



# EXPANDING HORIZONS

ASSOCIATED STUDENTS UCLA | 2022-2023 ANNUAL REPORT



## EXPANDING HORIZONS

The Association is intentional in remaining relevant to the current-day needs of the UCLA community by deploying initiatives that expand the scope of ASUCLA's work. In its pursuit of offering innovative and excellent services, programs, products and facilities, this theme is further realized through looking at all the growth the Association has experienced over FY 2022-2023, including its efforts to broaden the global presence of the UCLA brand to reach new audiences.



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## THE FOUR ENTITIES OF ASUCLA

### USA



The Undergraduate Students Association (USA) is the governing body of all undergraduate UCLA students and operates under ASUCLA. The council was founded in 1919 with all undergraduate students composing the council's membership. Similar to GSA, USA advocates for student interests and provides them with a wide-range of services, programs and opportunities. More information about USA can be found at [usac.ucla.edu](http://usac.ucla.edu).

### GSA



Standing as one of the four pillars that makes up ASUCLA, the Graduate Students Association (GSA) serves as the voice and representation of all graduate UCLA students. GSA was established 17 years after the institution of both the university and ASUCLA in 1919 and is run entirely by students. Through its work, the organization advocates for a number of social, academic and community programs for graduate students.

For more information or to get involved with GSA, visit its website at [gsa.asucla.ucla.edu](http://gsa.asucla.ucla.edu).

### COMMUNICATIONS BOARD



Formerly known as the Publications Board, the Communications Board oversees all student media — regardless of the medium — on the UCLA campus. The board consists of eight students appointed by both GSA and USAC, representatives from the university, alumni and faculty, and was founded in 1919. Among its work, the Communications Board facilitates student media budgets, selects the editors in chief for the different student-run publications and establishes policies for all media. For more information about the Communications Board, visit [uclastudentmedia.com](http://uclastudentmedia.com).

### STUDENT-RUN ENTERPRISES



Run by students for students, the Student-Run Enterprises include the ASUCLA Student Union, ASUCLA Restaurants, UCLA Store and its retail operations, UCLA Trademarks and Licensing, and administrative and support services for the entire Association. For more information, please visit [asucla.ucla.edu](http://asucla.ucla.edu).



## A MESSAGE FROM OUR EXECUTIVE DIRECTOR & CEO POURIA ABBASSI, P.E.

On behalf of our organization, I am honored to present the Associated Students UCLA (ASUCLA) annual report for the 2022-2023 Fiscal Year (FY). This has been a remarkable year of **EXPANDING HORIZONS** for our Association as ASUCLA's Student Run-Enterprises — UCLA Store, ASUCLA Student Union, ASUCLA Event Services, UCLA Trademarks & Licensing, ASUCLA Restaurants — completed a number of key initiatives in support of the Bruin community.

Throughout the year, the ASUCLA Student Union continued expanding student programming to bring forth established weekly Wellness Wednesdays, de-stress events with wellness professionals and service animals, and much more to offer an interactive and inclusive environment for all UCLA students. The opening of the Bruin Fun Zone in October 2022 also provides UCLA students yet another opportunity where they can build long-lasting relationships with their peers over team-building games of foosball, table tennis and more.

Further focusing on student services, ASUCLA was proud to launch the acceptance of CalFresh benefits for food and groceries at the UCLA Store Market — the first for a student store nationwide. Seeing as how this new program has succeeded, our intention is to eventually expand the program to all six UCLA Store locations on campus, ensuring Bruins have reliable access to sustenance no matter where they are on campus.

Engagement with the members of the ASUCLA family remained a top priority throughout the year. A sense of community was further developed through events like the Employee of the Year Award and ASUCLA Service Awards honoring our members' many years of service, presenting surveys to gauge opinions and ideas from all corners of the Association, and establishing the new Leadership Connection Lunches to provide all ASUCLA staff yet another opportunity to connect with ASUCLA leadership.



Three new dining options were presented to the on-campus community through ASUCLA Restaurants. In a first-time collaboration with UCLA Dining, ASUCLA opened Epicuria at Ackerman. We are also proud to service the UCLA medical community with the newly opened ScrubJay Café, and Bruins on North Campus can now enjoy the reimaged Northern Lights Café.

Marking a milestone, the work of the UCLA Store academic support division led to students saving of \$1.1 million on

*“The incredible number of initiatives pursued and results attained in FY 2022-2023 and presented here is a testament to the commitment and dedication of the ASUCLA family of employees, the consistent guidance of the Board of Directors, the sustained focus of the management team and the efforts of our partners across campus and industries.”*

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

instantaneously accessible course materials. This success will continue to be built upon in the coming years as awareness is raised with both UCLA student and faculty audiences to provide classroom materials at significant savings.

**EXPANDING HORIZONS,** ASUCLA accomplished many trademark and licensing successes including the UCLA X The Hundreds streetwear line with an exclusive pop-up shop at the UCLA Store; international reach with the sleek, UCLA Tennis-inspired Mercer Amsterdam collection; and the highly anticipated opening of the first physical UCLA Store in Istanbul, Turkey.

Online, social media serves as an indispensable tool to impact our communities no matter where they reside. Growing our channels by 18% on Instagram, the Association expanded its reach via social media by taking time to listen to our followers and deploy content that meets their wants and needs respective to ASUCLA. This placed the ASUCLA and UCLA Store channels among the top UCLA-affiliated Instagram pages over the 2022 calendar year.

The incredible number of initiatives pursued and results attained in FY 2022-2023 and presented here is a testament to the commitment and dedication of the ASUCLA family of employees, the consistent guidance of the Board of Directors, the sustained focus of the management team and the efforts of our partners across campus and industries. This stride is further reinforced through the recognition of our collective responsibility to nurture youth, aligned with their aspirations, toward a bright future.

We are excited about the opportunities that lie ahead for our Association and we look forward to **EXPANDING OUR HORIZONS** in the years to come in service of Bruins past, present and future.

Sincerely,

Pouria Abbassi, P.E.  
Executive Director and CEO

# EXPANDING HORIZONS

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## GOVERNANCE & LEADERSHIP

### Student-Run Enterprises

#### Mission Statement

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

#### Vision Statement

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

#### Diversity and Inclusion Statement

Associated Students UCLA, the largest and most unique organization of its kind globally, is committed to a culture that respects and promotes diversity, inclusion, equality, equity and belonging. We value diversity in race, ethnicity, age, sexual orientation, gender identity, physical or mental ability, and perspective. We strive to hear all voices, provide support in meaningful ways to each individual and celebrate the contributions and innovations that result from the vast array of identities represented within ASUCLA. Our firm conviction is that an environment that values differences is critical to each employee's ability to succeed and for our organization to thrive. This commitment extends to all members and constituencies of the ASUCLA community as we continue to facilitate equal and equitable access to our services and products.

#### Board of Directors Membership

ASUCLA board members are appointed by the Undergraduate Students Association (four undergraduate members) and the Graduate Students Association (four graduate members), as well as two appointments from the UCLA Chancellor's Office, two appointments from the UCLA Alumni Association, one appointment from the Academic Senate, and the ASUCLA Executive Director who serves as an ex-officio member.

### Board of Directors Members



Alejandra Castellanos  
Undergraduate Representative



Wudia Kamara  
Undergraduate Representative



Julia Terrano  
Undergraduate Representative



Megan Vergel de Dios  
Undergraduate Representative



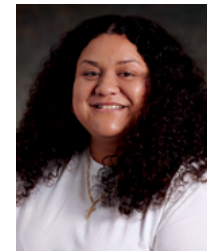
Muratkhan Abdirash  
Graduate Representative



Felicia Graham  
Graduate Representative



Jazz Kiang  
Graduate Representative



Live Maluia  
Graduate Representative



Johnathan Franklin  
Alumni Representative



Octavio Navarro  
Alumni Representative



Brian MacDonald  
Administrative Representative



Scott Monalik  
Administrative Representative



Daniel Neuhauser  
Alumni Representative



Pouria Abbassi, P.E.  
Executive Director & CEO

## LETTER FROM ASUCLA BOARD OF DIRECTORS STUDENT MEMBERS

Dear ASUCLA Community,

It is with gratification that we conclude our leadership of the Board of Directors — a space where we have gotten to contribute to ASUCLA and to build lifelong friendships with many of you.

Every year, this report provides a summary of ASUCLA’s financial status and organizational accomplishments. This year’s report is especially meaningful to us, as it marks the first full-year of operation coming out of pandemic-related closures for the UCLA campus.

