



2018-2019 ANNUAL REPORT

# LIGHTING THE WAY FORWARD



UCLA 100 YEARS

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

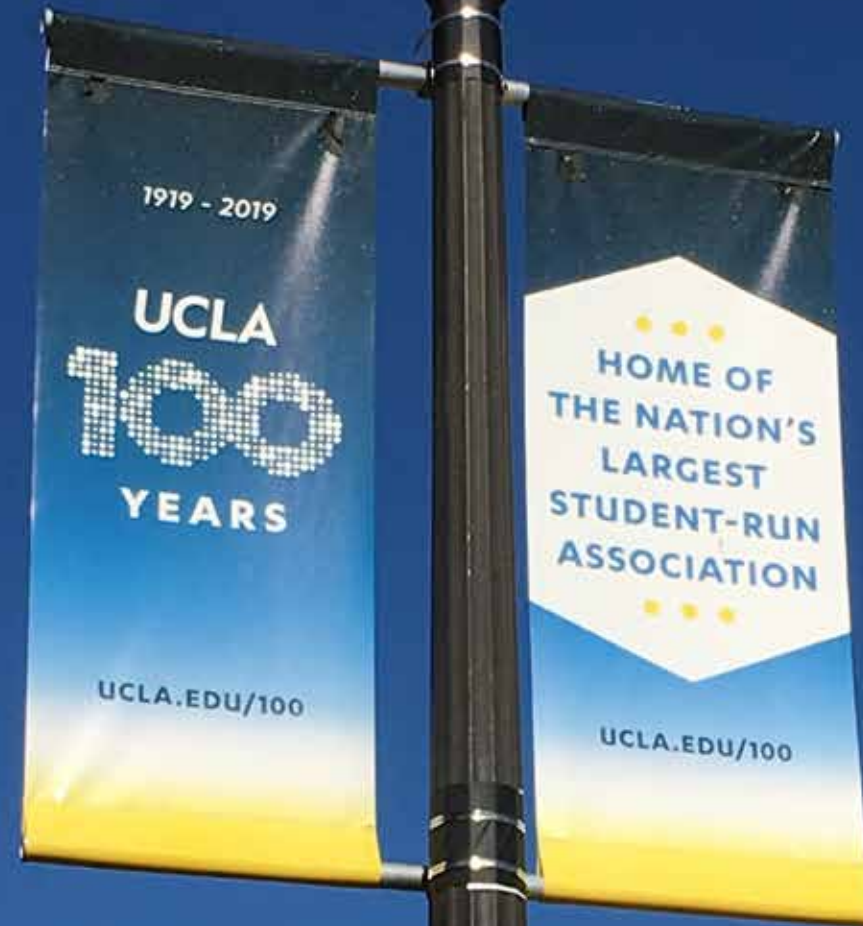
– ASUCLA Vision Statement 2018



# A CENTURY OF STUDENTS SERVING STUDENTS

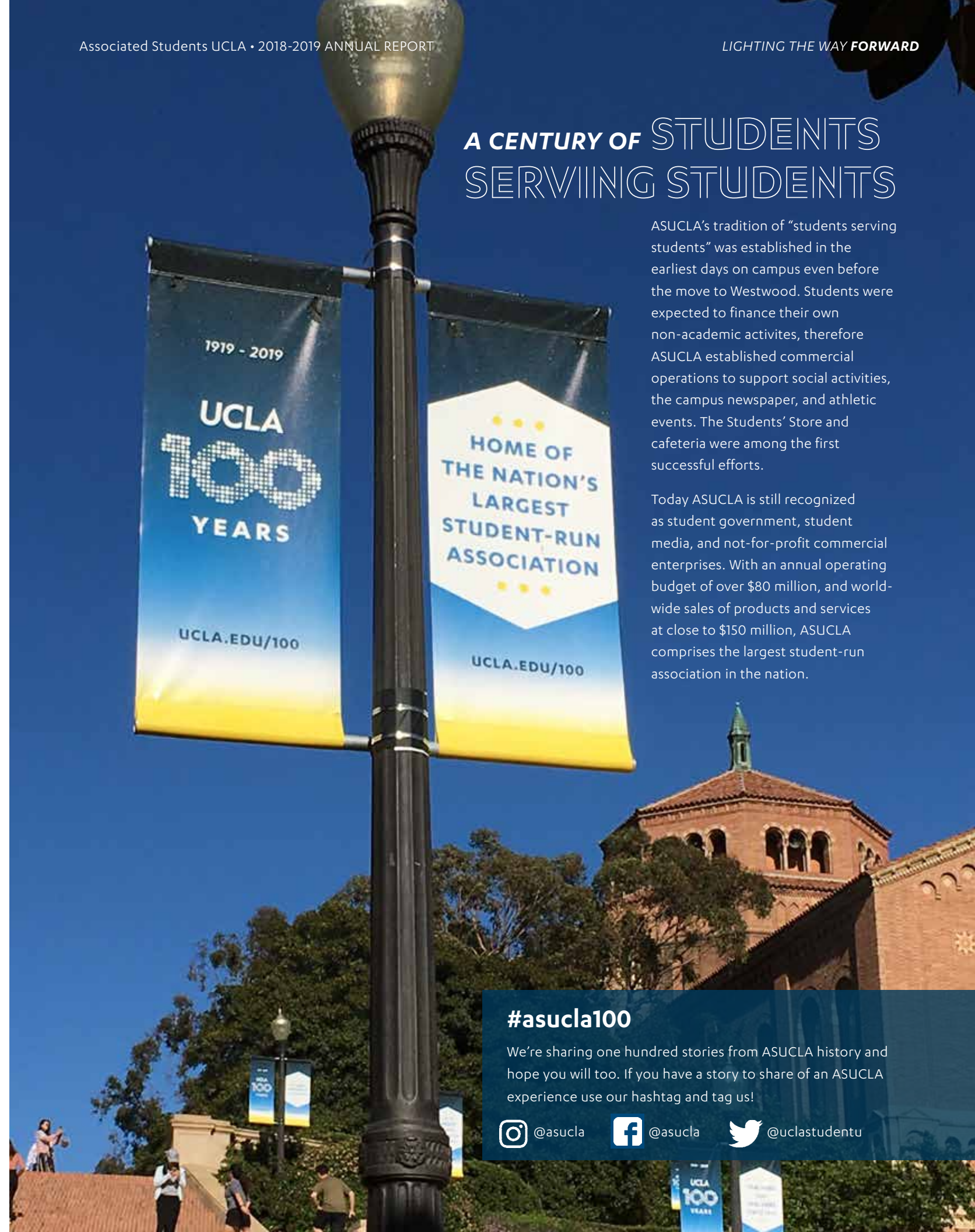
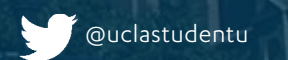
ASUCLA’s tradition of “students serving students” was established in the earliest days on campus even before the move to Westwood. Students were expected to finance their own non-academic activities, therefore ASUCLA established commercial operations to support social activities, the campus newspaper,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

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



## #asucla100

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





## A CENTURY OF SPIRIT

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

— Robert. B. Watson, 2019-2020 USAC President

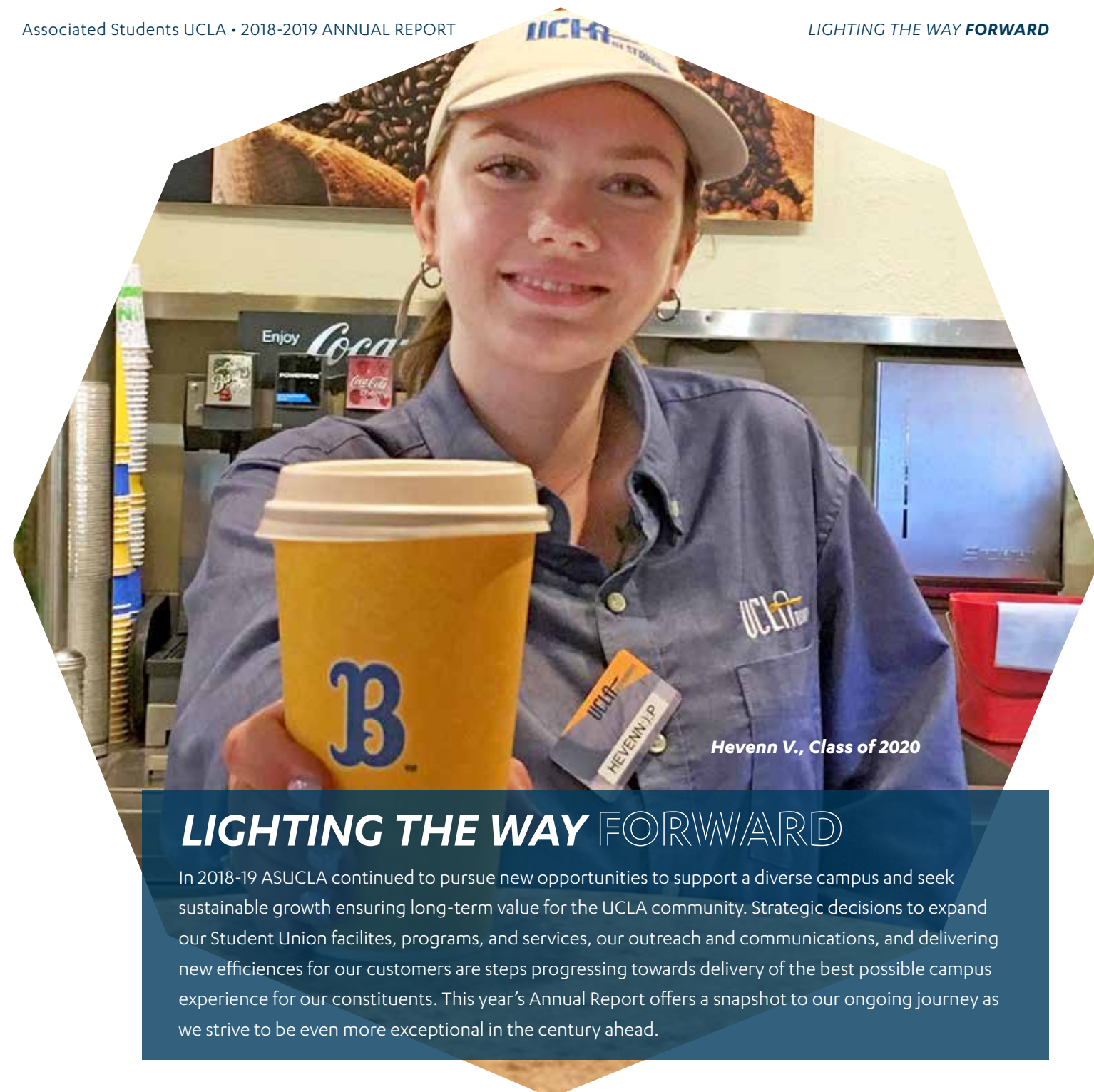
The 18/19 USAC External Vice President's Office invited Mayor Garcetti to campus for election day in November.



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



18/19 USAC External Vice President Jamie Kennerk (center) and the EVP staff.



