

Welcome Back
BRUINS



ASUCLA Food Services caters the Cincinnati Bengals Super Bowl celebration. Freshly off the field from their big showdown with the Los Angeles Rams on Sunday, Feb. 13, the Ohio-based team headed over to UCLA Pauley Pavilion to try some of Los Angeles' iconic cuisines, provided by ASUCLA Catering.

More 2021-2022 highlights on page 8.



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Welcome Back Bruins

ASSOCIATED STUDENTS UCLA 2021–2022 ANNUAL REPORT

A long-awaited return

The multifaceted challenges the pandemic presented tested the Association in remaining resilient until life could resume on campus again, and resilient it was.

In Fiscal Year (FY) 2021-2022, ASUCLA experienced the long-awaited return to offices and classrooms that sat vacant for nearly two years. Navigating through the unprecedented times proved successful as ASUCLA continued to adapt to what was necessary for the health and safety of its Bruin family. And when the decision to return to campus was made, ASUCLA proudly welcomed back all of its members and fulfilled its mission of providing exceptional services, programs, products and facilities for the UCLA community.

Now taking a look back to all that occurred over the 2021-2022 year, the Association continues to stand strong and adapt to unpredictability through its four entities — student-run enterprises, Graduate Students Association, Undergraduate Students Association Council and student media — as it heads into the next year.



USAC

The Undergraduate Students Association Council (USAC) 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, USAC advocates for student interests and provides them with a wide-range of services, programs and opportunities. More information about USAC can be found at usac.ucla.edu.

2021-2022 ACCOMPLISHMENTS

Alleviating parking pressures amid a pandemic

To help provide relief for commuting students during the pandemic, USAC provided 100, \$50 scholarships to alleviate parking costs when the university transitioned back to an in-person mode of academics in January. The scholarships were dispersed by the Office of the President and the Office of the General Representative to students in need.

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.

2021-2022 ACCOMPLISHMENTS

Doria Deen elected as vice president of WAUPM

UCLA Director of Student Media Doria Deen was recently elected as the vice president of Western Association of University Publications Managers — an association that fosters collaboration between its student publication-specific members.

Daily Bruin receives 20 college media awards at annual convocation

For their excellent journalistic work during the 2021-2022 academic year, the Daily Bruin received 20 awards at the annual California College Media Association.

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.

2021-2022 ACCOMPLISHMENTS

GSA's history is preserved

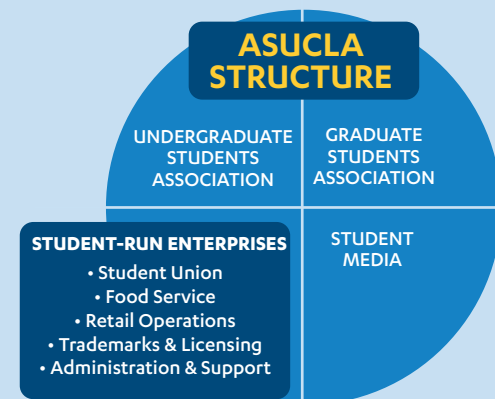
GSA began revamping its website to ensure its archival section will include both names and photographs of past GSA leaders dating from the formation of the association in 1936 to the present day. This is to establish more transparency within the association, provide easier access to GSA information and to additionally honor past leaders for their guidance and overall service to the graduate student body.

Student-Run Enterprises



Run by students for students, ASUCLA's enterprises include the Student Union, food services, retail operations, UCLA Trademarks and Licensing, and administration and support services for the entire Association.

2021-2022 ACCOMPLISHMENTS see page 33.





Welcome Back Bruins

A message from
Pouria Abbassi, P.E.
Executive Director & CEO

On behalf of the ASUCLA Board of Directors and our family of employees, I would like to extend a warm welcome back to all Bruins. Fiscal Year (FY) 2021-2022 saw the highly anticipated return to campus after virtually two years into the COVID-19 pandemic. Our annual report, themed **Welcome Back Bruins**, reflects our effort in preparing for and supporting our community's return.

Starting the year off in a remote manner, then transitioning to in-person operations, switching to a full month of remote instruction in January and then back to an in-person format, ASUCLA pursued deliberate initiatives to rise to the occasion and continue our strive toward providing excellent services, programs, products and facilities for the entire UCLA community.

“Our annual report, themed *Welcome Back Bruins*, reflects our efforts in preparing for and supporting our community's return.”

—Pouria Abbassi, P.E., ASUCLA Executive Director and CEO

This year we were pleased to have provided Ackerman Grand Ballroom as a COVID-19 testing site and also served as an active participant on the advisory committee that oversaw the university-wide transition to the latest UCLA learning portal, Bruin Learn—an academic platform utilized by students and faculty.