While the previous two years underpinned ASUCLA’s resilience — both operationally and for all of us personally—we are proud this year to be in an optimistic position to project growth. The theme of **“EXPANDING HORIZONS”** underpins this optimism, as we look towards ASUCLA’s growing footprint to serve and add value to all that defines UCLA.

Like other fiduciary boards, our Board is primarily tasked with shepherding the financial wellbeing of the organization. We often work from a high-level vantage point in partnership with the management team. Nonetheless, we want to recognize the talent of all of our people — particularly our student staff and career staff — and their invaluable impact on the contents of this report.

In the century’s history of UCLA’s growth as an international education enterprise, ASUCLA, too, has complementarily grown. That growth would not be possible without the ASUCLA community.



Beyond the numbers, we are also proud of several monumental wins this past year — some of which were preliminary musings just a half-decade ago. For instance, the acceptance of CalFresh benefits at the UCLA Store is an expansion of food access and a contribution to the campus’s basic needs service framework. Similarly, an unprecedented state allocation for our student union facilities will maintain their iconic relevance for years to come.

The long-term impacts of these wins are examples of ASUCLA’s promise and the types of horizons that we encourage our Board successors to guide expansion efforts toward.

Thank you for entrusting us with advancing the mission of this special organization.

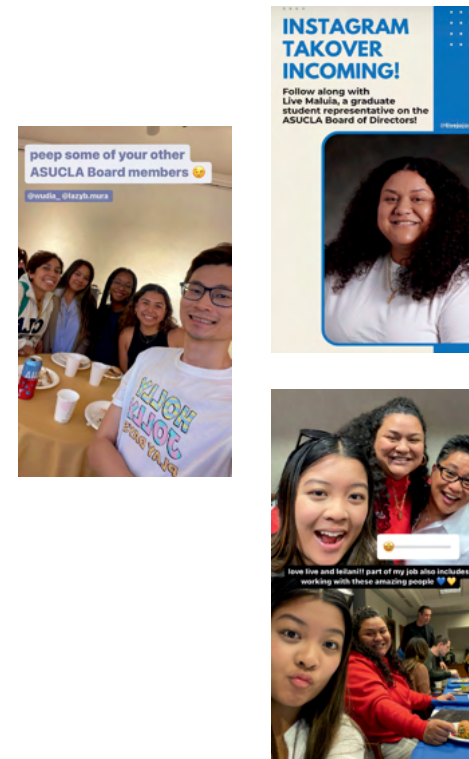
Sincerely,

Jazz Kiang & Wudia Kamara  
Board & Executive Committee Chairs  
ASUCLA Board of Directors

## BOD Instagram takeovers

Members of the ASUCLA BOD had the opportunity to take over the @asucla Instagram to share a bit about their lives as a full-time UCLA student and ASUCLA board member to followers.

This year, Graduate Student Representative Live Maluia, and Undergraduate Student Representatives Megan Vergel de Dios and Julia Terrano took the Instagram spotlight throughout the academic year to give a glimpse into their lives and the work they do for their student bodies.



## Executive Management Group

### 2023 USA Presidents Reunion



### ASUCLA BOD meets with Chancellor Gene Block

Meeting with Chancellor Gene Block on April 23, the ASUCLA BOD shared the Association's completed and ongoing campus initiatives such as CalFresh acceptance at the UCLA Store, Inclusive Access participation, the ASUCLA T-Shirt Design Contest, \$5 Fridays promotions, staff surveys, and the return of the ASUCLA Services Expo.

Members additionally shared what each committee (Executive, Services, Personnel, Finance, Ad-hoc) was working on and how it benefited the Bruin community.



Pouria Abbassi, P.E.  
Executive Director & CEO



Donna Baker  
Finance & Accounting  
Director



Ari Baron  
Marketing & Sales Promotions  
Director



Cindy Bolton  
ASUCLA Restaurants  
Director



Roy Champawat  
ASUCLA Student Union  
Interim Director



Leilani Donato  
Facilities  
Director



Sandra Gillespie  
Association & External Affairs  
Director



Cynthia Holmes  
UCLA Trademarks & Licensing  
Director (Retired)



Kamran Mehdian  
Information Technology Services  
Director



Michelle Moyer  
Business & Legal Affairs  
Director



Peter Poon  
UCLA Store  
Director



Patricia Solomon  
ASUCLA Student Union Services  
Director



## UCLA Aerial View Digital Painting

### DEVELOPMENT AND FUNDRAISING IN FY 2022-2023

**\$6,137,000**

Total raised in support  
of services, projects  
and initiatives

**\$5,970,000**

State-funded efforts

**\$167,000**

Programs and  
development efforts

**\$48,000**

From USA for ASUCLA  
Student Union event fund

**\$3,500**

From Green Initiative Fund  
for LuValle hydration station

**\$80,500**

From UCLA Counseling and  
Psychological Services for  
capital improvements

**\$35,000**

From UCLA Undergraduate  
Admissions for capital  
improvements



Art by Fiona Hsu, Class of 2023

# EXPANDING HORIZONS

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## 2022-2023 HIGHLIGHTS

### 1. ASUCLA hosts record number of commencement ceremonies

A record number of 23 commencement ceremonies and celebrations were held within ASUCLA Event spaces, supported by nearly 50 ASUCLA Catering functions to celebrate the graduating class of 2023.



1



2



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### 2. Wescom Student Terrace receives new planters

The addition of planters help amplify the beauty of the Wescom Student Terrace.



4



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6

### 3. Tenth annual ASUCLA T-shirt Design Contest awards Powell Cat design

The 10th annual ASUCLA T-shirt contest received 88 entries, awarding third-year English student Linsey Montgomery's Powell Cat design.

### 4. Bruin Barista membership saves Bruins up to 40% on coffee

For \$100, Bruins can now save up to 40% on their daily coffee with the Bruin Barista membership.

### 5. First UCLA Store opens in Istanbul, Turkey

The first UCLA Store in Turkey opened to the public in Istanbul in March.

### 6. Joe n' Go expands its services

Joe n' Go saw the addition of Sprinkles cupcakes, a reusable coffee mug program and a stamp card for Bruins to take part and enjoy.



7



10

### 7. ASUCLA Services Expo introduces the UCLA community to ASUCLA services

Expanding to include all ASUCLA Student-Run Enterprises, the ASUCLA Services Expo received a successful turnout of approximately 444 guests.



8

### 8. UCLA X The Hundreds pays tribute to UCLA Basketball legacy

The Hundreds celebrated its 20th brand anniversary with the release of a UCLA X The Hundreds collaboration at the UCLA Store.



9

### 9. ScrubJay Café proudly pours Starbucks for the UCLA medical community

ASUCLA Restaurants is now serving the UCLA medical community with the opening of ScrubJay Café, which accepts house staff accounts.

### 10. Addition of LED screen provides instant communication on campus

The digital LED screen provides another avenue for consistent communication from ASUCLA and partners to the on-campus community.



11

### 11. CalFresh now accepted at UCLA Store

CalFresh redemption at the UCLA Store has been implemented in the Ackerman Union location to help relieve food insecurity among Bruins on campus.



12

### 12. Nearly 1,500 UCLA students join ASUCLA team

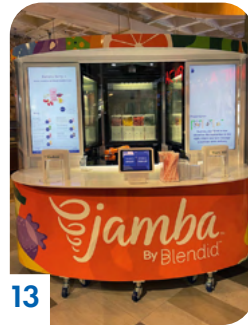
Over FY 2022-2023, ASUCLA HR hired and onboarded over 1,500 UCLA students to the ASUCLA team.

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## 13. Jamba by Blendid brings robot-made smoothies to UCLA

Blending up to 45 custom smoothies in an hour, the Jamba by Blendid kiosk is a fully autonomous robot.



13

## 14. ASUCLA social media reaches new following heights

ASUCLA's Instagram following reaches an 18% increase over the year, ranking the account as top page for UCLA affiliated content.



14



15

## 15. ASUCLA Finance external audits prove successful

The external audit conducted by KPMG on ASUCLA Finances proved successful yet again.



16



17



18

## 16. ASUCLA Student Union establishes Bruin Fun Zone

Welcoming all Bruins, the Bruin Fun Zone offers a fun, interactive space for all to play games, join in on friendly competitions and create a sense of community.

## 17. UCLA X Mercer Amsterdam collection highlights UCLA Tennis

Launched in November 2022, the UCLA X Mercer Amsterdam collection of varsity jackets, shirts, crewnecks and more is inspired by UCLA Tennis.