Hevenn V., Class of 2020

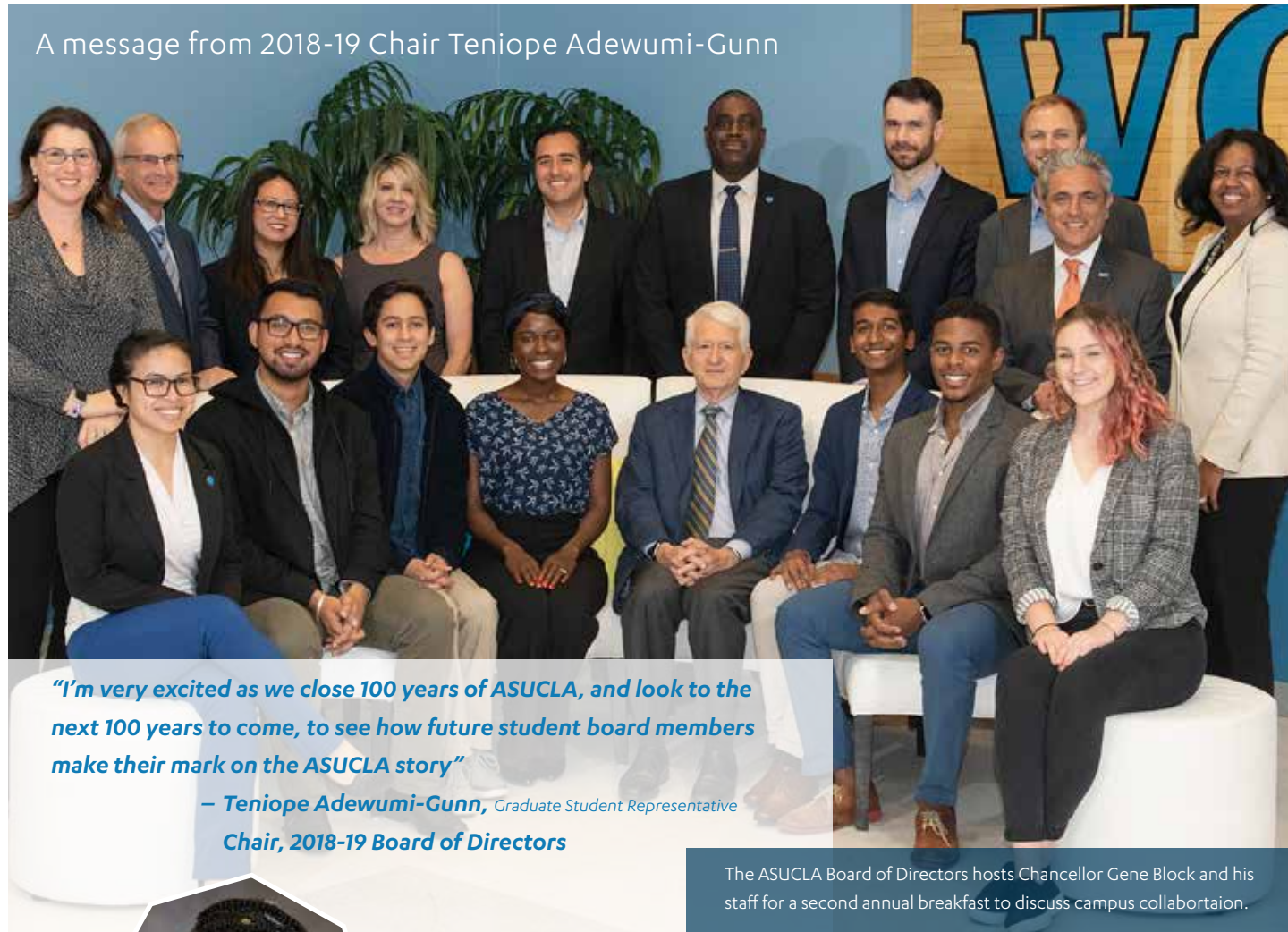
## LIGHTING THE WAY FORWARD

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

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A message from 2018-19 Chair Teniope Adewumi-Gunn



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

– **Teniope Adewumi-Gunn**, Graduate Student Representative  
Chair, 2018-19 Board of Directors

The ASUCLA Board of Directors hosts Chancellor Gene Block and his staff for a second annual breakfast to discuss campus collaboration.



## A CENTURY OF STUDENT LEADERSHIP LIGHTING THE WAY

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

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

On campus we've expanded our food offerings and focused on coffee, delivering better quality and more options including fair trade options

at every coffeehouse location. As the retail provider on campus we've developed a line of Centennial products supporting UCLA's 100-year milestone and provided many of our campus partners custom Centennial products. Further, we are looking to maximize student usage of our campus spaces, developing new programs and outreach efforts to support student activities in our Student Union.

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

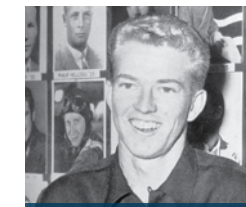
Teniope Adewumi-Gunn  
Chairman – Graduate Student Representative  
2018-19 ASUCLA Board of Directors

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

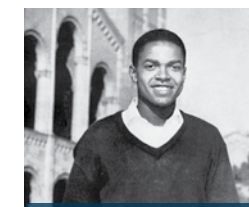
– **Kevin Jofli**, Undergraduate Representative  
Chair, 2018-19 Board of Directors

## A CENTURY OF SERVICE

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



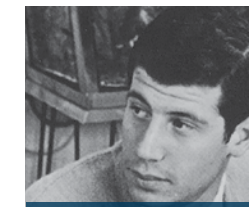
**1948-49 William Keene**  
Successfully petitioned the UC Regents to lift its veto power over ASUCLA. Keene went on to serve as Superior Court Judge in Los Angeles.



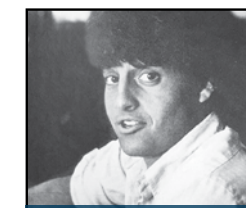
**1949-50 Sherill Luke**  
Luke fought discrimination on campus and was later named a judge on the Los Angeles Superior and Municipal Courts among other accomplishments.



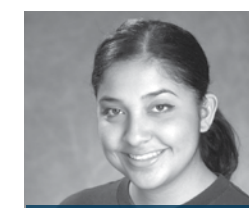
**1958-59 Rafer Johnson**  
A consensus builder, Rafer encourages a tradition, called "Good & Welfare" still practiced at USAC meetings today.



**1967-68 Robert Michaels**  
Created and served the position of Student Welfare Commissioner as well as the UCLA Washington Internship Program.

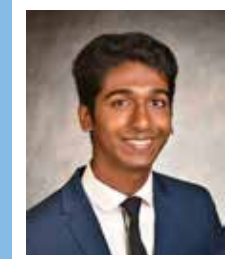


**1981-82 Fred Gaines**  
Successfully led the ASUCLA Board vote to divest from businesses in South Africa to protest apartheid, eventually tipping the UC to divest.

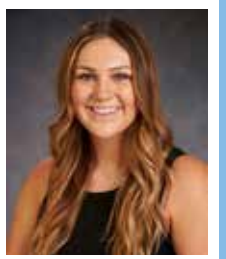


**2008-09 Cinthia Flores**  
Advocated for lower textbook prices and ethical labor in the manufacturer's supply chain while on the Board.

### MEET THE 2018-19 BOARD OF DIRECTORS



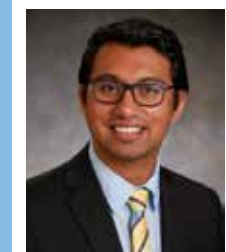
Aidan Arasasingham  
Undergraduate Representative



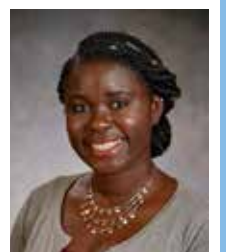
Erika Brick  
Undergraduate Representative



Kevin Jofli  
Undergraduate Representative



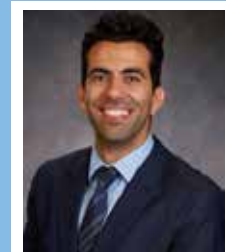
Navi Sidhu  
Undergraduate Representative



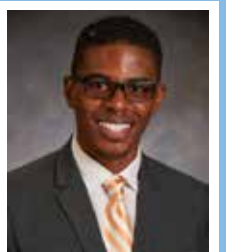
Teniope Adewumi-Gunn  
Graduate Representative



Joshua Mayer  
Graduate Representative



Avi Oved  
Graduate Representative



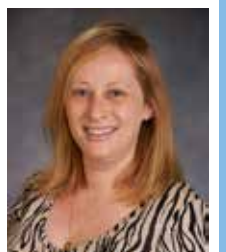
Lawrence Traylor, Jr  
Graduate Representative



Paul Abramson  
Administrative Representative



Frank Wada  
Administrative Representative



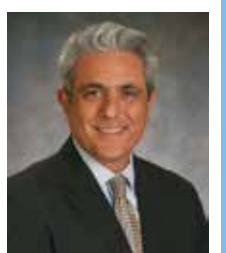
Michelle Goodman  
Alumni Representative



Jesse Torres  
Alumni Representative



Kevin Eagan  
Faculty Representative



Pouria Abbasi  
Executive Director & CEO

**MEMBERS TODAY ARE APPOINTED BY USAC (4) AND GSA (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.**

# ASUCLA BY THE NUMBERS

## UCLA STORE



**\$45 MILLION**

TOTAL SALES EST FY 18/19



**6**

STORE LOCATIONS ON CAMPUS



**8K-16K**

AVERAGE NUMBER OF CUSTOMERS PER DAY



**\$33,255**

UCLA STORE REWARDS REDEEMED BY STUDENTS VIA ASUCLA BENEFITS U

## UCLA RESTAURANTS

**\$27 MILLION**

TOTAL RESTAURANT DIVISION SALES FY 18/19 -INCLUDING 3RD PARTIES

**17**

RESTAURANT & COFFEEHOUSE LOCATIONS ON CAMPUS

**20,000+**

AVERAGE NUMBER OF RESTAURANT CUSTOMERS SERVED PER DAY



**725,000+**

CUPS OF COFFEE SERVED PER YEAR

## UCLA TRADEMARKS & LICENSING



**\$28 MILLION**

DOMESTIC RETAIL EST FY 18/19

**10,517+**

GRAPHIC REVIEW REQUESTS IN FY 18/19

**2,743,687**

UNITS SOLD DOMESTICALLY EST FY18/19



**\$16+ MILLION**

INTERNATIONAL RETAIL EST FY 18/19

**2,000+**

INTERNAL CAMPUS PROMOTIONAL REQUESTS

**\$66** PER YEAR  
THE UCLA STUDENT UNION FEE AMONG THE LOWEST IN THE NATION

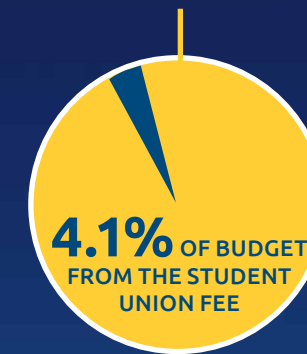


**\$800,000** FUNDING PROVIDED FOR CAPITAL PROJECTS

## UCLA STUDENT UNION

**95.9%**

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



SUPPORT FOR STUDENT PROGRAMMING

**\$140,000**

AMOUNT ASUCLA PROVIDES FOR STUDENT GROUP EVENTS IN THE STUDENT UNION

**\$185,000**

AMOUNT ASUCLA PROVIDES AS DIRECT FUNDING FOR STUDENT ARTS, CULTURE, & ENTERTAINMENT

**\$10,775**

EVENTS BOOKED IN FY18/19

## STUDENT JOBS



**87.5%** STUDENT EMPLOYEES

**12.5%** CAREER EMPLOYEES

**1,400+** STUDENT JOBS PER YEAR

**50%**

OF ASUCLA OVERALL WAGES ARE STUDENT WAGES IN OPERATIONAL DIVISIONS



A message from our Executive Director and CEO Pouria Abbassi

## LIGHTING THE WAY TO THE CENTURY AHEAD

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

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

While improving our global outreach is key, we recognize that it is even more important to continue improving the student and guest experience with our products, services, and spaces at ASUCLA. We are therefore working on several initiatives such as enhancing our Ackerman Dining Terrace through our Wescom agreement and furthering our engagement with student life through the return of Anderson Café to ASUCLA operations. Additionally, space at LuValle Commons that was left vacant was rented to UCLA Counseling and Psychological Services to address both the need for space for this valuable service to students and bring returns to ASUCLA. North Campus Student Center exterior was also repaired and improved after many decades of use to better allow it to serve our guests. Thanks to many campus partners, we designed and developed a Centennial line of products which is now

featured on the UCLA centennial site with great reception. Bruins everywhere can now show off, in style, our institution's hundred years of unprecedented achievement!