ASUCLA took yet another crucial step forward to address the needs of our students experiencing food insecurity by implementing the final project phase to pave the way for the acceptance of CalFresh benefits at the UCLA Store Market.

In partnership with Student Affairs, we were honored to have officially opened the doors to the Black Bruins Resource Center on UCLA's campus this year. This space at Kerckhoff Hall is intended to foster engagement and support, and provides services and programs for the Black campus community.

In FY 2021-2022 we welcomed new opportunities to learn from our peers. Engaging with our Pacific-12 (Pac-12) partners, this year our Student Union hosted the return of the Pac-12 Directors' Conference in early February to share best practices for the benefit of all student unions. And although we celebrated our home team's win during the Super Bowl LVI, it was an honor to have catered the post-game celebration for the Cincinnati Bengals at UCLA's Pauley Pavilion with dishes that represent the diverse tastes of Southern California cuisine.

Further, we aimed to re-engage our student population with creative means, welcoming back our Student Union programming to

further fulfill the Bruin experience. The response was overwhelmingly positive; both our annual T-shirt competition and Art In The Union contest—as two examples—received the highest participation in their respective histories.

Throughout the year, the hum of expanding the UCLA brand worldwide never ceased as our global retail programs generated the highest sales volume in our 50-year history of engaging global markets. This year we welcomed partnerships with Cotton-On, streetwear fashion retailers in South Korea, international fashion company Zara and a collection launched with brands Market and Highsnobiety.

Through our Trademarks and Licensing operations, ASUCLA broke into new ground of non-fungible tokens (NFTs). This launch into uncharted territory will help us better understand this new opportunity as UCLA fans prove the demand for our brand, continually selling out NFT packs upon launch.

In the spring, our Event Services division experienced significant demand for venue spaces to support UCLA's first in-person commencement season in two years. It was fulfilling to offer our elegant venues and top-tier services for an impressive 13 graduations and 43 catering events, celebrating the academic accomplishment of the classes of 2020, 2021 and 2022. Few of these ceremonies facilitated the reactivation of ASUCLA's Kerckhoff Hall patio for the first time in over a decade, hosting up to 1,200 graduates and guests at the various gatherings.

Internally, ASUCLA has continued its pursuit of becoming the on-campus employer of choice. Our Human Resources department executed new hiring strategies, with close to 1,000 UCLA students joining our family of employees this year alone.

Reflecting on all that has taken place this year, we would be remiss not to mention the exquisite addition to our very own Ackerman Union. Beautifully created by renowned muralist Judy Baca, “La Memoria de la Tierra: UCLA” is undoubtedly a testament of its time, intertwining the past of UCLA's historic land and peoples with social justice activists who have helped pave the way for a university of the future. This piece, intended as UCLA's centennial commemoration, is a source of pride for Bruins past, present and future.

The aforementioned is only a glimpse into all ASUCLA and our family of employees have achieved this year. Thank you to all of our members, Board of Directors and our organizational partners for continuing to make ASUCLA the world's most prominent organization of its kind.

It is indeed our pleasure to **Welcome Back Bruins** to the UCLA campus and I welcome you to explore everything that is Associated Students UCLA. Go Bruins!

Sincerely,

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

Governance & Leadership

Student-Run Enterprises

Comprised of a student majority, the Board of Directors is the governing body of ASUCLA. Working closely with the Executive Management Group, the 2021-2022 BOD remained flexible, ready and committed to continue serving the Association in a virtual fashion when the year began.

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.

Meet the 2021-2022 Board of Directors



Zeyna Faucette
Undergraduate representative



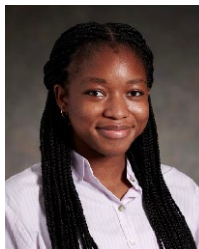
Jonathan Franklin
Alumni representative



Felicia Graham
Graduate representative
alternate



Arsh Gupta
Undergraduate representative
(vice chair)



Wudja Kamara
Undergraduate representative



Jazz Kiang
Graduate representative
(chair)



Selina Martin
Administrative representative



Brian MacDonald
Administrative representative



Steven Moran
Graduate representative



Octavio Navarro
Alumni representative
alternate



Avanihar Subrahmanyam
Faculty representative



Megan Vergel de Dios
Undergraduate representative
alternate

ASUCLA board members are appointed by the Undergraduate Students Association Council (four undergraduates) and Graduate Students Association (four graduate students), as well as two appointments from the UCLA Chancellor's Office, two from the Alumni Association, one from the Academic Senate and the executive director who serves ex-officio.