## 18. Inclusive Access total student savings reach \$1,106,503

Breaking ground at the UCLA Store, the Inclusive Access program provided 77,550 course materials over FY 2022-2023 and saved students \$1,106,503.



19



22

### 19. Employee Engagement efforts bring together members of ASUCLA

ASUCLA HR hosted a number of events and connection meetings throughout the year to further build community within ASUCLA.



20

### 20. New programs, events brought to students by ASUCLA Student Union

From Wellness Wednesdays, movie nights with CEC and watch parties in conjunction with the Dashew Center, ASUCLA Student Union programming returned full-force this FY with new program additions for students.



21

### 21. UCLA TM&L supports licensees with sustainability resources

With the help of EcoVadis, best sustainable practices have been identified and recommended to UCLA licensees.

### 22. NIL apparel, accessories now available at UCLA Store

A section dedicated to NIL goods for more than a dozen active and retired UCLA athletes is now available at the UCLA Store.



24

### 23. Art in the Union receives 35 student-made entries

This year's Art in the Union contest awarded four winners from a diverse pool of 35 entries.



23

### 24. Northern Lights Café reopens with paninis and poke

Serving up paninis, poke and plant-based bowls to the on-campus community, Northern Lights Café reopened in September 2022 with the addition of agua frescas.

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## ASUCLA STUDENT UNION & EVENT SERVICES

*At the core of building communities among students on campus is the ASUCLA Student Union. Operating a number of essential services to keep up with the hum of everyday on-campus life, the ASUCLA Student Union division further looked to broaden its student-centered programming to incorporate recurring, interactive and accessible events for all Bruins.*



### Bruin Fun Zone brings gaming to Ackerman Union

New to the ASUCLA Student Union as of October 2022, Bruins are now able to break from their studies and join their friends in the Bruin Fun Zone, located in Ackerman Union, A-Level. The Bruin Fun Zone is open to all BruinCard holders to partake in matches of foosball, table tennis and Super Smash Bros., among other fun, interactive game offerings.



### Weekly programming builds community among students

Weekly student-centered programming was ramped up over the 2022-2023 FY to offer students a creative outlet to destress and find a community on campus among their peers.

Planned throughout the year were the programs of Wellness Wednesdays, canvas and coaster painting, wag the dog, movie nights and collaborations with other on-campus partners to heighten the UCLA student experience.

### Watch parties foster community building among UCLA students

Providing a community-building avenue for UCLA students who may not have tickets or the transportation to attend UCLA Athletic events, the ASUCLA Student Union hosts engaging watch parties for all. Valued collaboration with campus partners like the Dashew Center for International Students and Scholars and sponsorship by Wescom Credit Union aid in successfully planning a welcoming, interactive space for all Bruins.

“We hope folks are excited for some great food selections from ASUCLA Catering along with tons of giveaways and of course, the energy of watching the big game together,” said Jenna Bustamante, UCLA Dashew Center programs supervisor.



## Art in the Union

Awarding UCLA student Jang Lee for "Release," Jaden Ji for "Veil," Erin O' Neil for "To the Powell Cat" and Harshit Ranjan for "Sleep Deprived Dreamer," the four Art in the Union recipients were honored at a ceremony on May 11. This year's contest received 35 student submissions representing 26 different majors at UCLA.



"Art in the Union represents the depth and expanse of the Bruin community as our very own artists illustrate their journeys and experiences through the magic of artistic visual expressions," said Pouria Abbassi, ASUCLA executive director and CEO.

## ASUCLA hosts record number of commencement ceremonies

ASUCLA hosted another record number of graduation ceremonies throughout its facilities with 14 commencements and nine celebrations planned for the Class of 2023 throughout June.

"Congratulations to the Class of 2023 for all of your outstanding achievements," said Roy Champawat, ASUCLA Student Union interim director. "We are excited to host many of UCLA's commencement ceremonies in your ASUCLA Student Union and celebrate this academic milestone with your friends and family."



## STUDENT UNION FY 2022-2023 NUMBERS

**\$69**

ASUCLA's student union  
fee remains the lowest  
in the UC system

**22K+**  
VISITORS

Visit the student union on  
average per day

**\$144,041**

Provided by ASUCLA for  
student group events in the  
Student Union

**\$135,000**

Is given in direct funding for  
student arts, culture and  
entertainment

**35**

Entries submitted to the ASUCLA  
Art in the Union contest

**23**

Commencement ceremonies  
& celebrations hosted by  
ASUCLA Events Services

**6,594**

Events booked  
(both virtual and non-virtual)

## ASUCLA Programming Partners

- UCLA Campus Events Commission
- Student Committee of the Arts
- Dashew Center for International Students and Scholars
  - UCLA Athletics
- Wescom Credit Union

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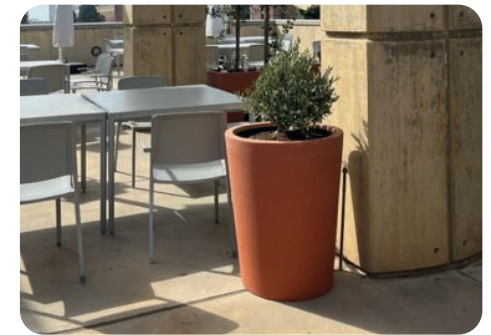
## FACILITIES

Overseeing the day-to-day operations of the on-campus facilities of Ackerman Union, Kerckhoff Hall, LuValle Commons, North Campus Student Center and the Court of Sciences Student Center is the phenomenal team of ASUCLA Facilities. Established spaces such as the Wescom Student Terrace, Bruin Reflection Space and more were built upon this year to enhance the Bruin experience and ensure a sense of safety, accessibility and community is provided for all.

*“Our facilities are environments where people, places and activities intersect,” said Leilani Donato, ASUCLA Facilities director. “ASUCLA Facilities supports the operations of each department with the purpose of enhancing the quality of life and improving our core business of providing services to the campus community.”*

### Wescom Student Terrace receives green face-lift with planters

Additional planters were added to the Wescom Student Terrace, overall amplifying the beauty of the space with the flora greenery. The planters are also utilized for events to offer added privacy elements for more intimate gatherings.



### Enhancements made to the Bruin Reflection Space

The Bruin Reflection Space received the addition of planters and umbrellas to provide a safe and tranquil space separate from distractions for Bruins to pause and take a moment of reflection during their day.





## ASUCLA manages UCLA RISE Center remodel

A request from the UCLA Counseling and Psychological Services, ASUCLA Facilities is managing the remodel efforts for the Resilience in Your Student Experience (RISE) Center. This update will allow UCLA students and staff to have a safe and secure space they can utilize for well-being and support services.



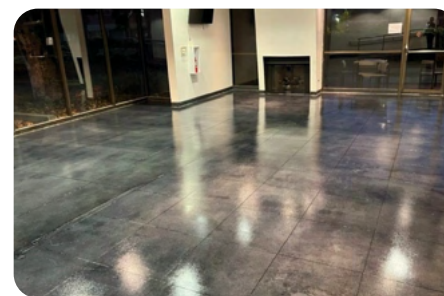
## Northern Lights Café and North Campus Student Center receive flooring restoration

The concrete flooring at Northern Lights Café and the conjoined North Campus Student Center main walkway were restored with a polished finish to enhance the appearance of the upgraded facility.



## Facilities lends a hand to UCLA Campus Tours office build out

ASUCLA Facilities oversaw the renovation of the former hair salon space in Ackerman Union to the now-established Campus Tours office. This was accomplished to support ASUCLA's on-campus partners in providing UCLA tours to future and current Bruins, as well as the public.



## Work request submitted

Facilities Total - 2,756  
(Maintenance - 2,223, Custodial - 533)

## Capital projects

### Completed

- Wescom Student Terrace planters installation
- Transparent LED screen installation in Ackerman Union
- Kerckhoff Hall second-floor staircase, third-floor refinishing, and carpet installation
- North Campus Student Center and Northern Lights Café concrete flooring refinishing
- Wescom Credit Union ATM installation at the Court of Sciences Student Center
- Campus student tours build-out and relocation to Ackerman Union
- RISE Center remodel
- BookZone sales floor relocation to Ackerman Union, A-Level
- UCLA Store women's BearWear recarpeting (formerly BookZone)
- Ackerman Union HVAC modular building controllers upgrade
- Ackerman Bruin Reflection Space enhancements
- Catering office remodel
- Facilities office remodel

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## UCLA STORE

*Beginning the transition of the BookZone migration to Textbooks, expanding Joe n' Go cafe services, saving UCLA students over \$1 million through the Inclusive Access program, to making UCLA history with the addition of NIL products in support of student athletes, the UCLA Store is continuously looking for ways to better serve its Bruin community.*

*And as the UCLA Store laid the foundation for CalFresh acceptance in Ackerman Union, the division continues to work tirelessly to bring the state-run service to other UCLA Store locations to help eliminate food insecurity among the campus community.*



## Ten years of ASUCLA T-shirt Design Contest now in the books

Closing out a decade of the ASUCLA T-shirt Design Contest with her artistic twist on a well-known UCLA feline, third-year English student Linsey Montgomery's design of Powell Cat was named the winner of the 10th annual contest by majority UCLA student vote.