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

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

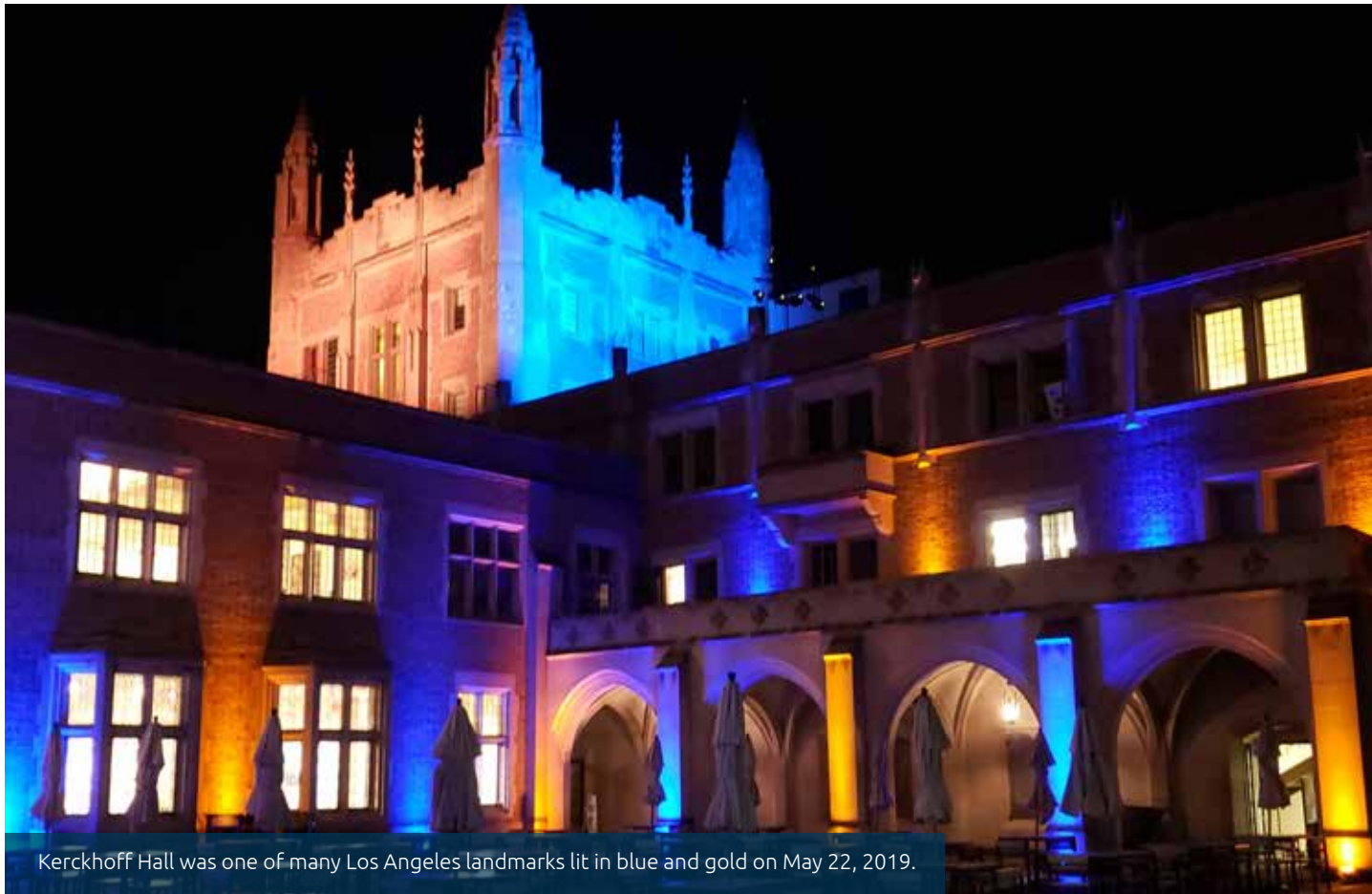
Sincerely,

Pouria Abbassi, P.E.  
CEO & Executive Director

## ASUCLA IN SACRAMENTO

ASUCLA representatives were among the UCLA delegation at the state capital for the UCLA Day proclamation by both Assembly Member Sydney Kamlager and Senator Ben Allen on May 20, 2019. Earlier in the year ASUCLA also traveled to Sacramento, making presentations to the state legislatures to introduce ASUCLA, and all it does to serve students, and also provide support to the SB14 ballot measure which would allow voters to authorize the statewide sale of \$8 billion in general obligation bonds for the improvement of University of California and California State University.





Kerckhoff Hall was one of many Los Angeles landmarks lit in blue and gold on May 22, 2019.

## 2018-19 HIGHLIGHTS CELEBRATING 100 YEARS ON CAMPUS, IN LOS ANGELES, AND SACRAMENTO

It was a week of festivities that kicked off at ASUCLA in the early evening of May 18, 2019 with a student Centennial pre-party in the Ackerman Grand Ballroom. At 8pm the party proceeded up to Royce Hall for the campus Centennial Celebration which featured a dynamic light-and-sound show highlighting the people, breakthroughs and moments that defined UCLA's first century. Two days later, May 20th, both Assembly Member Sydney Kamlager

and Senator Ben Allen proclaimed it UCLA Day at the State Capital recognizing a century of achievement. Back in Los Angeles on May 22nd, the City Council also proclaimed UCLA Day followed by an evening celebration in Grand Park that culminated in the lighting of City Hall in UCLA's signature blue and gold. City landmarks were lit in blue and gold throughout Los Angeles, including L.A. Live, the pylons at LAX, and even ASUCLA's own Kerkchoff Hall.

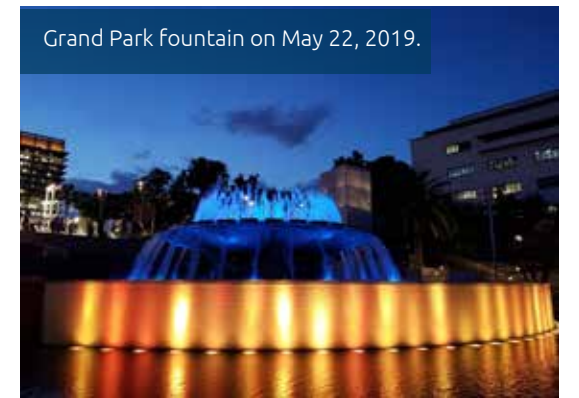


City Council chair Paul Kortez acknowledged ASUCLA as the largest student-run organization in the nation among the many causes for Bruin pride on UCLA Day.

*"For the past 100 years UCLA has also been home to ASUCLA, the largest and most successful student-run association in the nation, supporting and serving Bruins past, present, and future."*

*– Paul Kortez, Los Angeles City Council*

Grand Park fountain on May 22, 2019.



ASUCLA Commemorative Centennial photo taken at Bruin Nights in the Ackerman Grand Ballroom, May 18, 2019.



The Royce Hall light and sound show highlighted people, breakthroughs, and moments that defined UCLA's first century.



UCLA Day in Sacramento, May 20, 2019.

# 2018-19 HIGHLIGHTS



### THE UCLA CENTENNIAL COLLECTION

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



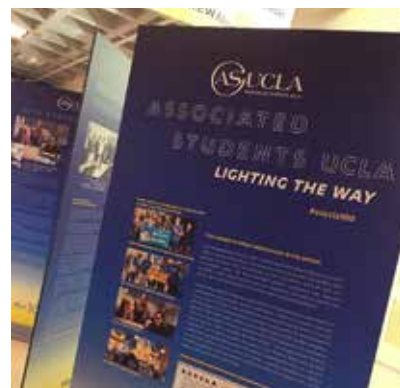
### UCLA AROUND THE WORLD THE INTERNATIONAL BRAND

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



### THE WESCOM DINING TERRACE ACKERMAN UNION COMING SOON

ASUCLA was successful in executing a major sponsorship deal with Wescom Credit Union that includes a multi-million dollar renovation of the Ackerman Dining Terrace. Enhancements to the outside patio will compliment the 1st Floor Dining Room renovation completed in 2018.



### THE ASUCLA CENTENNIAL STORY

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



### BRUIN NIGHTS STUDENT CENTENNIAL PARTY

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



### ETHICAL LABOR MANAGEMENT EDUCATION IMPLEMENTATION

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



### A NEW ANDERSON CAFÉ OPENING FALL QUARTER 2019

ASUCLA partnered with the Anderson School to return their café to ASUCLA operations. In addition to increasing revenue this allows for streamlining of the North Campus array of food services and expanding catering operations.





**ASUCLA DISTINGUISHED SPEAKER SERIES**

Utilizing our Student Union facilities, campus and corporate partnerships, ASUCLA launched this new speakers program. Our inaugural speaker was UCLA Hall of Fame and Gymnastics head coach Valorie Kondos Field who shared the fundamentals of character and success from her new book “Life is Short, Don’t Wait to Dance”.



**EXPANDED RESTAURANT MENUS AND SERVICES**

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



**BRAND ENHANCEMENTS**

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



**ASUCLA APP ENHANCEMENTS**

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



**ASUCLA CATERING DELIVERS 20,000+ MEALS FOR COLLEGE SIGNING DAY**

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



**UCLA STORE LED LIGHTING CONVERSION**

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



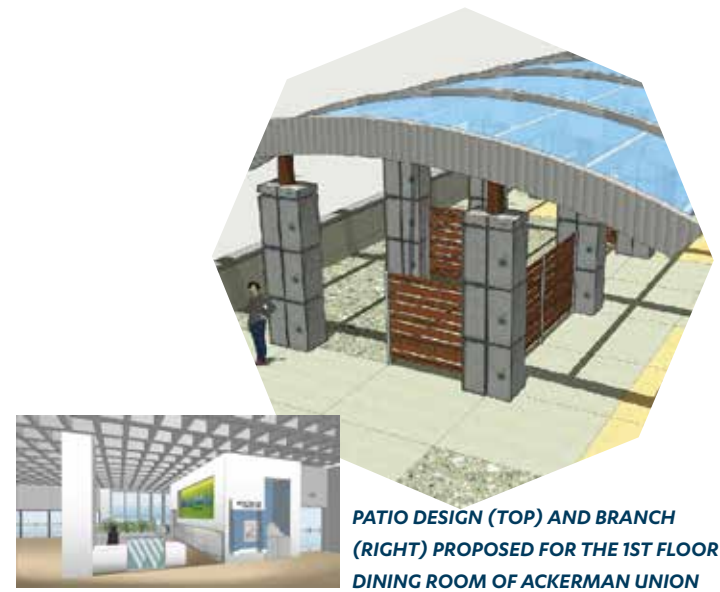
**SUPPORT FOR FAIR TRADE**

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



**BRUIN UP**

Bruin Up is an experimental concept bringing together cross-departmental task teams with the intent of discovering new ASUCLA marketing opportunities and new channels to reach our Generation Z constituents.



**PATIO DESIGN (TOP) AND BRANCH DINING ROOM OF ACKERMAN UNION (RIGHT) PROPOSED FOR THE 1ST FLOOR**

**WESCOM DINING TERRACE & BRANCH**

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

**CAMPUS PARTNERSHIPS**

**RISE at Lu Valle Commons**

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

**24 Hour Study Lounge and the De-Stress Study Fest**

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

**Undergraduate Admission Welcome Center**

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

**UCLA Summer Orientation Tours**

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

**THE UCLA STUDENT UNION  
A CENTURY OF COMMUNITY**

**ENVIRONMENTAL STEWARDSHIP**

**Los Angeles DWP Partnership**

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

**More Solar Power from USAC TGIF**

A grant of \$40,500 from Undergraduate Students Association TGIF (The Green Initiative Fund) will allow for the solar panel installation of an additional 10kW power generation beyond the 25kW in the base bid already funded by an earlier TGIF grant. Construction of the new solar panels will be completed by August 2019. This additional solar array will roughly double the kW output, saving approximately \$12,000 annually and will prevent an additional 165,000 lbs. of Co2 from being exhausted into the atmosphere per year (added to the 200,000 lbs. of Co2 from our current solar panels).



**2018-19 STUDENT UNION ACCOMPLISHMENTS**

**Art in the Union**

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

**Facility Upgrades**

Every year significant facility upgrades are made to maintain our Student Union. A few of this year’s improvements include new drapery and sheer blinds installed in the Charles E. Young Grand Salon, new chairs purchased for Ackerman Union third floor meeting rooms, and the completion of repairs and painting to the exterior wood and stucco at North Campus.



Resilience in the Student Experience (RISE) at Lu Valle Commons is an extension of UCLA Counseling and Psychological Services (CAPS).



Cheer camp is very popular in Ackerman Union during summer months.



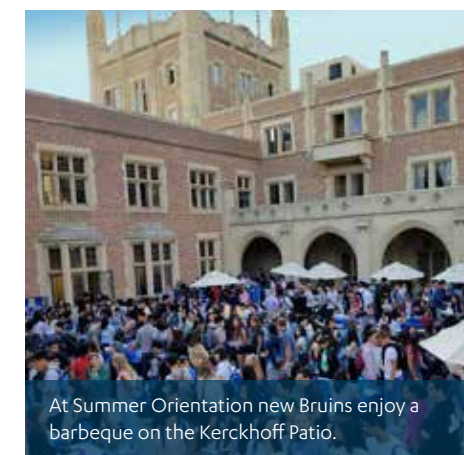
Future Bruins learn about the U.S. Post Office in Ackerman Union while touring campus.



The U.S. Post Office Express in Ackerman Union is run by thirteen ASUCLA student employees.