Frank Wada
Administrative representative
secretary



Janay Williams
Graduate representative



BOARD OF DIRECTORS
RESOLUTION
RAFER LEWIS JOHNSON

WHEREAS, on December 2, 2020, one of UCLA's most distinguished athletes, Rafer Lewis Johnson, passed away at age 86; and

WHEREAS, Rafer was the 1960 Olympic gold medalist in the decathlon, after winning silver in 1956 and gold in the 1955 Pan American Games; and

WHEREAS, at the 1960 Rome Olympics, Rafer was the U.S. team's flag bearer, the first Black American to do so, and that he was also honored with lighting the Olympic Flame at the 1984 Olympics in Los Angeles; and

WHEREAS, after the Olympics, Rafer turned his celebrity into public service, co-founding the California Special Olympics in 1969 and serving as its president for ten years; and

WHEREAS, on June 5, 1968, when Robert F. Kennedy was assassinated, Rafer helped subdue the gunman at great personal risk to prevent additional violence; and

WHEREAS, Rafer was the Undergraduate Students Association President in 1958-59 and served on the Board of Directors during his tenure; and

WHEREAS, in 1959 Rafer was instrumental in obtaining a grant to build a new student union which is now known as Ackerman Union serving thousands of Bruins every day; and

WHEREAS, as an undergraduate, Rafer was a two-sport athlete at UCLA, competing in track and field and playing basketball for another legendary Bruin, John Wooden; and

WHEREAS, Rafer was the embodiment of how to be a role model – a humanitarian, philanthropist, friend, mentor, family man, and gracious well beyond his years of being in the spotlight; and

NOW, THEREFORE, BE IT RESOLVED THAT THE ASSOCIATED STUDENTS UCLA BOARD OF DIRECTORS WISHES TO HONOR AND RECOGNIZE RAFER LEWIS JOHNSON FOR HIS CONTRIBUTIONS TO THE BETTERMENT OF THIS COMMUNITY AND HUMANITY AND FOR REPRESENTING THE BEST OF BRUINS PAST, PRESENT, AND FUTURE

I, Arsh Gupta, Chair of the Board of Directors, hereby certify that the foregoing resolution was duly passed and adopted at a regular meeting of the Board of Directors held on the 24th day of September 2021.

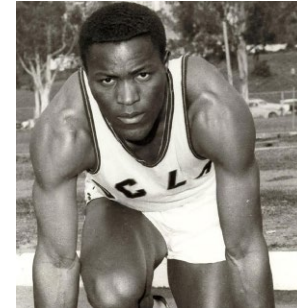


Jazz Kiang, chair of the ASUCLA Board of Directors, speaking at the Celebration of Life ceremony for Rafer Johnson on Oct. 21, 2021, at Drake Field.

ASUCLA celebrates the life of Rafer Johnson

A gold medalist olympian, former Bruin serving on the ASUCLA Board of Directors and prominent civic leader, the life of late Rafer Johnson was celebrated last October at UCLA to reflect on who he was, what he accomplished and how, as a Black American, he paved a path for others.

"From the rubber on this track to the concrete pillars of Ackerman Union, Rafer's spirit has always been here inspiring us all to be better, to do better, to build a better world after leaving home, and equally important, to build a better home before leaving it," Kiang said at the Oct. 21, 2021 ceremony.



During his time at UCLA, Rafer Johnson served as student body president and showed outstanding athleticism. He continued his leadership supporting the Special Olympics in later years.

DEVELOPMENT AND FUNDRAISING IN FY 2021-2022

\$1,016,000

in total raised in support of services, projects and initiatives

COVID-19 relief efforts



\$540,000

from HEERF II assistance in collaboration with UCLA Student Affairs. Authorized by the Coronavirus Response and Relief Supplemental Appropriations Act



\$63,000

from UCLA Foundation to continue CPO's Bruin Meals Program for food insecure students

Support for the Judy Baca mural project

\$250,000

from UCLA External Affairs and Wescom Credit Union

\$24,000

from UCLA Academic Planning & Budget

Programs and development

\$24,000

from UCLA Foundation to support GSA leadership opportunities

\$63,000

from UCLA Foundation to support the Interaction Fund for student events in the Student Union

\$100,000

UCLA Semel Healthy Campus Initiative (HCI) funding for Kerckhoff Hall Coffeehouse Patio improvements

\$69,000

from Green Initiative Fund for new solar umbrellas on the Kerckhoff Hall Coffeehouse Patio

\$18,000

from UCLA Ergonomics Program to provide Event Services equipment for injury prevention and ergonomics