The 2022-2023 contest received an impressive 88 student entries for consideration, with nearly 1,800 votes tallied between Nov. 28-Dec. 2, 2022.

## Joe n' Go expands cafe services

Incorporating Sprinkles to the space on Oct. 26, 2022, the cupcake ATM now vends freshly baked, hand-frosted cupcakes for those in the Ackerman Union with a sweet tooth hankering.

Alongside the newly launched Joe n' Go reusable cups, guests can now stamp their Coffee Club cards for every brewed coffee or tea purchase. Through this new redemption program implemented in November 2022, Joe n' Go guests can then trade in their fully stamped card to enjoy a free brewed-beverage of any size.



## UCLA Store releases Nike Air Zoom Pegasus 39 (UCLA) shoes

The long-anticipated Nike Air Zoom Pegasus 39 (UCLA) running shoes hit shelves at the UCLA Store and Nike on Sept. 14, 2022.

The exclusive sneakers embrace the iconic Nike logo in a bold Bruin blue, with a splash of UCLA gold detailing the interior for a clean, everyday look. Retailing at \$140, the shoes are available for purchase through [uclastore.com](https://uclastore.com) as supplies last.



## Inclusive Access saves students \$1 million on course materials

Over the 2022-2023 academic year, the Inclusive Access program saved students \$1,106,503.

This year, there were 50,029 students who participated in Inclusive Access, totaling 77,550 digital course materials distributed.

Inclusive Access is a program offered through the UCLA Store to provide immediate online access to course materials while saving over traditional print textbooks. UCLA faculty can enroll their courses into Inclusive Access so students interested in participating can have easy access to required material by day one of class each quarter.

**INCLUSIVE ACCESS  
FY 2022-2023 NUMBERS**

**\$1,106,503**  
Money Inclusive Access  
program has saved students

**50,029**  
Students Participated in  
Inclusive Access

**77,550**  
Digital course materials  
distributed through  
Inclusive Access

## Fast Track & Essentials bring new products, support UCLA Transportation

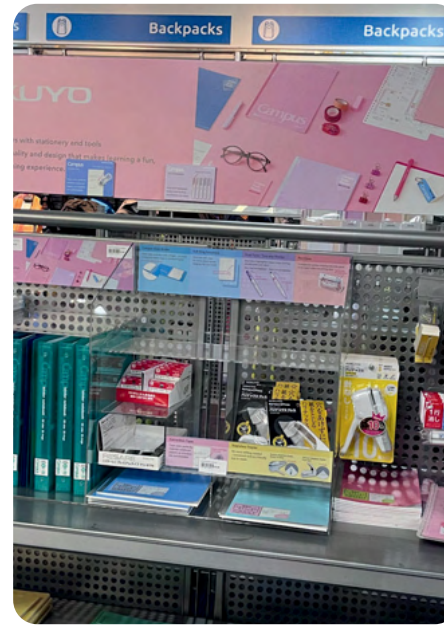
Fast Track and Essentials brought in many new items to the UCLA Store. With Crocs introduced in January and over \$9,500 in sales, the department also saw over 5,259 umbrellas due to the rainy weather, and added Kokuyo Japanese stationery — which has now seen numerous reorders due to its popularity.

In partnership with UCLA Transportation, the UCLA Store is additionally supporting a newly instituted policy on campus — mandating the use of helmets for UCLA staff and faculty who ride scooters or bikes — with the addition of the safety headwear in the Essentials department.

## New UCLA Market additions, service provides wider range of food options

New product releases at The Market of Helados Mexico ice cream, San Miguel Gold Label ice cream, Halal frozen foods, Vania's Onigiri and Mycha milk tea have diversified the food and snack offerings at the UCLA Store to be more inclusive of different cultures and dietary restrictions.

Furthering access to food on campus, UCLA students are now able to use their Res Hall Meal Vouchers, an initiative of UCLA Dining, at all six UCLA Store locations for the redemption of food and beverages. This new service is furthering student access to food on campus.



## CalFresh benefits accepted at UCLA Store Market

As another step to tackle food insecurity among UCLA students on campus, the UCLA Store Market now accepts CalFresh electronic benefits as payment for food and groceries.

The UCLA Store team underwent rigorous payment testing to ensure CalFresh recipients can purchase food simply and securely with the swipe of a card. Redemption was operationalized at the Market in August 2022 and there have been over 38,739 transactions as of July 29, 2023. The goal is to now implement acceptance at the other UCLA Store locations on campus.



**38,739**  
CalFresh Transactions

## UCLA Store meets UCLA fans with BearWear throughout football season

During the 2022 football season there were eight UCLA home games — a record number in UCLA history. The UCLA Store was present at all home games at the Rose Bowl in Pasadena to support concession operations, resulting in sales reaching nearly \$600,000, which is a third all-time high for the Store.

To help with the UCLA Store's busy season, a football concessions incentive program was created to aid in retention of ASUCLA student employees while recognizing their reliability. For the concession incentive program, 13 students received a total payout of \$1,400 for working the UCLA Football events.



## BookZone relocates to the Textbooks Department

BookZone began its transition to the Textbooks department in the UCLA Store to offer Bruins a one-stop shop for all books, course materials and textbook needs. Located in Ackerman Union, A-Level, a grand opening will reintroduce the space in fall 2023.



## NIL merchandise now available at UCLA Store

In support of UCLA student athletes and their Name, Image and Likeness (NIL), the UCLA Store is breaking ground by offering NIL goods for more than a dozen active and retired athletes.

By growing and rebranding the Store and adding a NIL section to the website, the UCLA Store is diversifying its product selection as it looks to continue developing and assisting NIL student athletes with this program.



**\$46,104,720**  
in annual sales

## 6 UCLA Store Locations

- Ackerman Union
- LuValle Commons Store
- Health Sciences Store
- Hill Top Shop
- North Campus Shop
- South Campus Shop

## 2 Web stores

- uclastore.com
- bruinteamshop.com

## 12 UCLA Store divisions

- BearWear
- Bruin Custom Print
- Technology
- BookZone
- Academic Materials
- Essentials & Market
- Fast Track & Campus Boutique
- Medical/Dental
- Graduation Etc.
- Campus Portrait Studio

## 132,907 Transactions

Average number of daily transactions (all store locations)

## 3,828 customers

Average number of customer per day (all store locations)

## \$1,106,503

in total Inclusive Access savings

## 444

Number of students employed



## UCLA Store events, products and services



# EXPANDING HORIZONS

ASSOCIATED STUDENTS UCLA | 2022-2023 ANNUAL REPORT

2022-2023

## ASUCLA RESTAURANTS

ASUCLA Restaurants widened its reach to power Bruins across the main UCLA campus with the reopening of Northern Lights Café, serving highly raved dishes of paninis and poke bowls, and the grand opening of a new coffeehouse location, ScrubJay Café, serving the UCLA medical community.

As the division — composed of all on-campus restaurant locations, Catering and Concessions — further shared its successes across the Association, the return of its expanded ASUCLA Services Expo in April played an integral role in introducing the campus community to all that is ASUCLA and laid the foundation for future collaborative opportunities.

### Beer and wine sales added to Pauley Pavilion game experiences

In an ongoing effort to enhance the fan experience, UCLA Athletics announced the pilot beer and wine service at Pauley Pavilion for the men and women's basketball home games for fans who are 21 and older.

Beer and wine was made available through the concourse and former Joe Brewin' coffee stand. ASUCLA worked closely with the service provider and Athletics to develop clear policies and procedures, menus and responsible drinking messaging. This new service was received with great enthusiasm from fans, totaling 23,719 units of beer and/or wine sold.

### Dachi nook expands Asian snack offerings to Ackerman Union

The ASUCLA Restaurants team collaborated with a group of UCLA Anderson alumni to offer a variety of Asian snacks and beverages in self-serve automated kiosks. The dachi nook is located in Ackerman Union, A-Level, and opened its doors to the Bruin community on Jan. 31 with offerings representative of more than five Asian nationalities.