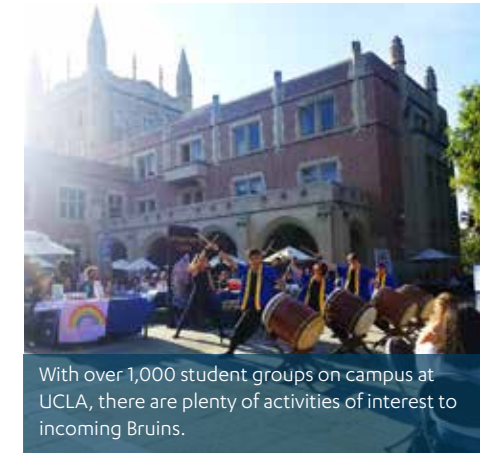
ASUCLA Executive Director Pouria Abbassi congratulates Elijah Renteria and Rebecca Cheung, two of the 2019 winners of ASUCLA’s Art in the Union contest.



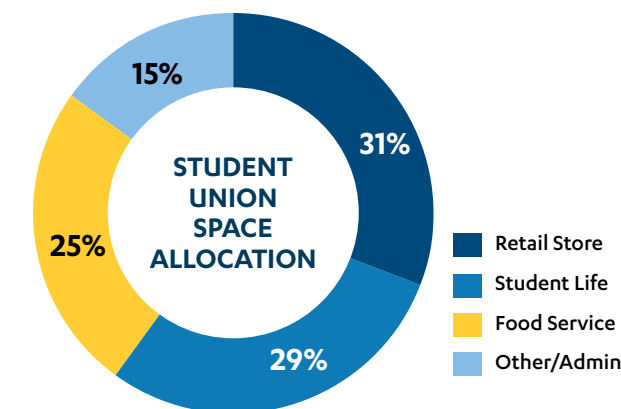
At Summer Orientation new Bruins enjoy a barbeque on the Kerckhoff Patio.



Incoming Bruins get to meet representatives from various student groups at Orientation.



With over 1,000 student groups on campus at UCLA, there are plenty of activities of interest to incoming Bruins.



<b>65</b> STUDENT JOBS PROVIDED	<b>22,500</b> AVERAGE VISITORS PER DAY	<b>\$66</b> THE LOWEST STUDENT UNION FEE IN THE UC
<b>\$800,000</b> SPENT IN CAPITAL IMPROVEMENTS		<b>\$128,500</b> PARTNERSHIP FUNDS RECEIVED FOR ENERGY EFFICIENCY UPGRADES

# EVENT SERVICES

## ASUCLA DISTINGUISHED SPEAKER SERIES

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



Hall of Fame and UCLA Gymnastics head coach Valorie Kondos Field launched ASUCLA's Distinguished Speaker Series in the Grand Salon.



## BRUIN NIGHTS

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

**109,000+**

ATTENDED EVENTS HELD IN THE GRAND BALLROOM

**272**

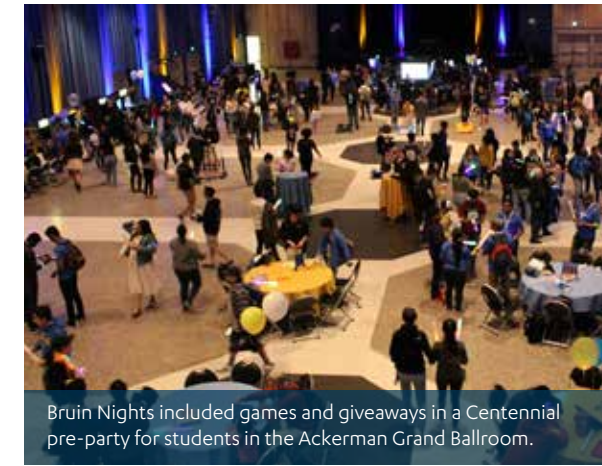
EVENTS HELD IN THE GRAND BALLROOM

**610,884**

ATTENDED EVENTS IN THE STUDENT UNION LAST YEAR

**10,775**

EVENTS BOOKED LAST YEAR



Bruin Nights included games and giveaways in a Centennial pre-party for students in the Ackerman Grand Ballroom.



<b>PROGRAMMING</b> FUNDS FOR STUDENT ORGANIZATION <b>\$325,000</b> INCLUDING USAC AND GSA SUPPORT	<b>FREE SPACES</b> PROVIDED FOR STUDENT ORGANIZATION <b>44</b> OFFICE SPACES   <b>5</b> EVENT VENUES   <b>13</b> MEETING ROOMS
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## STUDENT GOVERNMENT SUPPORT SERVICES

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

### Accounting Support

- BUDGET, ALLOCATION AND INVOICES
- PURCHASING ASSISTANCE/REQUISITIONS

### Administrative Support

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

## ASUCLA INFORMATION CARDS

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



EVENT SERVICES DEVELOPED A SERIES OF INFORMATION CARDS PROVIDING STEP BY STEP INSTRUCTIONS FOR EVENT PLANNING.



The USAC President's Office hosted the 2019 UC Women's Leadership Conference in Ackerman Union Grand Ballroom this year.



ASUCLA hosts breakfast for USAC leaders providing information about services available to student groups.

# EVENTS SERVICES

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



**\$1.4M**  
EVENT SERVICES  
ANNUAL REVENUE

### International World Café

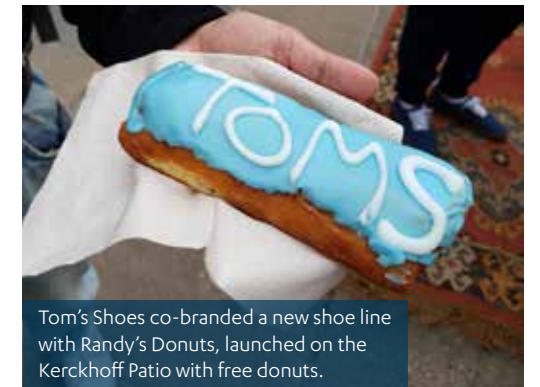
ASUCLA hosted World Café in November in partnership with the UCLA Dashew International Center. The event took place in the Charles E. Young Grand Salon and Kerckhoff Patio and featured free coffees and teas from around the world.



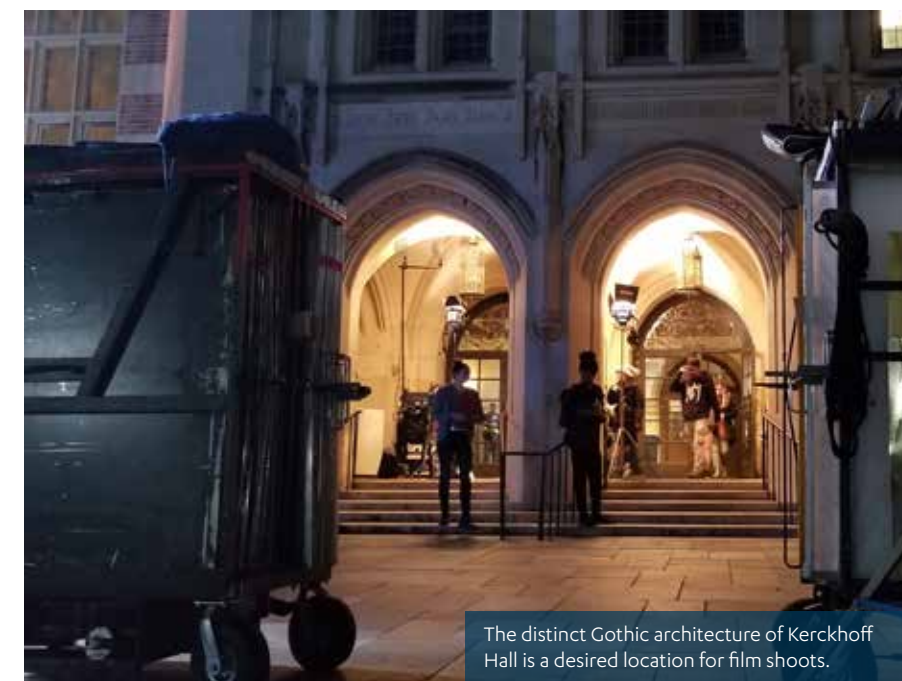
World Café also serves as an opportunity to connect with international students on campus.



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



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

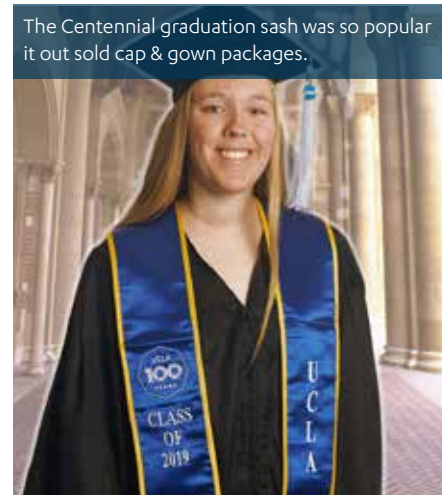


The distinct Gothic architecture of Kerckhoff Hall is a desired location for film shoots.





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



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



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



## UCLA STORE A CENTURY OF SPIRIT



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

### THE UCLA CENTENNIAL COLLECTION

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

#### The Centennial Graduation Sash

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

#### Custom Centennial Orders from Bruin Custom Print

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

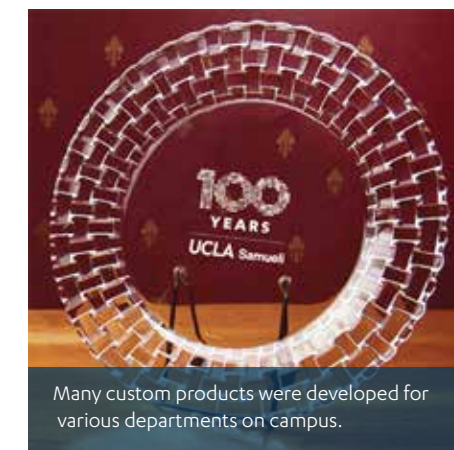
### 2018-19 STORE ACCOMPLISHMENTS

#### Luskin Conference Center Welcome Package

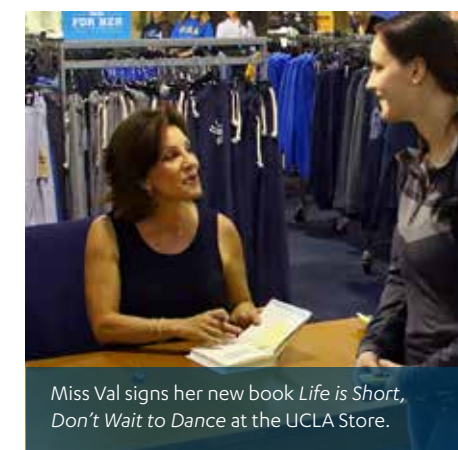
In partnership with UCLA Housing the UCLA Store produced a welcome package for guests at the Luskin Conference Center. Conference Center staff distributed certificates in each guest room that could be redeemed for a free tote bag and special campus store coupons.

#### Valorie Kondos Field Book Signing

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



Many custom products were developed for various departments on campus.



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



LUSKIN CONFERENCE CENTER WELCOME PACKAGE WITH FREE TOTE



## UCLA STORE CAMPUS PARTNERSHIPS

### UCLA T-shirt Design Contest

In collaboration with the USAC Internal Vice President, ASUCLA hosted its 6th Annual T-shirt Design Contest. The winning t-shirt design, submitted by undergrad Kailey Nichols, was announced December 5 and available for purchase at the UCLA Store in January. Kailey received \$1,000 for her winning design, and a portion of the proceeds goes to support the UCLA Student Union programming fund.

