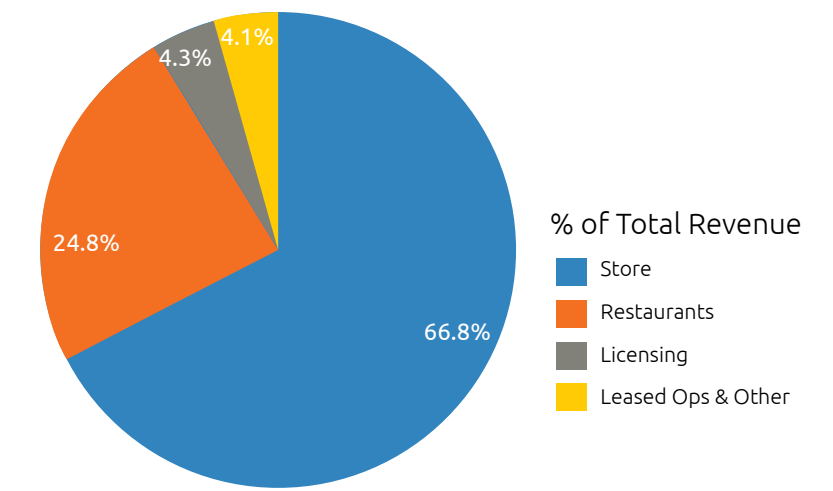
DISCOVER OUR PARTNERS

OUR LOCATIONS ON CAMPUS

ASUCLA's tradition of "students serving students" originally started with two successful commercial enterprises in 1919, the Students' Store and Food Services. The results of many years of student efforts are seen today in ASUCLA's achievements: the largest independent college store in the U.S., Food Services that operate 19 campus restaurants, licensing of the UCLA mark both domestically and internationally, and the operation and maintenance of the numerous Student Union spaces on campus.



Net income from operations was 70% better than the budget plan and 55% better than the previous fiscal year.



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, 2018

ASSETS	
Current Assets	\$24,064,000
Property, Equipment and Improvements, net	\$22,545,000
TOTAL ASSETS	\$46,609,000
LIABILITIES & UNRESTRICTED NET ASSETS	
Current Liabilities	\$15,022,000
Long-Term Debt	\$7,095,000
Unrestricted Net Assets	\$24,492,000
TOTAL LIABILITIES & UNRESTRICTED NET ASSETS	\$46,609,000

STATEMENT OF ACTIVITIES year ended July 31, 2018

REVENUES	
Total Revenues	\$67,671,000
EXPENSES	
Total Expenses, net	\$68,330,000
Change in Unrestricted Net Assets	(\$659,000)
UNRESTRICTED NET ASSETS:	
Beginning of Year	\$25,151,000
End of Year	\$24,492,000
End of Year Cash Balance	\$13,915,000

OTHER ASUCLA ENTITIES • 2017-2018

USA	\$9,598,274 budget
GSA	\$1,125,993 budget
STUDENT MEDIA	\$1,422,959 budget
TOTAL ASUCLA BUDGET	80M+



Download the ASUCLA App for hours and directions to all ASUCLA locations

2017-18 HIGHLIGHTS

Fall 2017

Updated restrooms in Ackerman Union and Kerckhoff Hall

Transitioned merchandise and in-shop concept from adidas to Under Armour

Introduced a new Poké concept at North Campus Student Center in November

Participated in the first Westwood Block Party during Welcome Week

Placed new vending machines in Ackerman Union in partnership with Ashe Center

Hosted the 5th Annual T-shirt Design Contest

Daised \$7,349 to the BOD Programming fund from sales of the 4th Annual T-shirt Contest

Implemented a new Student-Run Enterprises Tagline

Began search for the new Executive Director

Hosted the USAC President's Reunion Dinner

Winter 2017/2018

UCLA Health Sciences Store remodel completed

Upgraded the web platform for shop.uclastore.com to a mobile-friendly platform

ASUCLA goes live on UCPATH

Five additional Bruin Print copy stations installed for a total of 22

Taco Bell remodel complete and new menu items introduced

Spring 2018

First Floor Dining Room Remodel is complete in March

Blaze Pizza opens at the Court of Sciences Student Center in April

Veggie Grill opens in the Ackerman Union 1st Floor Dining Room in May

Nitro Coffee introduced to Northern Lights and Kerckhoff Coffee House and Jimmy's at LuValle

Intelligentsia Coffee is introduced to Café 451 in the Young Research Library and Jimmy's

Sweetspot brings in Nestle frozen ice cream and desserts

Retraining of staff and re-emphasis on Fair Trade choices available in the coffeehouses



2017-18 HIGHLIGHTS

Spring 2018 *continued*

ASUCLA hosts an Events Services and Catering Open House on May 1

New Catering menu and new Catering website introduced

First Floor Dining Room multimedia wall activated

ASUCLA hosts Art in the Union and selects 6 new artworks for the Student Union AITU collection

LuValle Patio construction completed

New Executive Director is hired

Brand research completed with over 3850+ survey respondents and 50 focus group participants

BOD hosted breakfast with the Chancellor on May 30

Participated in UCLA Bruin Day and UCLA Transfer Day

Launched a new Trademarks and Licensing website

Ambassador Program for both Bruin Custom Print and Course Readers

New QA/QC Person and Executive Chef were hired in the Restaurant Division

Increased Social Media posts and followers

Review of power meters and implementation of various energy conservation & efficiency

Summer 2018

Ackerman Union first floor restroom remodel complete

New ASUCLA coffee cup design in production

ASUCLA BOD completed Vision strategies workshop with strategy consultant, verynice

Ackerman Union, television upgrade in the Avenue A TV Lounge

BearWear Department remodel complete

UCLA short-term rental of LuValle Commons space for UCPATH training

CAPS agreement for LuValle space for rental complete

Completed Licensee Agreement with H&M

Discussions with UCOP regarding UCPATH led to elimination of \$300K in UCPATH charges





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Student-Run Enterprises

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