Just within the first few days after opening, there has been a tremendous response. In the first seven months of opening, the space served over 11,205 Bruins and totaled over \$40,000 in revenue.

### Bruin Barista membership saves Bruins up to 40% on daily coffee

For \$100, the Bruin Barista Coffee Subscription is valid for 30 medium-size coffees and barista hand-crafted beverages over a 100-day membership.

Up to a \$164 value, the Bruin Barista does not limit the number of redeemable drinks per day and can be used at any ASUCLA coffeehouse.

"We had such a great response to our Anderson Cafe Coffee Subscription last year," said Laura Ortiz, ASUCLA Restaurant Operations manager. "Expanding the program to all ASUCLA coffeehouses is a move we know will benefit everyone no matter where they are on campus."



### Northern Lights Café reopens with campus favorites

Following a brief closure, Northern Lights Café reopened on Sept. 26, 2022, with a reimagined menu of pressed paninis, poke and plant-based bowls, and refreshing agua frescas.

"We've put together a menu that unites two of ASUCLA Restaurants' most beloved concepts on campus, paninis and poke, with some exciting new recipes to try," said Kristen Woolley, former ASUCLA corporate executive chef.

Over winter quarter, new items were introduced, including a "street cart" fruit station designed to mimic the famous fruit carts that are part of the greater Los Angeles culture, and caesar salads and tater tots for combo creations.



## Jamba by Blendid meets smoothies with artificial intelligence

A fully autonomous robot, Jamba by Blendid brings freshly made smoothies to campus.

The robotic kiosk opened in August 2022 and can make a smoothie in under three minutes, nine smoothies simultaneously with up to 45 custom blends in an hour.

“As students continue to embrace robotic food service options, we expect our new location at (ASUCLA) to quickly become an integral part of their daily routine by providing an easy way to quickly grab a nutritious and delicious meal on the go between their classes and activities,” said Vipin Jain, CEO and co-founder of Blendid.



## ASUCLA Services Expo introduces many to Association services

Presenting all operations through its many services and Student-Run Enterprises, the return of the ASUCLA Services Expo proved successful as it was met with a UCLA community turnout of 444 attendants and over 700 RSVP's on April 12.

All guests were able to connect with ASUCLA representatives from each division and sample the curated collection from ASUCLA Catering's culinary team.

In its history, the ASUCLA Services Expo has expanded from an open house taste testing of ASUCLA Catering in May 2018 to incorporating all ASUCLA Student-Run Enterprises in December 2019.



## ScrubJay Café opens to UCLA medical community

Located in the Vatche and Tamar Manoukian Medical building, ScrubJay Café opened on Jan. 25; the new cafe proudly pours Starbucks coffee alongside its wide selection of fresh grab-and-go meals, pastries and more. Medical residents and fellows are additionally able to conveniently use their house staff meal allowance for redemption in this new location.

“We are excited to add another coffeehouse location to ASUCLA Restaurants so Bruins, no matter where they are on the UCLA campus, have a convenient choice for their daily coffee and a snack,” said Cindy Bolton, director of ASUCLA Restaurants.



### COFFEE HOUSE FAVORITES SOLD

<b>159,069</b> Flavored lattes	<b>94,479</b> Drip coffees
<b>69,121</b> Muffins	<b>69,990</b> Blaze Pizzas
<b>72,108</b> Bagels	

### ASUCLA RESTAURANTS FY 2022-2023

**\$23,800,000**

ASUCLA Restaurants  
annual sales including  
third parties

**\$1,665,450**

ASUCLA Catering  
annual sales

**2,436,112**

Approximate number of  
customers served

**14,000**

Average transactions per day  
during full-volume days

**540,193**

Meal plan vouchers  
redeemed

**1,591**

Meals provided for the CPO  
Basic Needs program and  
GSA program

**650-800**

Average number of  
student employees

**17,559**

Pounds of cooking  
oil recycled

# EXPANDING HORIZONS

ASSOCIATED STUDENTS UCLA | 2022-2023 ANNUAL REPORT

## TRADEMARKS & LICENSING

*UCLA Trademarks & Licensing (TM&L), an enterprise of ASUCLA, and its worldwide scope of brand endeavors extends the UCLA brand — that of possibilities, tradition, product quality, integrity and inclusion — through relationships with licensees who share this vision and commitment in every aspect of their businesses.*

*“Around the campus and across the world, UCLA’s licensing program strives for licensed products that are extraordinary in all aspects of their design, production and commitment toward the triple bottom line of people, planet, and profit,” said Kristina Miller, UCLA TM&L retail brand director*

### The Hundreds celebrates 20th brand anniversary with UCLA collection

A unique collaboration between TM&L and The Hundreds celebrated UCLA Athletics’ storied basketball program with T-shirts, sweatshirts and hats.

Dropped on April 27 for a limited time, former UCLA and NBA player Baron Davis served as the model for the UCLA X The Hundreds campaign.



### A look into the global licensing industry sustainability engagement

TM&L joined Products of Change — a worldwide association of licensed properties and licensees that educate, research and build sustainability into the licensing building model.

Product of Change’s mission is aligned with TM&L — to affect sustainable change across consumer product markets by educating to inform change and connecting specialists to drive peer-to-peer learning to aid licensees and business colleagues.

### EcoVadis identifies best sustainable practices for licensees

A campaign launched at the beginning of the FY encouraged all TM&L licensees to assess and build capacity for broad-based sustainability, which includes environment, labor and human rights, ethics and sustainable procurement.

More than 50% of licensees participated in the EcoVadis sustainability assessment. EcoVadis offers e-learning training courses on sustainable practices, including customized tools for prioritizing improvement on assessed topics.

TM&L licensees overall proved an above average performance on labor and human rights elements with a need for improvements identified on the environmental and ethics aspects of sustainability.

### Retail location opens in Istanbul, Turkey

The first UCLA brick-and-mortar store in Turkey opened in Istanbul in March with the help of licensee Markahub. A licensee for the past few years, Markahub has sold UCLA licensed products online and to multi-brand stores and is now committed to opening several stores over the next five years.

### New apparel licensee signed in Brazil

In April, TM&L signed department store C&A as a licensee via agent byFrog to reach the Brazilian market. Collections are planned to launch in summer 2023.

### UCLA X Mercer Amsterdam collection pulls tennis inspiration

A product of TM&L and Amsterdam-based sneaker label Mercer Amsterdam, a tennis inspired UCLA collection was released for a limited time in November 2022. The line consisted of sleek varsity jackets, T-shirts, crewnecks, a quarter-zip pull-over, canvas bag and sneakers with details inspired by both UCLA and the racket sport.

Made with sustainable practices, garments in the collection were made from upcycled materials and produced in minority- and women-owned factories located in Canada.





## UCLA X Homefield refreshes vintage line with Retro Joe

Breathing new life into the UCLA x Homefield collection, the refresh clothing line intertwines the outdoor California lifestyle with unique artwork of Retro Joe as he takes to his athletic side by carving through ocean waves, skating through Santa Monica and winding down on a sunset beachfront practicing yoga.



## Operation Hat Trick raises funds for veterans

In honor of those who have served in the U.S. Armed Forces, and those who continue to serve, a UCLA x Operation Hat Trick (OHT) collection released on Nov. 2, 2022, raising funds for wounded service members and veterans.

“Not only will UCLA be selling OHT merchandise, but the (UCLA) VRC is benefitting from that relationship,” said Dot Sheehan, founder and CEO of OHT. “Everything we sell has a built-in ‘give back,’ so OHT is able to help make an impact for those wounded and recovering veterans in various programs like cooking and recreational therapy.”



UCLA TM&L  
FY 2022-2023

**87**

Countries that sell  
UCLA product

**153**

Companies worldwide that  
hold a UCLA brand  
consumer products license

**4,000+**

Number of retail  
accounts

**42**

Countries that source  
and manufacture  
UCLA products

**2,000+**

Supplier factories

**900,000+**

Factory workers

**400+**

Trademark registrations

**80+**

Jurisdictions worldwide

**10,000+**

Annual artwork submissions

**3,400+**

Annual infringing product  
takedowns

OVER THE PAST FY

**32%**

Increase in royalties

**18%**

Increase in mid-tier  
channel

**61%**

Online channel  
growth

# EXPANDING HORIZONS

ASSOCIATED STUDENTS UCLA | 2022-2023 ANNUAL REPORT

## MARKETING

ASUCLA Marketing looked to new tactics this FY to better understand the wants and needs of Bruins. By expanding its tool belt to include the addition of an email list that provides significant value to students, a transparent LED screen to play an integral role in on-campus communication, to the use of focus groups to understand direct feedback from students — ASUCLA Marketing and Communications continues its pursuit of increased Bruin engagement with the Association.