### Supporting the Blue and Gold Challenge

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

### UCLA Family Weekend

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

### Alumni Appreciation Events

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

### UCLA Faculty & Staff Appreciation Event

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

### UCLA Staff Assembly Small Business Resource Fair

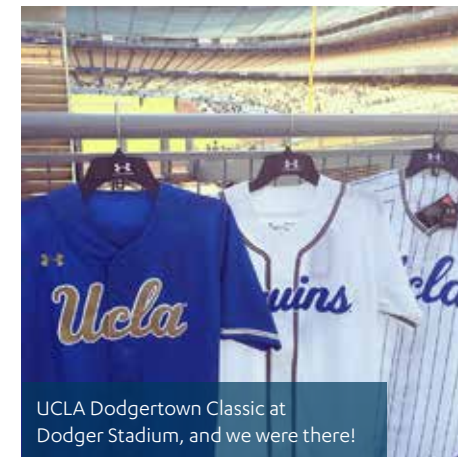
The Computer Store, Essentials Department, and Bruin Custom Print participated in the UCLA Staff Assembly Small Business Resource Fair on January 31. This fair provides the opportunity to promote programs that would be of interest to UCLA Departments in the areas of tech products and services, supplies,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

**\$45 M**  
ANNUAL SALES

**8K-16K**  
AVERAGE CUSTOMERS PER DAY

**400+**  
STUDENT JOB POSITIONS

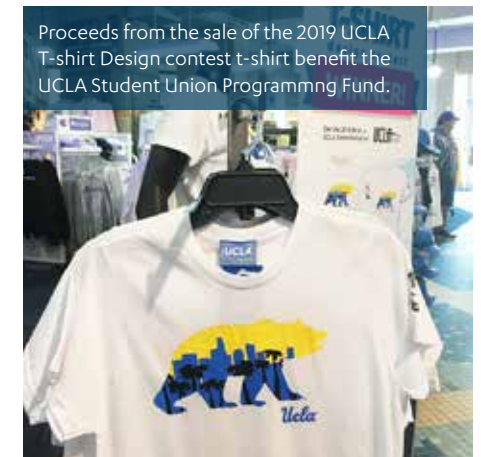
**6**  
CAMPUS LOCATIONS



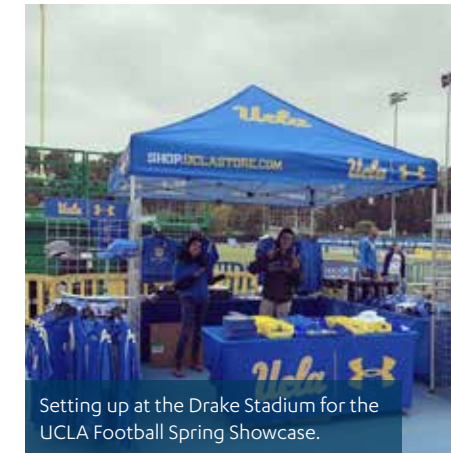
UCLA Dodgertown Classic at Dodger Stadium, and we were there!



ASUCLA in Bruin Plaza for Bruin Day 2019.



Proceeds from the sale of the 2019 UCLA T-shirt Design contest t-shirt benefit the UCLA Student Union Programming Fund.



Setting up at the Drake Stadium for the UCLA Football Spring Showcase.



Bruin Custom Print at the UCLA Staff Assembly Small Business Resource Fair.

## UCLA STORE.COM THE CENTURY AHEAD

### shop.uclastore.com

This online shopping site for the official campus bookstore offers textbooks, computers, and UCLA emblematic merchandise. Although textbooks sales require a Bruin ID login, Apple computer purchases are also available to UCLA Alumni, and our BearWear emblematic apparel and accessories is open to Bruins and fans everywhere. In addition to a robust email marketing strategy, two direct mail catalogs and a spring mailer are sent to UCLA Alumni and loyal customers every year which continue to be drive website sales.

### bruinteamshop.com

The UCLA Store also operates the shopping site for UCLA Athletics at uclabruins.com, which sells Under Armour and other athletic branded products.

### Automated Email Sprints

A transition to a new email service provider enabling more robust communications with our online customers. New services include workflows which enable automated email sends with messages optimized by customer behavior. New automated workflows utilized include an abandon cart series and a welcome series triggered by email subscription signups.

SHOP.UCLASTORE.COM

**55,000+**  
EMAIL SUBSCRIBERS

**\$1.5M**  
ANNUAL REVENUE

**675,000+**  
WEB USERS

**1.1M+**  
WEB PAGE VIEWS

# UCLA RESTAURANTS

## A CENTURY OF SERVICE



### A NEW ANDERSON CAFÉ

After negotiations with the Anderson School of Management, ASUCLA won an opportunity to take over the operation of their café space. Our menu plan includes made-to-order sandwiches, and bowls, quick service breakfast items and pastries, grab & go items and a Starbucks branded coffee service. ASUCLA also developed a short term plan to provide limited food service to the community from mid-April until commencement in June which included a rotating food truck schedule, coffee and grab & go lunch items available inside the vacated café space. Renovations were completed over the summer and the café re-opened in August 2019.

### QUALITY ASSURANCE & RESTAURANT ENHANCEMENTS

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

### CAMPUS PARTNERSHIPS

#### Collaboration with Residence Halls On Meal Plan Swipes

ASUCLA's request of the Residence Halls to increase the Meal Swipe coupon was reciprocated with an increase of \$1 for a value of \$2.85 (with ASUCLA 60¢ contribution the total is \$3.45) put in place September 2018. The value was raised again in February 2019 by an additional 32¢ for a new total of \$3.77.

Additionally, as an effort to provide student residents additional meal options during work stoppage days in October, March, April and May, ASUCLA partnered with UCLA Dining to offer selected meals in most ASUCLA locations for a value of \$8 in exchange for their meal swipe coupon on the days effected.

#### Support for Fair Trade

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

### 2018-19 RESTAURANT ACCOMPLISHMENTS

#### Expanded Coffee & Tea Selections

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

#### Expanded Restaurant Menus

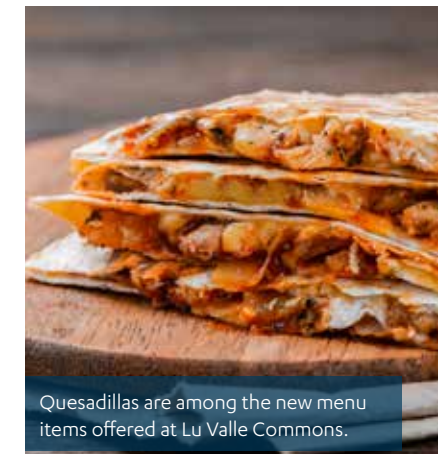
The servery at Lu Valle Commons rolled out new quesadillas and loaded nachos, a new afternoon/dinner menu with chicken wings, and an improved burger line. The North Campus Student Center updated the recipe to the regular pizza crust and introduced a new cauliflower crust. The Greenhouse salad and hot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

#### Self Ordering Kiosks

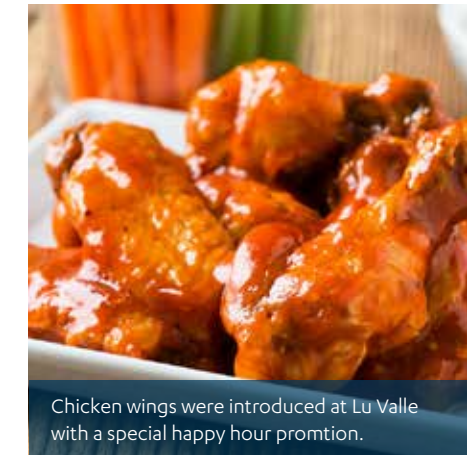
The first self-ordering kiosk was introduced in the Kerckhoff Coffee House last October, and Taco Bell opened our next location in May. After just 4 weeks in operation, 11% of sales were entered via the kiosk. Based on the kiosk's success at Taco Bell more locations are being reviewed for expanding this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

#### UCLA Restaurants Mobile Ordering App

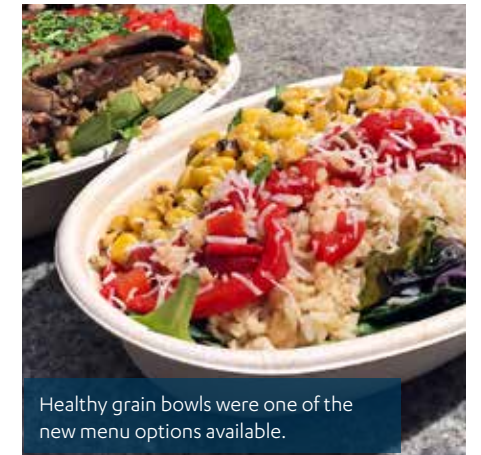
ASUCLA will implement a mobile ordering app for pick-up at two restaurant locations on campus in Summer 2019. Once launched customers will have the option to use either their Bruin Card or any regular credit card for payment options.



Quesadillas are among the new menu items offered at Lu Valle Commons.



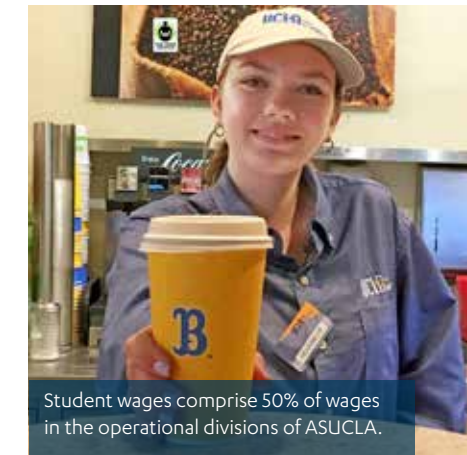
Chicken wings were introduced at Lu Valle with a special happy hour promotion.



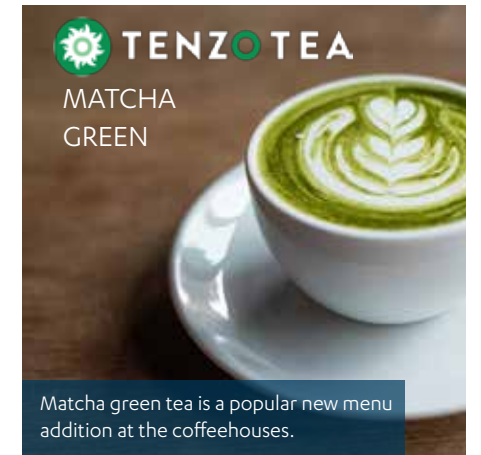
Healthy grain bowls were one of the new menu options available.



ASUCLA has increased Fair Trade awareness on campus.



Student wages comprise 50% of wages in the operational divisions of ASUCLA.



Matcha green tea is a popular new menu addition at the coffeehouses.



Two new popular cup designs were introduced at the coffeehouses this year. The disposable Bruin spirit cup made its debut in time for Welcome Week in Fall, and is served with humorous caffeinated anecdotes printed on the sleeves. The refillable Centennial travel mug was launched for the Centennial celebrations in May. Priced at \$19.19 with 19¢ refills all year, it quickly became a best seller on campus.



**4,500**  
AVERAGE CUPS OF COFFEE SERVED PER DAY

**9**  
COFFEE LOCATIONS ON CAMPUS

**20,000**  
AVERAGE CUSTOMERS PER DAY

**800+**  
STUDENT JOBS POSITIONS

**30+**  
RESTAURANT CONCEPTS

**17**  
ASUCLA LOCATIONS

**\$17M**  
ASUCLA ANNUAL SALES

**9**  
3RD PARTY LOCATIONS

**\$10M**  
3RD PARTY ANNUAL SALES

**\$27M**  
TOTAL RESTAURANT DIVISION SALES INCLUDING 3RD PARTIES

# CATERING & CONCESSIONS

## 2018-19 CATERING ACCOMPLISHMENTS

### College Signing Day at Pauley Pavilion

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

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



**\$1.8M**  
ANNUAL  
CATERING SALES



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



Nearly 50 celebrities joined Michelle Obama in Pauley Pavilion.



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



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



## CAMPUS PARTNERSHIPS & OUTREACH

### Catering and Events Services Open House

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

### Black Friday Catering Promotion

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

### Alliance Supplier and Bruin Buy Fair

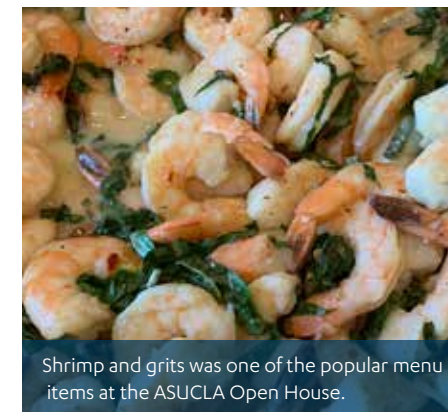
Catering and Bruin Custom Print participated in the Alliance Supplier and Bruin Buy Fair in Ackerman Grand Ballroom in March. The event featured service providers from on and off-campus allowing them to introduce their services to UCLA campus departments. There was great attendee engagement and interest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

### Miss Val's VIP Reception

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

### Alumni Day 2019

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



Shrimp and grits was one of the popular menu items at the ASUCLA Open House.



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



# UCLA TRADEMARKS & LICENSING

## LIGHTING THE WAY

### OUR VISION STATEMENT

WE PLEDGE TO CONTINUOUSLY SEEK TO IDENTIFY AND MAKE AVAILABLE TO THE UCLA COMMUNITY, FRIENDS AND FANS— IN LOS ANGELES AND AROUND THE WORLD— A HIGH QUALITY AND SATISFYING ASSORTMENT OF PRODUCTS BEARING THE UCLA® BRAND NAME. AS WE DO SO WE SHALL CONTINUOUSLY LEAD AMONG HIGHER EDUCATION ORGANIZATIONS IN THE PURSUIT AND IMPLEMENTATION OF ETHICAL LABOR STANDARDS IN ANY SUPPLY CHAINS USED TO MANUFACTURE UCLA® BRAND PRODUCTS.

### WHERE UCLA IS SOLD IN THE U.S.

#### U.S. DOMESTIC WHOLESALE PURCHASES

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



### DOMESTIC PROGRAM

**\$15M**  
ANNUAL WHOLESALE

**\$28M**  
ANNUAL RETAIL VALUE

**137**  
DOMESTIC LICENSEES

**\$2M**  
18/19 EST ROYALTY FROM DOMESTIC

**2,743,687**  
NUMBER OF UNITS SOLD ANNUALLY

**887**  
NUMBER OF RETAILERS

**480+**  
NEW PRODUCT/COMPANY APPLICATIONS 18/19

**10,517+**  
18/19 GRAPHIC REVIEW REQUESTS

### THE FIRST IN COLLEGIATE LICENSING

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

#### Trademark Portfolio Management

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

### 18/19 ACCOMPLISHMENTS

#### Maximize Brand Impressions Throughout U.S. Domestic Markets

Following a FY 2017- 2018 apparel RFP, TM&L implemented strategies at mass, sporting goods, and e-commerce retailers. Successful meetings were held at Amazon headquarters concerning new merchandising and print-on-demand opportunities. TM&L launched a UCLA site on Amazon at [www.amazon.com/UCLA](http://www.amazon.com/UCLA). Alumni and fan zip code and other data expertise was shared with Costco to help with future store location assortment planning. Other key retailer collaborations included a gift with UCLA ticket purchase promotion held at the Pasadena Dick's Sporting Goods ("DSG") location in October, a UCLA signage program deployed in conjunction with a DSG Grand Opening event at their Eastvale store location in July, and positive discussions with DSG to pursue future promotions next year as well.

#### Doc-u-Sign Support for UCLA Policy 110

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



CYNTHIA HOLMES  
Director  
Trademarks & Licensing

**18/19 CHAIR**  
**UC TRADEMARKS LICENSING**  
**CODE OF CONDUCT**  
**ADVISORY COMMITTEE**

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

### ETHICAL LABOR MANAGEMENT IMPLEMENTATION

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

In addition to UC emblematic goods sold in retail stores, the UC system and each campus also purchase a substantial number of goods bearing the UC and UC campus names for internal campus use, including uniforms, giveaways, awards and gifts. These goods are also subject to the UC Code and represent a key initiative area for the UC Trademarks Licensing Code of Conduct Advisory Committee.

Cynthia also accepted the invitation be the stakeholder on one of this year's Sustainability Action Research (SAR) project teams. SAR is a UCLA student-initiated, student-designed, and student-facilitated research program offered through the Institute of the Environment and Sustainability (IoES). The SAR team working with Cynthia focused their research on sustainable purchasing practices for UCLA brand products within campus procurement. Results from the team's assessment of sustainability efforts implemented to date by current UCLA promotional product licensees as well as the appetite of UCLA campus buyers toward more sustainable promotional product options culminated in initiatives that will be implemented throughout the coming year. From among all SAR research team projects during the quarter the SAR team working with TM&L was awarded the UCLA GREEN GALA STUDENT RESEARCH PROJECT OF THE YEAR award.



**IN 2018-19 ASUCLA DEVELOPED THREE VIDEO SHORTS TO EXPLAIN THE IMPORTANCE OF SOURCING PRODUCTS FROM LICENSED VENDORS FOLLOWING THE PATH TO CONSISTANT ETHICAL LABOR STANDARDS. TO VIEW THE VIDEO SERIES VISIT: [bit.ly/ucla\\_ethical\\_labor](http://bit.ly/ucla_ethical_labor)**

TM&L also contributed to UCLA's response to the annual AASHE (Association for the Advancement of Sustainability in Higher Education) STARS assessment, a transparent, self-reporting framework for colleges and universities to measure their sustainability performance. TM&L's comments included recommendations for incremental areas of measurement on the social/ethical labor element for future AASHE assessments that may help advance progress within the collegiate licensing industry. The UCLA Office of Sustainability also intends to include TM&L's ethical labor practices work under the "innovations" section of the AASHE survey. Finally, TM&L submitted a presentation proposal to AASHE which was subsequently selected to receive an award and be presented at the 2019 AASHE Conference & Expo in Spokane, WA under the title "Ethical Labor in Collegiate Licensee Supply Chains".

### CAMPUS PROMOTIONS

**2,000+**  
INTERNAL CAMPUS PROMOTIONAL REQUESTS

**\$210,000**  
18/19 ROYALTY FROM THE PROMOTIONAL MARKET

# THE INTERNATIONAL BRAND



The UCLA Trademarks and Licensing team participated in the 2018 Brand Licensing Europe tradeshow in London, allowing ASUCLA to expand UCLA's global presence in new markets not previously activated.

## UCLA Licensing Fetes 99 Years

The University of California, Los Angeles Trademarks and Licensing (UCLA) will celebrate its 99th anniversary, beginning with an appearance at Brand Licensing Europe. UCLA will exhibit for the first time at BLE (stand M64).

In addition, UCLA has extended its agreement with Plus Licens for representation to expand its brand retail program across Europe, CIS, Turkey and Israel.

"The growing interest from the licensing community in lifestyle brands with a 'real substance' coincides with UCLA's wish to expand and strengthen its presence within the European region," says Eva Karlsson, commercial director, Plus Licens. "In times where education, understanding of different cultures and creativity are important values to emphasize, UCLA has a lot to offer."

Most recently, Plus Licens inked a deal with H&M to bring the UCLA brand to retail locations across the globe.

"Plus Licens has been a strong resource for many years, providing assistance since 2003 with the identification and development of strong licensees for UCLA apparel and accessory programs throughout Scandinavia," says Cynthia Holmes, director, UCLA Trademarks & Licensing. "I'm thrilled to have the opportunity to expand their territory rights and to continue collaborating with them as we rigorously pursue the expansion of UCLA's historic and uniquely successful international licensing program."

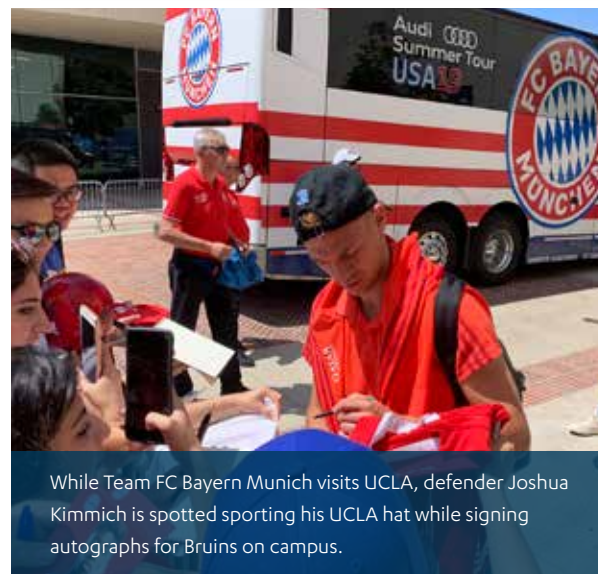


*"As we get ready to celebrate UCLA's centennial year, we are delighted to have received the call from Junya Watanabe's team to create several pieces for both the women's and men's collections. His reputation for composing the simple and the complex into a single, unique, authentic and compelling story parallels UCLA itself in so many ways so was an opportunity not to be missed."*

— Cynthia Holmes  
Director of UCLA Trademarks & Licensing



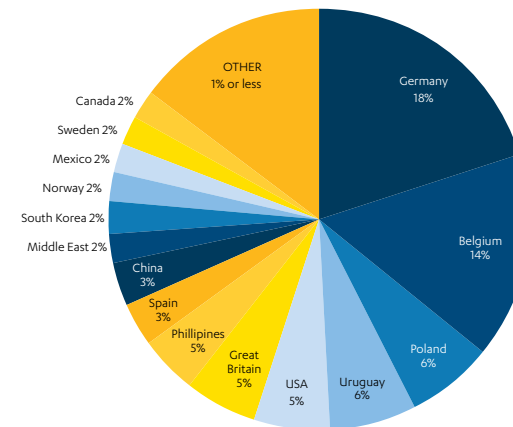
Junya Watanabe's team created several pieces for both the women's and men's collection which debuted at the Paris Fashion Week.



While Team FC Bayern Munich visits UCLA, defender Joshua Kimmich is spotted sporting his UCLA hat while signing autographs for Bruins on campus.



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



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

## WORLDWIDE BRAND APPEAL

In October, TM&L and other ASUCLA team members participated in the 2018 Brand Licensing Europe tradeshow in London, allowing ASUCLA to expand UCLA's global presence in new markets not previously activated. The outreach was positive including identification of two new agencies to represent and facilitate program expansion in Australia/Oceania and Central/South America.

This year the agreement from H&M brought in more than \$450,000 in royalties from over 25 different countries. As well, the historic program in Japan has been expanded to more market tiers in anticipation of the UCLA Centennial celebration and in preparation for opportunities surrounding the Tokyo 2020 Olympics. Finally, negotiations with another major global brand have been successfully concluded and preparations are underway for their UCLA collection debut later this year.

In a first, there was UCLA brand presence at Paris Fashion Week Fall '19 collection shows. Two pieces debuted at Men's Paris Fashion Week in January, and two pieces also made the runway during Women's Paris Fashion Week later in March. An ASUCLA press release was issued and media included Instagram posts @UCLAlifestyle, a blog post by UCLA student group FAST, and coverage in Women's Wear Daily (WWD) and Vogue among others.

ASUCLA and the TM&L staff attended the Sports Licensing Tailgate Show January 22-24 in Las Vegas, and confirmed booth reservations to again showcase the UCLA lifestyle brand at next year's annual Brand Licensing Europe (BLE) tradeshow in London coming up in October 2019. Additionally, ASUCLA will be participating in the Chancellor's centennial themed Asia tour in August to further the goal of promoting the UCLA brand.

## INTERNATIONAL PROGRAM

**\$16+M**

18/19 EST OF ANNUAL INTERNATIONAL RETAIL

**\$8+M**

18/19 EST OF ANNUAL INTERNATIONAL WHOLESALE



INTERNATIONAL AGENT LICENSEE TERRITORIES

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

# COMMUNICATIONS & OUTREACH


**Strong Ties**  
The connected letters represent the organization as the human connection between students and the university.

**Traditional Meets Contemporary**  
Entrepreneurial yet timeless, this strong and open serif (modified Americana) speaks to ASUCLA's legacy of leadership and innovation.

**Yellow**  
Optimistic and approachable, the yellow of UCLA counterbalances the blue of AS by letting it stand out on its own.

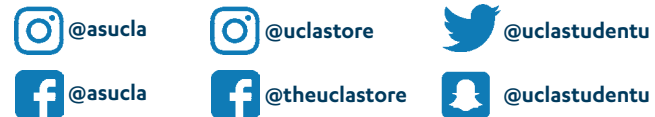
**Into the Blue**  
The blue gradient represents trustworthiness and forward momentum as the color shifts from a dark to sky blue

**It All Comes Back to You**  
Wrapping around the "AS", the circle stands for the inclusion and community that ASUCLA champions.