*“At ASUCLA, we are expanding the brand and overall messaging with all of our great products and services we offer to the UCLA community,” said Ari Baron, director of ASUCLA Marketing. “We’re proud to connect with hundreds of thousands of Bruins and be a part of their journey at UCLA.”*

### LED screen enhances campus messaging

The light-emitting diode (LED) screen that now sits atop the UCLA Store entrance in Ackerman Union serves as an indispensable communication channel between ASUCLA and campus partners to the on-site Bruin community at large.

Those walking near the heart of Bruin Walk can now look at the LED screen, brought to campus in September 2022 by ASUCLA Marketing, for on-campus event promotions, ASUCLA information, partner announcements and real-time university alerts in the case of an emergency.



### BruinUp! introduces cross-divisional Association members to Marketing

Bringing together members of the Association from all departments, ASUCLA Marketing’s BruinUp! program promotes cross-divisional collaboration at ASUCLA while giving all a glimpse into all Marketing does.

Over FY 2022-2023, ASUCLA Marketing conducted two BruinUp! groups to promote the acceptance of CalFresh in the UCLA Store Market at Ackerman Union, and to bring about further awareness of ScrubJay Café within the UCLA medical community.



### Focus groups provide student insight for outreach efforts

ASUCLA Marketing conducted its first focus groups in January to gain an understanding of how UCLA students perceive the ASUCLA brand.

Gauging the student sentiment and feelings associated with ASUCLA provided insight in how to better market the Association to its constituents, ensuring all student input — regardless of academic level and standing — is taken into consideration.

# 1,183

## Job orders completed in FY 2022-23

Services include:

Graphic design, signage, social media  
ASUCLA website design,  
communications & public relations,  
photography and videography

### Sustainable practices allows 15% refund to all departments

In an effort to implement more sustainable practices, Marketing now uses less materials to produce signage and other promotional assets. As a result, production costs had gone down over the FY, in which Marketing was able to refund 15% back to each account that had paid for signage throughout the year.

### Media outreach achieves 51 online features

Media outreach efforts garnered a total of 51 online pieces of coverage — excluding social media — with stories broadcast on KTLA and Fox 11, featured in the Daily Bruin, Los Angeles Times, The College Store Magazine and more. Of these pieces, the total estimated views reached 321,210 online, averaging \$91,525 in advertising value equivalency (AVE).



## Marketing emails reach over 86,000 in UCLA community combined

After converting from the Bronto service to the Klaviyo platform, ASUCLA has sent over 56 BenefitsU emails to over 60,000 UCLA student recipients and 10 monthly RewardsU emails to over 26,000 UCLA faculty and staff over the course of the FY.

Following the success of the BenefitsU and RewardsU campaigns, ASUCLA will follow the implementation of SMS campaigns to inform students of beneficial ASUCLA news such as Inclusive Access deadlines, campus events and more.

### DATA ANALYTICS HIGHLIGHTS

ASUCLA's Instagram: average **16,000** views per Reel and **4,000** views per Story.

Various digital promotions, (Score Big, Bruin Blue & Gold Challenge, etc.) drove **71.7%** of the **\$2.43M** in promotional revenue for the UCLA Store.

The Wescom Bruin Kindness program contributed over **\$6,000** in complimentary food and coffee to support students.

## ASUCLA social media ranks as top UCLA-affiliated accounts

A report generated by Dunroe, a software that tracks industry Instagram and TikTok data, analyzed 49 Instagram accounts affiliated with UCLA between Jan. 1, 2022 - Jan. 1, 2023. In the category of Instagram content, ASUCLA took home nearly half of the top 12 posts of the year, with @asucla on Instagram accounting for three of the posts, and @uclastore, an enterprise of ASUCLA, with one post.

The social media division is composed of UCLA students under the guidance of ASUCLA Marketing. All online content is student-generated to share ASUCLA's mission through creative storytelling.

## ASUCLA, UCLA Store joins Threads

In competition with Twitter, Threads, the application by Meta, launched on July 5. As the social media platform is connected to Instagram, both ASUCLA and UCLA Store accounts joined the platform the day of launch to further build the online Bruin community with engaging, relatable content to personify the communication of both brands.

As of the end of the FY, ASUCLA garnered 1,711 followers, and the UCLA Store with 1,734 followers. The social media team will continue to navigate the success of the platform to determine if a full migration from Twitter to Threads is the best course.



### SOCIAL MEDIA NUMBERS FY 2022-2023

**20,598**  
FOLLOWERS

@ASUCLA Instagram  
an 18% increase over the last year

**17,372**  
FOLLOWERS

@UCLAStore Instagram  
a 9% increase over the last year

**185**  
FOLLOWERS

@ASUCLA TikTok  
a 150% increase over the last year

**106**  
FOLLOWERS

@UCLAStore TikTok  
a 47% increase over the last year

**1,734**  
FOLLOWERS

@UCLAStore Threads

**1,711**  
FOLLOWERS

@ASUCLA Threads

# EXPANDING HORIZONS

ASSOCIATED STUDENTS UCLA | 2022-2023 ANNUAL REPORT

## HUMAN RESOURCES

Employee engagement continued to be a top priority for ASUCLA Human Resources (HR) as it looked to welcome and onboard many student staff and career employees throughout FY 2022-2023. With concentration on employee training and development, ASUCLA places emphasis on providing the means necessary for all employees to continue their professional growth.

### STUDENT EMPLOYMENT

**86%**

of ASUCLA employees  
are UCLA students

**1,697**

Approximate number  
of students hired

**1,500**

Average annual number  
of student employees

### Training and development are prioritized for employees

Over the course of the FY, ASUCLA Human Resources provided many opportunities for ASUCLA employees to continue their professional development.

Of the ongoing programs, supervisor training workshops were held quarterly to cover topics of supervision and creative leadership.

Further, an online training program launched in April allowed staff to train according to their own schedules with access to over 5,000 modules and courses.

And continuing the program from the prior FY, UCLA Extension courses were offered to all career employees, with an average of 13 career staff enrolling in niche, professional development classes each quarter.

### ASUCLA FOUR PILLARS OF ORGANIZATIONAL EXCELLENCE



### Over 1,500 UCLA students join the ASUCLA team

FY-to-date, HR hired and onboarded 1,697 student staff and 46 career staff to the ASUCLA team.



### Employee Engagement fosters team building

Over the year, HR planned a number of engagement-raising events for its employees, including a Halloween Open House, Employee of the Year Awards, Friendsgiving, the Holiday Party, Service Awards, the Exceptional Student Awards, blood drives in conjunction with the UCLA Blood and Platelet Center, Speaker Series and Town Hall meetings.

Among the different events, the monthly Leadership Connection gathering is the newest program for all ASUCLA employees to encourage further engagement with the ASUCLA Executive Management Group.

## ASUCLA Annual Summer Family Picnic



### 2022 Employee Survey Results

**86%**

of staff agree/tend to agree they understand what ASUCLA is and what the benefits are to students

**80%**

of staff report there is good cooperation in their department

**78%**

of staff believe their supervisor treats them with respect

**81%**

agree/tend to agree they believe strongly in the mission of ASUCLA

**80%**

of staff report that they get along well with their supervisor

# EXPANDING HORIZONS

ASSOCIATED STUDENTS UCLA | 2022-2023 ANNUAL REPORT

## INFORMATION TECHNOLOGY

A background player in just about all Association projects, the Information Technology (IT) team supports the inner workings of ASUCLA's technological infrastructure. This year, the team looked to serve as the backbone for the transition to Zoom phones, the next steps of the NetSuite implementation and the indispensable acceptance of CalFresh benefits at the UCLA Store Point of Sale (POS) system.

### CalFresh acceptance at the UCLA Store POS launched

The UCLA Store gained and underwent rigorous payment testing over FY 2021-2022 to implement the acceptance of CalFresh at The Market in Ackerman Union in August 2022. Following this feat, acceptance will soon be live at additional UCLA Store locations as another step to address food insecurity among UCLA students.