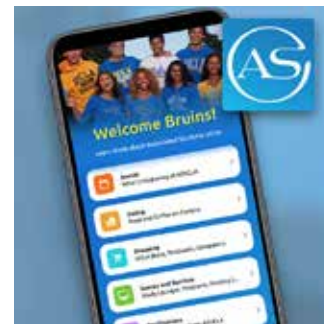
## ASUCLA ON SOCIAL

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



## UPDATING THE VISUAL ID

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

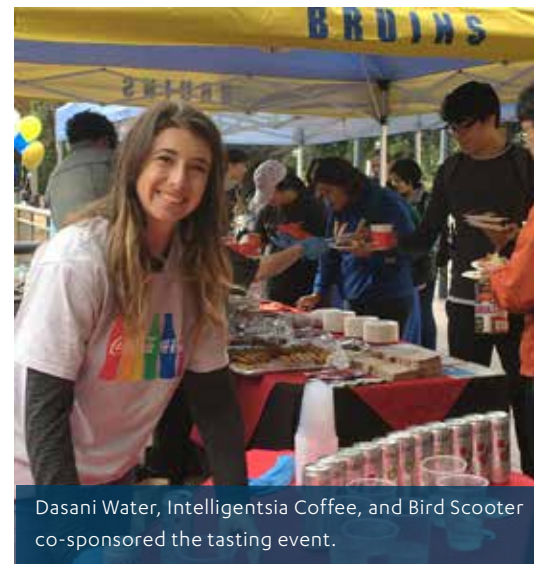


## ASUCLA APP ENHANCEMENTS

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

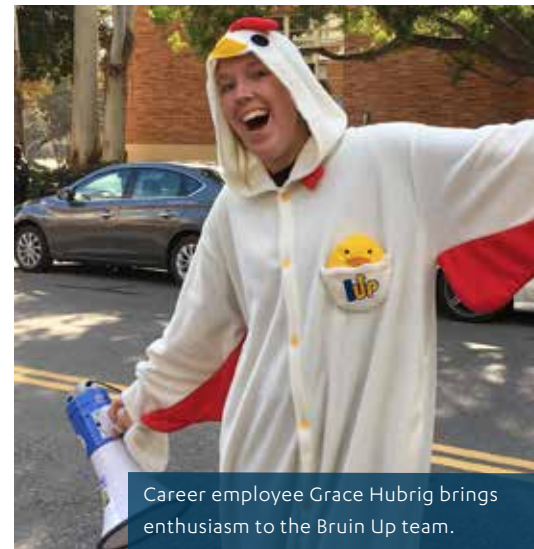
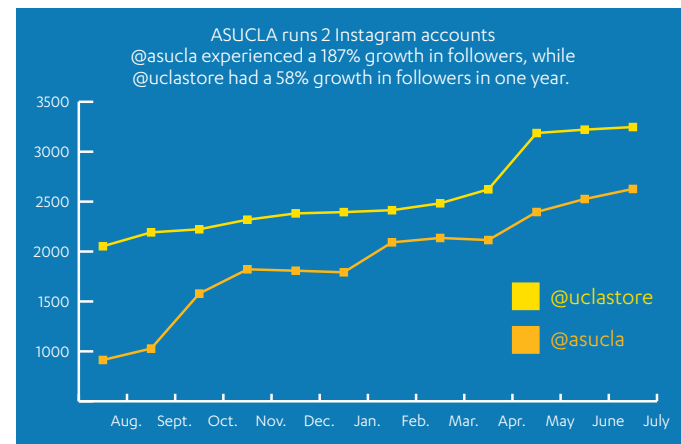
## BRUIN UP TASK FORCE

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



## INSTAGRAM FOLLOWERS INCREASE FY 18/19

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



OUR BRUIN UP TEAM WAS ASSIGNED TO CREATE MARKET BUZZ FOR NEW CHICKEN WINGS AND QUESADILLAS AT LU VALLE COMMONS. A FREE TASTING EVENT WAS PLANNED AND CO-SPONSORED BY INTELLIGENTIA COFFEE, BIRD SCOOTERS, AND DASANI WATER. THE FACEBOOK EVENT RECEIVED 952 RSVP'S AND VIDEO FEATURING BRUIN UP TEAM MEMBERS RACING BIRD SCOOTERS ON CAMPUS HAD OVER 1200 VIEWS.

# ASUCLA BENEFITS U



## MEMBER SURVEYS

Surveys sent to our ASUCLA Benefits U members give quick feedback to simple questions and provide snapshots to management of our constituents current traffic and behaviour patterns.

**We want to hear from you!**

It's half way through the 2018-19 school year and we want to know if we're getting the word out about things that matter to you. Help us understand how we can serve you better! Take this quick survey and we'll enter you to win a \$100 UCLA Store Gift Card.

## INCREASED STUDENT COMMUNICATION ABOUT ASUCLA INITIATIVES

ASUCLA Benefits U is an email campaign launched in 2006 that is running strong today. Incoming students are encouraged to sign up for ASUCLA email communications at summer orientation and keep in touch with news, promotions, contests, and surveys from their student association. This year a new modular format was introduced featuring more links to our website improved both open and click thru rates of engagement. Highlights included activities in the Student Union, new menu items introduced at our various restaurants, events from our Bruin Up task force and campus partners. Survey instruments were utilized to successfully capture feedback from constituents and improve our services and communications.

## ASUCLA BENEFITS U LOYALTY REWARDS

Another perk students enjoy who sign up for the ASUCLA Benefits U email communications is loyalty points for purchases at the UCLA Store that accumulate into \$5 coupons. This year the program was expanded to include purchases from the UCLA Computer Store in addition to textbooks and other UCLA Store purchase.

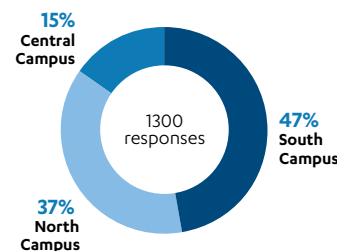
**18,236**

REWARD COUPONS ISSUED IN FY18/19

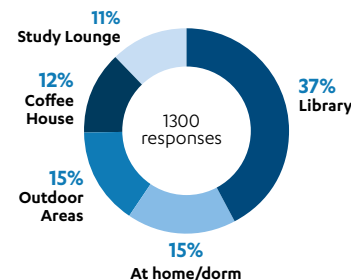
**\$33,255**

VALUE OF REWARDS COUPONS REDEEMED IN FY 18/19

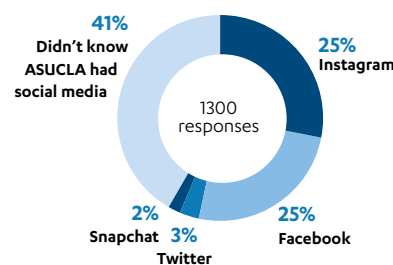
Where do you spend most of your time on campus?



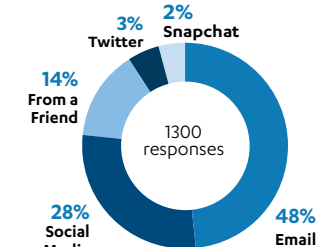
Where do you hang out between classes?



Which ASUCLA social media channels you follow?



How do you prefer to get news about campus events?

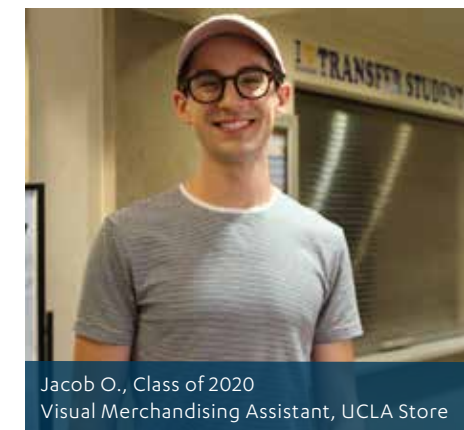


# STUDENT JOBS ON CAMPUS SINCE 1919

One of our core missions as a student-centered organization is exemplified in the professional development of our student employees. ASUCLA employs over 1,400 student in a wide variety of positions at convenient locations around campus. Flexible hours tailored to student schedules, a fast track to management, and employee discounts are just some of the benefits students receive working for ASUCLA.

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

–Madison L., Class of 2021



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

–Ebani J., Class of 2022



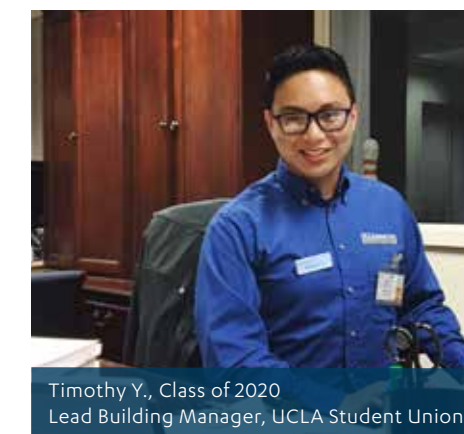
*“As a transfer student, working for ASUCLA has provided camaraderie and new friends while I’m making some money too.”*

–Jacob O., Class of 2020



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

–Dilara Y., Class of 2020



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

–Timothy Y., Class of 2020

**1,400+**  
STUDENTS ARE EMPLOYED WITH ASUCLA

**87.5%**  
OF ALL ASUCLA EMPLOYEES ARE STUDENTS

STUDENT WAGES COMPRISE **35%** OF ASUCLA OVERALL WAGES

IN OPERATIONAL DIVISIONS STUDENT WAGES COMPRISE **50%** OF ASUCLA OVERALL WAGES

# OUR ASUCLA FAMILY

## CENTURIES OF COLLECTIVE SERVICE

### THE EMPLOYER OF CHOICE

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



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

### ENHANCING INTERNAL COMMUNICATIONS

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



ASUCLA employees celebrate Years of Service milestones.

### CELEBRATIONS AND MILESTONES

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



Recipients of this year's Exceptional Student Performance Awards.



The ASUCLA extended family portrait! All employees and their families were invited to the ASUCLA Flannel & Frost Holiday Party.



Participants of the stocking decorating contest at the holiday party.



Family activities were a hit at the summer picnic.



Cesar Vargas, Jason Amorosi and Patrick Healey cooling it off with some shaved ice at the summer picnic.



Marketing director Lisa Perez is congratulated on her retirement after 23 years of service by current and former Executive Directors Pouria Abbassi and Bob Williams.

# ASUCLA STUDENT-RUN ENTERPRISES FINANCIALS

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

## A NEW APPROACH

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

## ASUCLA IN SACRAMENTO

ASUCLA has been making presentations to the state legislatures for the allocation of \$6M from the Governor's surplus deferred maintenance FY 2019-2020 funds to ASUCLA. This work has necessitated an approach that is to introduce ASUCLA to the stakeholders and build the case for the allocation. ASUCLA obtained letters of support from the sitting alumni Councilmembers of the City of Los Angeles. ASUCLA, along with Associated UC Students, has been providing support to the SB14 ballot measure with the goal of over \$20M to be allocated to ASUCLA projects, including an allocation to pay off the outstanding debt to UCLA which would save the association over \$1M a year. SB14 would allow voters to authorize the statewide sale of \$8 billion in general obligation bonds for the improvement of UC and CSU. While SB14 won't appear on the voters ballot until March 2020, the most important accomplishment is that ASUCLA has initiated requests and entered relevant discussions.



Pouria Abbassi and ASUCLA Board members visit CA State Assembly member Kevin McCarty in Sacramento with a presentation for ASUCLA.

## 2018-2019 FINANCIALS

### FUNDING SOURCE

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

### USES OF NET INCOME

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

### STATEMENT OF FINANCIAL POSITION July 31, 2019

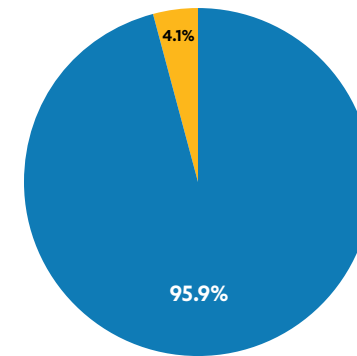
ASSETS	
Current Assets	\$22,473,000
Property, Equipment and Improvements, net	\$21,341,000
<b>TOTAL ASSETS</b>	<b>\$43,814,000</b>
LIABILITIES & UNRESTRICTED NET ASSETS	
Current Liabilities	\$13,830,000
Long-Term Debt	\$6,186,000
Unrestricted Net Assets	\$23,798,000
<b>TOTAL LIABILITIES &amp; UNRESTRICTED NET ASSETS</b>	<b>\$43,814,000</b>

### STATEMENT OF ACTIVITIES year ended July 31, 2019

REVENUES	
Total Revenues	\$69,933,000
EXPENSES	
Total Expenses, net	\$70,627,000
Change in Unrestricted Net Assets	(\$694,000)
UNRESTRICTED NET ASSETS:	
Beginning of Year	\$24,492,000
End of Year	\$23,798,000
End of Year Cash Balance	\$12,951,000

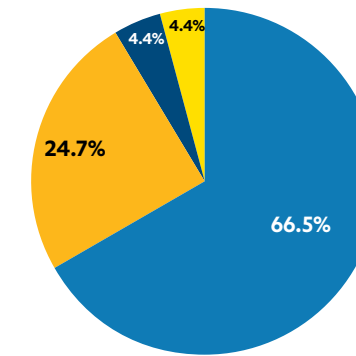
### OTHER ASUCLA ENTITIES • 2018-2019

USA	\$9,675,634 budget
GSA	\$1,029,140 budget
STUDENT MEDIA	\$1,452,780 budget
<b>TOTAL ASUCLA BUDGET</b>	<b>82M+</b>



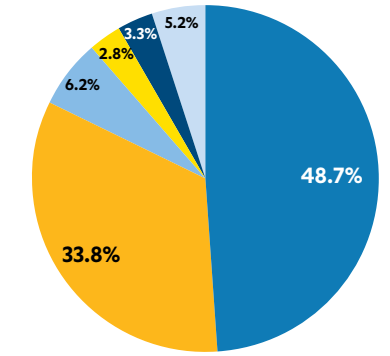
STUDENT FEES & GROSS INCOME  
FY 18-19 ACTUAL

Gross Income  
\$69,933,000  
Student Fee Income  
\$2,958,000



% OF TOTAL REVENUE  
FY 18-19 ACTUAL

UCLA Store  
UCLA Restaurants  
UCLA Trademarks & Licensing  
Leased Operations & Other



% OF TOTAL COST  
FY 18-19 ACTUAL

Cost of Sales  
Wages & Benefits  
Expense of Operations  
Maintenance & Utilities  
Depreciation

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

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

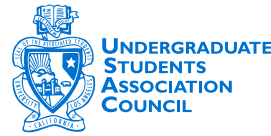
Every year ASUCLA gives back to campus in multiple ways, contributing on the average \$8.5 million per year.

The items listed below are some of the ways ASUCLA gave back in FY 18/19, particularly to students:

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

# CAMPUS PARTNERSHIPS

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** Arthur Ashe Student Health & Wellness Center

**UCLA** Audit & Advisory Services

**UCLA** Bruin Resource Center

**UCLA** CCLE

**UCLA** Capital Programs

**UCLA** Corporate Financial Services

**UCLA** Counseling and Psychological Services

**UCLA** Equity, Diversity and Inclusion

**UCLA** Events Office

**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

**UCLA** Registrar's Office

**UCLA** Staff Assembly

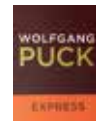
**UCLA** Strategic Communications

**UCLA** Student Affairs

**UCLA** Student Organizations Leadership & Engagement

**UCLA** UC Path

**UCLA** Undergraduate Admissions



## 2018-2019 ACCOMPLISHMENTS

New Annual Report Design & Release

Android Release of ASUCLA App

New Graduate Student Welcome Brochures

New ASUCLA Coupon Book Distributed Fall Quarter

Introduction of Peet's Coffee at South Campus

Presentation at The Chancellor's Vice-Chancellors' Meeting

Presentation at Dean's Council Meeting

Assignment of New Agent European Territory

Development of a new ASUCLA Vision Statement

Hosted a Meet & Greet With ASUCLA Entities

BearWear Sales Floor Refresh

Submission of Grant Proposals

New UCLA Trademarks & Licensing Website

Reinstatement of ASUCLA Newsletter

New Employee Performance Appraisal

Support for California Fire Victims - Donations

Catering Website and Re-Launch

Introduction of the Bruin Emergency Kit

ASUCLA App Push Notifications & Events Page

Luskin Conference Center Welcome Packet

Increased Value of Meal Swipes

New Employee Onboarding Experience

Installation of New Camera and Recording Systems

Exhibited at Brand Licensing Europe in London

New Licensing Agent in Australia

New Student Orientation / Summer in The Union Programming

RISE / UCLA CAPS at LuValle Commons

UCLA Store LED Lamp Replacement Project and Rebate

Kerckhoff Coffee House & Taco Bell Self-Serve Kiosks

New Menu Items at LuValle Commons

New Menu Items at North Campus

ASUCLA Distinguished Speaker Series

Food Service Consultant

Exterior Painting of North Campus Student Center

New Email Service Provider and Automated Workflows

Development and Launch of Bruin Up Campaign

LuValle Commons Kitchen Waterproofing

Ethical Labor Management Implementation - DocuSign Portal

New ASUCLA Employee Orientation Video

New ASUCLA Logo Design and Implementation

6th Annual UCLA T-shirt Design Contest

Information Cards for Student Organizations

Completed Ethical Labor Video Shorts

Art in the Union 2019

Kerckhoff Coffeehouse Refresh

Bruin Up Eats - Lu Valle Tasting

Human Resources Lobby Refresh

UCLA/United Way Campaign Committee

Café Synapse Menu Update / Marketing Campaign

Introduction of ASUCLA to UCLA Campus New Hires

Organized Viewing Parties in the Ackerman A-Level TV Lounge

New Chairs for the Ackerman Third Floor Meeting Rooms

New Marketing Outreach for ASUCLA Event Services and Catering

Launched New Event Program - Bruin Nights

New Menus at Bruin Buzz, Northern Lights, and Music Café

2nd Annual Breakfast with the Chancellor & AUCLA BOD

UCLA Bruin Day & Transfer Day Participation

Enhanced ASUCLA Opportunities on Bruin Day

ASUCLA 2nd Catering & Event Services Open House

Ackerman Union Solar Panel Expansion

Revised Student Government Accounting Policies

Employee Compensation Analysis

Alternate Options for Funding of Capital Projects - UCLA Treasurer

Alternate Options for Funding of Capital Projects - University Credit Union

ASUCLA Advocacy in Sacramento

Revised Cash Reserve Policy

Amazon Merchandising and Print-on-Demand

Finalized Wescom Deal for Dining Terrace

College Day Signing - Prepared 10K Snack & 10K Lunch Boxes

Installed New Catering Software

Hired New Corporate Executive Chef

Operation of Anderson Café

Large Format Video Monitor in AU 2412

New Applicant Tracking Software - Newton

UCLA Centennial Celebration Committee Collaboration

UCLA Centennial Merchandise Collection

Bruin Nights Centennial Pre-Party

Attended and Supported Centennial Celebration in Sacramento

Attended and Supported Centennial Celebration in Downtown Los Angeles

Centennial Celebration - Pop-Up Shop on campus / Grand Park

ASUCLA Centennial Banners - On and Off Campus

Reinstated ELT (Executive Leadership Team) Group and Meetings

Created the Student Employee Engagement Committee

ASUCLA Catering Service at UCLA Alumni Day

Presentation at UCLA Retirees Association Meeting

Staff Assembly Learn at Lunch Presentation

Addition of Central America & South America Agent/Territory

Launch of Olympic Related Activities

Support of UCLA Global Centennial Celebrations

Hosting of Human Family Traveling Art Piece

Centennial Outreach to Graduating Seniors through Registrar's Office

Full Mitigation of Retail Results Linked to Athletic Seasons

UCLA Apparel at Paris Fashion Week

E-commerce Site Task Force Team and Enhancements

ASUCLA Centennial Displays on Ackerman A-Level & 1st Floor Dining

Installation of New Drapery in the Charles E. Young Grand Salon

Completion of Admission's Reception Space on A-level, Ackerman Union

# EXECUTIVE LEADERSHIP

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.



**POURIA ABBASSI**  
Executive Director & CEO



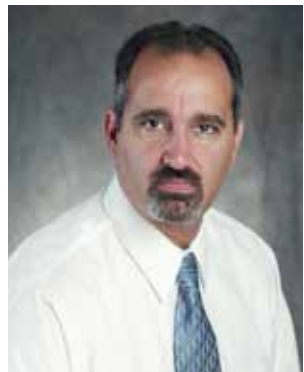
**DONNA BAKER**  
Finance and Accounting Operations



**ARI BARON**  
Marketing & Sales Promotions



**CINDY BOLTON**  
UCLA Restaurants



**ROY CHAMPAWAT**  
UCLA Student Union



**SANDRA GILLESPIE**  
Association and External Affairs



**PATRICK HEALEY**  
UCLA Store



**CYNTHIA HOLMES**  
Trademarks & Licensing



**KAMRAN MEHDIAN**  
Information Technology Services



**MICHELLE MOYER**  
Business & Legal Affairs



**LISA PEREZ**  
Marketing & Sales Promotion  
*retired July 2019*

# LOCATIONS ON CAMPUS

## UCLA STORE • UCLA RESTAURANTS • STUDENT UNION SPACES

**RESIDENTIAL HALLS**  
UCLA STORE • HILLTOP SHOP  
Market convenience items  
BearWear emblematic, Fast Track sportswear, Essentials supplies,

**ANDERSON SCHOOL OF MANAGEMENT**  
ANDERSON CAFE OPENING FALL 2019  
Made-to-order sandwiches, and bowls, quick service breakfast items and pastries, grab & go items. Serving Starbucks's coffee.

**ACKERMAN UNION**  
UCLA STORE • B-LEVEL  
BearWear, BookZone, Computer Store, Fast Track sportswear, Essentials supplies, Market convenience items  
UCLA STORE • A-LEVEL  
Textbooks, Bruin Custom Print Services Campus Photo Studio & Graduation Etc  
BRUIN BUZZ COFFEE • A-LEVEL  
coffees, pastries, breakfast sandwiches, grab & go items  
AVENUE A • A-LEVEL  
Jamba Juice Study Lounge, Taco Bell, Carls Jr, Kikka Sushi & Noodles, Curbside to go options  
TERRACE FOOD COURT • 1ST FLOOR  
Panda Express, Wolfgang Puck Express, Veggie Grill, Wetzel's Pretzels, Rubio's, Lolicup Fresh boba coffee & teas, SweetSpot candy and ice cream treats  
A-LEVEL SERVICES Sponsored  
ATM, Post Office Express  
University Credit Union  
Ashe Center Pharmacy  
UCLA Blood & Platelet Center

**KERCKHOFF HALL**  
ASUCLA JOB CENTER • 2ND FLOOR  
student & career employment information  
KERCKHOFF COFFEE HOUSE • 2ND FLOOR  
coffees, pastries, breakfast sandwiches, grab & go items  
2ND FLOOR STUDY LOUNGE  
charging stations  
3RD FLOOR STUDY LOUNGE  
print station, charging stations, sleep chairs  
STUDENT MEDIA OFFICES  
USAC OFFICES • 3RD & 4TH FLOORS  
GSA OFFICES • 1ST & 3RD FLOORS  
1ST FLOOR SERVICES Sponsored  
UCLA Transfer & UCLA Veterans Center  
Bruin Online Technology Center  
Bruin Card Office  
Ucla Sole Office  
UCLA Events Office

**NORTH CAMPUS STUDENT CENTER**  
UCLA STORE • NORTH CAMPUS SHOP  
Market convenience items  
NORTHERN LIGHTS COFFEE  
serving Intelligentsia coffee, paninis, sushi, and premium frozen yogurt  
NORTH CAMPUS FOOD COURT  
Poké Bowls, Harvest Market artisan sandwiches, The Lighter Side meals under 600 calories, Pizza Fresca & Pasta, Curbside sandwiches & salads to go North Campus Salad Bar

**BROAD ART CENTER**  
UNTITLED, COFFEEHOUSE  
serving Intelligentsia coffee, pastries, breakfast sandwiches, grab & go items  
YOUNG RESEARCH LIBRARY  
CAFE 451  
serving Intelligentsia coffee, pastries, breakfast sandwiches, grab & go items

**LU VALLE COMMONS**  
UCLA STORE • B-LEVEL  
Textbooks, BearWear, BookZone, art & school supplies, greeting cards convenience items  
JIMMY'S COFFEE • 1ST FLOOR  
serving Intelligentsia coffee, breakfast sandwiches, grab & go items  
LU VALLE SERVERY • 1ST FLOOR  
Tossed pizza & salad, Fusion chicken & tofu bowls, Burger Assembly burgers & wings, Epozaté mexican grill  
SERVICES Sponsored  
RISE The Office of Campus and Student Resilience and CAPS

**OSTIN MUSIC CENTER**  
OSTIN MUSIC CAFE  
serving Peet's coffee, pastries, breakfast sandwiches, grab & go items

**COURT OF SCIENCES STUDENT CENTER**  
UCLA STORE • SOUTH CAMPUS SHOP  
snacks and convenience items  
SOUTHERN LIGHTS  
serving Peet's coffee, pastries, breakfast sandwiches, grab & go items  
CSSC FOOD COURT  
Yoshinoya, Subway, Blaze Pizza, Fusion chicken and tofu bowls

**COURT OF HEALTH SCIENCES PATIO**  
UCLA STORE • HEALTH SCIENCES • CHS PATIO13-126  
Books and supplies for the schools of medicine, dentistry, nursing and public health, snacks, brewed coffee and convenience items

**GONDA RESEARCH CENTER**  
CAFE SYNAPSE  
Gourmet salads, pizzas, and sandwiches, energy bowls, pastries, breakfast sandwiches, grab & go items, serving Peet's coffee



**You're IN,  
by Association!**



**Your Student  
Association**



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2018-2019  
ANNUAL REPORT



A Not-For-Profit  
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