### University, ASUCLA transitions to Zoom Phone

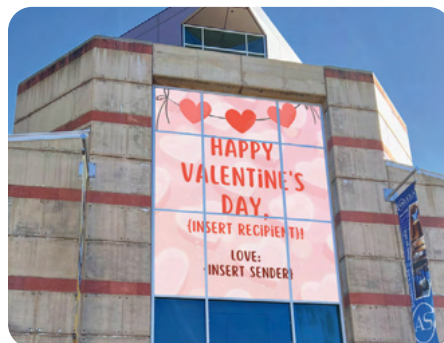
All existing ASUCLA phone numbers continue to be transferred to operate via Zoom phone, an application of Zoom, as a part of the University-wide transition.

An ongoing process throughout the FY, physical phone handsets will no longer be used and Zoom compatible desk phones will be available if additionally needed.

### Valentine messages supported by IT

In support of ASUCLA Marketing's new LED initiative, IT implemented a solution in Netsuite that allowed students and staff to purchase Valentine's Day Grams directly through the UCLA Store website.

These grams were a great way for Bruins to share a heart-felt message with their loved ones via the LED screen above the UCLA Store at Ackerman Union.



## INFORMATION TECHNOLOGY FY 2022-2023

**3,920**  
Help-desk tickets  
submitted

**3,864**  
Help-desk tickets  
resolved

**99.98%**  
Network availability  
up-time

### Key Responsibilities Include:

System and network administration, data management, data security and compliance, application support, projects and technical service management, and networking and collaboration.

### House Staff Accounts accepted at ScrubJay Café

Located in the heart of the UCLA medical community, ASUCLA IT collaborated with the BruinCard office to establish and enable a House Staff Account specifically for use at ScrubJay Café.

### Online POS registers implemented at Rose Bowl

The utilization of online Point of Sale (POS) registers at the Rose Bowl has historically been a time-consuming and manual endeavor.

ASUCLA IT introduced an innovative approach by leveraging the capabilities of the NetSuite POS system. Through this initiative, the department effectively piloted the implementation of an online POS register at the Rose Bowl, aiming to simplify the sales capture and merchandise tracking process.

### IT takes next steps on NetSuite Implementation

After finalizing the NetSuite implementation, the IT department collaborated with the Store and Finance team to optimize and simplify various manual procedures. This involved refining the approval process for UCLA Athletics invoices, incorporating seamless integration for FedEx international shipping, and creating supplementary reports to support these efforts.

# EXPANDING HORIZONS

ASSOCIATED STUDENTS UCLA | 2022-2023 ANNUAL REPORT

## FINANCE

During the pandemic, Finance strengthened and modified accounting and financial operations to ensure efficiencies. In recognition of lessons learned, Finance is quickly reshaping new ways of working with greater strategic thinking to support the future expansion of the Association. Strong collaborative technologies and greater potential will help drive ASUCLA's growth and elevate customer experience in billings and collections.

### External audit proves successful once again

For the third consecutive year, the external audit by KPMG of all four pillars of ASUCLA was conducted remotely. The collective teams of all four entities worked diligently to facilitate the process of the external audit, which proved outstanding results.

Accurate financial statements are critical for decisions and future planning; internal controls are an essential aspect of financial health, compliance in operations and risk assessment. KPMG expressed that this was again one of its strongest and stellar client audits conducted.

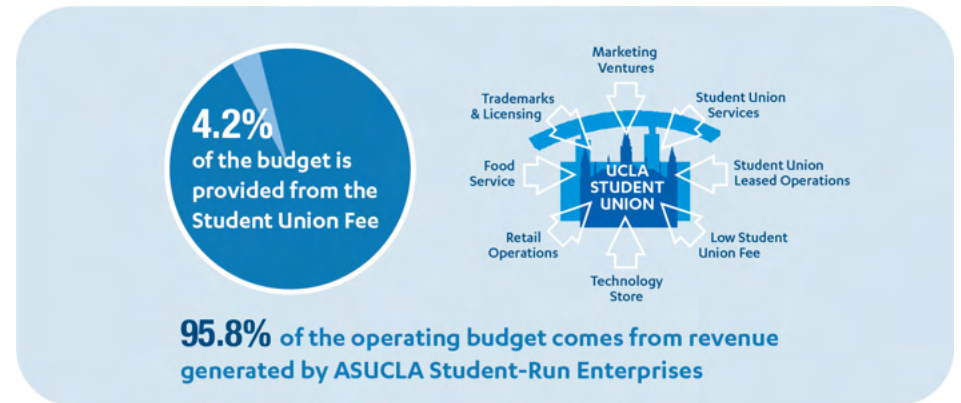
This success also marked another year for ASUCLA without proposed adjustments or management comments from KPMG.

### Budget and five-year forecast make certain Association priorities, quality services are achieved

Finance collaborated with various ASUCLA divisions to ensure Association priorities were being achieved and service quality was maintained. This included supervising the external audits and managing various efforts to obtain external funding in support of liquidity.

Finance also managed the budget and five-year forecast, which is a plan that maps the near future of ASUCLA. This plan spans over a five-month period. The Executive Management team worked diligently to define assumptions and detailed worksheets were prepared and reviewed.

In May, the budget and five-year forecast was presented to the Finance Committee and finalized with a seal of approval by the ASUCLA Board of Directors.



*"Finance staff are honored to continue to provide talent and specialized resources to the Bruin community," said Donna Baker, director of ASUCLA Finance.*

### Employee Retention Credit (ERC) Funding Safeguards ASUCLA's Liquidity

Finance placed emphasis on management of liquidity and cash forecasting through the pandemic.

The Coronavirus Aid, Relief and Economic Security Act (CARES) Act contains a business relief provision: the Employee Retention Credit (ERC), which gives eligible employers payroll tax credits for wages and health insurance paid to employees. ASUCLA determined eligibility under the Gross Receipts test for 2021.

ASUCLA Finance, and Business and Compliance met with UCLA, UCOP and UCPath to request filing of amended payroll tax returns. This collaboration will result in filing for credits totaling approximately \$4,200,000 and Finance is expecting to receive funds in FY 2023-2024.

### New funding opportunities sought

The Finance team partnered with all divisions to balance some of the revenue loss due to the COVID-19 pandemic and support new endeavors.

A key strategy was taking advantage of new funding opportunities to mitigate the economic impact. This included review and consideration of ongoing regulatory and compliance matters.

"The Finance Division's objective of financial stability through increased liquidity, managing the external and internal audits of the four pillars of ASUCLA, and providing timely financial information and efficient accounting operations successfully supported service quality for the Association," said Baker.

## ASUCLA receives \$5.9 million from state budget

As part of the state budget packet for FY 2022-2023, the legislature allocated \$5.97 million to ASUCLA. The funds were encumbered effective July 1, 2023, and ASUCLA now submits for operational expenses on a reimbursement basis.

Expenses fall within the listed categories of the legislation for operational costs, including, but not limited to, utilities, ASUCLA Student Union, student programming and academic materials. The amount allocated is available for encumbrance or expenditure until June 30, 2024.



California State Senator Ben Allen presenting the \$5.97M award to ASUCLA in July 2022.

## ASUCLA Finance Team



### FINANCE

#### FY 2022-2023

**\$75,209,000**

Total gross income  
(a 22.7% increase compared to last year)

**\$17,794,000**

Cash and cash equivalents

**\$779,000**

Contribution actual to budget  
negative variance

**\$63,303,000**

Total operating expenses

**\$1,218,000**

P&I payments

**\$166,000**

Allocated expenses actual to  
budget negative variance

**\$6,137,000**

Development/grants raised by Services and  
Enterprises for all ASUCLA entities

**\$1,867,000**

Capital payments

**\$1,203,000**

Other income/(expense) actual to  
budget positive variance

**\$2,413,000**

Total grants/donations recognized in  
Services and Enterprises net income

**\$1,526,000**

Gross income actual to budget negative  
variance

**\$258,000**

Net income (loss) actual to budget  
positive variance



# EXPANDING HORIZONS

ASSOCIATED STUDENTS UCLA | 2022-2023 ANNUAL REPORT

1. CalFresh acceptance launch
2. Installation of the transparent LED screen in Ackerman Union
3. Pursuit of COVID-19 relief funds through the Employee Retention Tax Credit
4. Operation Hat Trick apparel collaboration
5. Opening of ScrubJay Café at the 100 Medical Plaza
6. Opening of dachi Asian foods and snacks vending nook in Ackerman Union
7. Completion of the application for CalFresh expansion
8. Relocation and expansion of campus tours
9. Improvements and upgrades to the RISE Center at LuValle Commons
10. Stellar financial external audit completion
11. Relaunch of Wellness Wednesdays, concerts, movie nights
12. Launch of Jamba by Blendid, related KTLA coverage and naming contest
13. Textbooks Inclusive Access program promotional video development
14. Custodial Master Plan implementation
15. Reopening of Northern Lights Café
16. UCLA Store hosted the California Teacher Association
17. NIL product launch
18. TM&L collaboration with "Don't Call Me Jennyfer"
19. Employee Engagement survey launched
20. Launch of Fred Pryor management training sessions
21. Installation of the LED lightbox in the Bruin Viewpoint Lounge
22. Opening of Bruin Fun Zone in Ackerman Union
23. Hosting of the graduate student orientation and grad bar
24. Summer in the Union programming
25. Catering for Football Fridays
26. Bruin Guardian Scholars donation
27. Implementation of the ASUCLA Job Fair
28. Reinforcement media coverage for CalFresh
29. Hosting of Black Bruin Resource Center first anniversary event
30. Launch of UCLA Nike shoes
31. ASUCLA shares workforce insight at LARC CEO Board Retreat
32. Collaboration with Highsnobiety sports
33. Lighting upgrade to the Health Sciences Store
34. Completion of Kerckhoff Hall's second-floor staircase and third-floor hardwood refinishing
35. Coffee subscription expansion
36. First Thursday's collaboration with UCLA Strategic Communications
37. Launch of the new Cotton On UCLA kid's collection
38. Relaunch of the ASUCLA Summer Staff Picnic
39. 10th annual ASUCLA T-Shirt Design Contest
40. Faculty and staff appreciation event at the UCLA Store
41. New "Joe n' Go" coffee sign
42. Hosting Senator Ben Allen's visit to ASUCLA
43. 2022 UCLA X Certo athleisure wear launch
44. Launch of beer and wine service in Pauley Pavilion
45. Launch of Goodr sunglasses
46. Completion of BookZone relocation
47. Creation of new positions to support the ASUCLA Student Union
48. UCLA X Mercer Amsterdam capsule collection
49. Launch of Sprinkles cupcakes vending machine in the UCLA Store
50. Faculty and staff appreciation event at the UCLA Store
51. Frito-Lay filming of a Super Bowl commercial and short film, "Lines"
52. Hosting of World Cup watch parties
53. Hosting of the USAC Presidents Reunion
54. Installation of a new Wescom ATM at the Court of Sciences Student Center
55. Launch of \$2 Taco Tuesdays
56. Launch of \$5 Fridays
57. New licensee Lululemon
58. New licensee johnnie-O
59. Super Bowl watch party
60. UCLA X Homefield Apparel collection
61. Valentine's Day grams shown on LED screen
62. Valentine's Day scavenger hunt via Instagram
63. Launch of leadership lunch with management and staff
64. Hosted ASUCLA Services Expo
65. Installation of Mycha vending machine at Health Sciences Store
66. ASUCLA ranked among the top UCLA Instagram accounts in 2022
67. Wescom Kindness events at Bruin Buzz
68. Successful Art in the Union
69. Student employee sales incentive program
70. Hosted a breakfast with the chancellor
71. Exceptional student awards celebration
72. UCLA X The Hundreds collaboration
73. Acceptance of Res Hall Meal Vouchers at the UCLA Store
74. Launch of reusable mug program in Kerckhoff Coffee House
75. Commencement sponsorships
76. 2023 senior sendoff event
77. Hosted 23 commencement ceremonies and over 50 related catering functions
78. Opening of Epicuria in Ackerman Union
79. UCLA Computer Store ranked #1 for Apple sales
80. Completion and enhancement of the exterior meditation space
81. Launch of network equipment replacement
82. Launch of the Zoom phone transition
83. Launch of the Green Event initiative
84. Stakeholder holiday appreciation event
85. Employee pulse survey launch
86. Launch of Customer Service initiative

## Student-Run Enterprises 2022-2023 Accomplishments

# ASUCLA Campus Partners, Sponsors and Service Providers

## ASUCLA ENTITIES



## CAMPUS PARTNERS



- |   |  |   |   |  |
|---|--|---|---|--|
| <b>UCLA</b> Alumni                                | <b>UCLA</b> Arthur Ashe Student Health & Wellness Center | <b>UCLA</b> IT Services   | <b>UCLA</b> External Affairs                              | <b>UCLA</b> Library                          |
| <b>UCLA</b> Capital Programs                      | <b>UCLA</b> Career Center                                | <b>UCLA</b> Events Office   | <b>UCLA</b> Labor Center                                  | <b>UCLA</b> Registrar's Office               |
| <b>UCLA</b> Counseling and Psychological Services | <b>UCLA</b> Equity, Diversity and Inclusion              | <b>UCLA</b> Institute of the Environment and Sustainability       | <b>UCLA</b> Real Estate                                   | <b>UCLA</b> UC Path                          |
| <b>UCLA</b> Graduate Student Resource Center      | <b>UCLA</b> Housing                                      | <b>UCLA</b> Police Department                                     | <b>UCLA</b> Student Organizations Leadership & Engagement | <b>UCLA</b> Bruin Learn Center of Excellence |
| <b>UCLA</b> New Student & Transition Programs     | <b>UCLA</b> Office of the General Counsel                | <b>UCLA</b> Student Affairs                                       | <b>UCLA</b> Campus Human Resources                        |  |
| <b>UCLA</b> Staff Assembly                        | <b>UCLA</b> Strategic Communications                     | <b>UCLA</b> Dashew Center for International Students and Scholars | <b>UCLA</b> Corporate Financial Services                  |  |
| <b>UCLA</b> Undergraduate Admissions              | <b>UCLA</b> Audit & Advisory Services                    | <b>UCLA</b> Bruin Resource Center                                 | <b>UCLA</b> Facilities Management                         |  |

## SPONSORS & SERVICE PROVIDERS



# ASUCLA LOCATIONS ON CAMPUS

5 UCLA Store locations on campus

17 ASUCLA restaurant and coffeehouse locations

8 third-party restaurant locations

provide income to support free spaces for student groups including:

44 office spaces, 6 event venues and 13 meeting rooms

## RESIDENTIAL HALLS

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

## 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.  
United States Postal Services Express  
Bruin Fun Zone  
**1ST FLOOR SERVICES**  
Wescom Credit Union  
**A-LEVEL SERVICES** Sponsored  
ATM, Post Office Express  
University Credit Union  
Ashe Center Pharmacy  
UCLA Blood & Platelet Center

## COURT OF SCIENCES STUDENT CENTER

**UCLA STORE • SOUTH CAMPUS SHOP**  
snacks and convenience items

## 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



# ASUCLA Restaurants

## Food

- Northern Lights Café**  
Poke bowls, paninis, fresh fruit cups and aguas frescas
- LuValle Commons**  
Burritos, tacos, classic burgers, chicken sandwiches, ramen, rice bowls, vegetarian options and pizza
- Avenue-A**  
*Ackerman Union, A-level*  
Taco Bell, Kikka Sushi & Noodles, Carl's Jr., dachi nook
- Terrace Food Court**  
*Ackerman Union, 1st Floor*  
Panda Express, Rubio's, Veggie Grill, Wetzel's Pretzels, Lollipup Fresh, Greenhouse, Sambazon, Epicuria
- Court of Sciences Student Center**  
Blaze Pizza, Subway, Yoshinoya and Fusion offering fish & chips, chicken strips and onion rings
- Anderson Café**  
Starbucks Coffee, pastries, Mediterranean bowls and specialty sandwiches
- Café Synapse**  
*Gonda Center*  
Peet's coffee, all-day breakfast, paninis and gourmet salads

## Coffee

- Café 451**  
Intelligentsia Coffee, pastries, soup, variety of sandwiches, salads and snacks
- Jimmy's**  
Intelligentsia Coffee, pastries, soup, variety of sandwiches, salads and snacks
- Bruin Buzz**  
Public Domain Coffee, pastries, soup, variety of sandwiches, salads and snacks
- Music Café**  
Public Domain Coffee, pastries, soup, variety of sandwiches, salads and snacks
- Kerckhoff Coffeehouse**  
Public Domain Coffee, pastries, soup, variety of sandwiches, salads and snacks
- Southern Lights**  
Peet's Coffee, pastries and snacks
- ScrubJay Café\***  
Starbucks Coffee, pastries, variety of sandwiches, salads and snacks  
\*not shown on map,  
*Manoukian Medical building*



Art by:  
*Fiona Hsu* + Matthew Tjokro  
*class 2023*