\$45,000

University Religious Conference to support the Outdoor Bruin Reflection Space

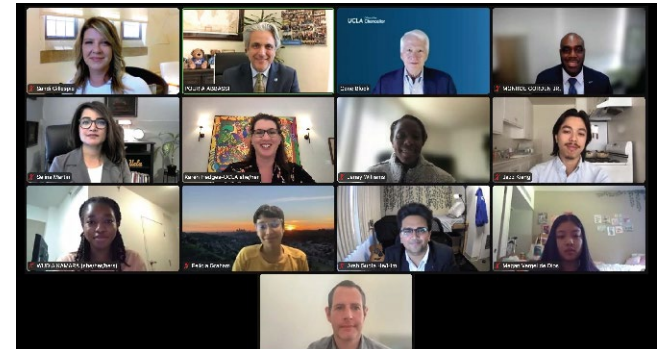
\$10,000

UCLA Student Affairs support of the Outdoor Bruin Reflection Space

ASUCLA STRATEGIC INITIATIVES FY 2021-2022

- 1 Enhance communication with external and internal stakeholders
- 2 Develop and implement opportunities to drive toward growth, diversification of services, revenue and investments
- 3 Lead toward organizational enhancements and culture
- 4 Leverage presence, position and influence to advance and advocate for our membership causes and needs

Each year the ASUCLA Board of Directors and Executive Management Team attend a three-day retreat to review the Association's performance and set the goals for the upcoming year.



Undaunted by the inability to meet in-person, Chancellor Gene Block, Vice Chancellor Monroe Gorden and their staff continued to collaborate with the ASUCLA Board of Directors via Zoom.



Board retreat

Keeping up with its annual tradition, the ASUCLA board once again took part in an orientation retreat. Board members and the Executive Management Group gathered at the beautiful Lake Arrowhead Conference Center following board appointments to connect with not only one another, but the outdoors during their three-day stay. This annual event begins the planning phase for the next fiscal year and facilitates conversations to begin taking a deeper look into goals, challenges, strategies and future plans for the year ahead.



Meet the Executive Management Team



Pouria Abbassi, P.A.
Executive Director & CEO



Donna Baker
Finance & Accounting
Director



Ari Baron
Marketing & Sales Promotions
Director



Cindy Bolton
UCLA Restaurants
Director



Leilani Donato
Facilities
Director



Sandra Gillespie
Association & External Affairs
Director



Patrick Healey
UCLA Store
Director



Cynthia Holmes
UCLA Trademarks & Licensing
Director



Kamran Mehdian
Information Technology Services
Director



Michelle Moyer
Business & Legal Affairs
Director



Patricia Solomon
UCLA Student Union
Director

Welcome Back Bruins

ASSOCIATED STUDENTS UCLA 2021–2022 ANNUAL REPORT

2021–2022 Highlights

1 ASUCLA celebrates welcome week

ASUCLA welcomed Bruins back to campus with a free coupon book loaded with 18 offers for use on campus and at partnering business locations in Westwood Village. Student hiring was front and center with job opportunities available on campus across many ASUCLA locations.

2 ASUCLA Catering returns with UCLA Football donor event

Hosted by UCLA Athletics, this was Catering's first large, on-campus event since March 2020. Over 200 guests were seated for table service and served a four-course dinner.

3 UCLA vs USC Football watch party in Ackerman Student Union

Over 200 students attended the watch party hosted in the TV Lounge on A-level for the big rivalry game on Nov. 20, 2021.

4 UCLA enters the NFT marketplace

UCLA Trademarks and Licensing granted a license to a third-party to produce UCLA NFTs.

5 Basketball watch party in Ackerman Grand Ballroom

Over 350 students attended to watch UCLA Men's Basketball take on Villanova in November 2021.

6 Operation Hat Trick at UCLA

The Operation Hat Trick Board awarded the UCLA Veteran Resource Center a \$15,000 grant to initiate a pilot teaching kitchen/cooking workshops. A portion of the proceeds from the sale of UCLA branded OHT apparel supports services for veterans and is sold at the UCLA Store and other retail locations.



1



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5



6

ALL BLACK EVERYTHING PRESENTS
**BLACK BRUIN RESOURCE CENTER
 GRAND OPENING**

KERCHOFF PATIO MONDAY SEPT. 27TH 12:00PM-2:00PM

UCLA Black Bruin Resource Center



8



9



www.asucla.ucla.edu



7

“Seeing how many people showed up today gives me so much excitement and hope for what the center is going to be.”

—Amanda Finzi-Smith, interim program director of the Black Bruin Resource Center *speaking at the BBRC grand opening*



10

7 Black Bruins Resource Center grand opening and resource fair

This 1,500-square-foot space in Kerckhoff Hall was dedicated Sept. 27, 2021, with a lunchtime resource fair and ribbon cutting. The center’s mission is to provide a space for Black students to find and create community by providing a fun social space and academic support, and fostering mental health and wellness. Over 500 celebrated at the opening event in the Ackerman Grand Ballroom.

10 Wescom Student Terrace grand opening and ribbon cutting

With an official ribbon cutting held Oct. 14, 2021, this newly renovated programmable area for student events now hosts concerts, GSA Grad Bar and more.



11

11 UCLA x Jordan footwear launch and t-shirt giveaway

In coordination with the Nike–Jordan marketing team, the UCLA Store hosted coordinated events in Ackerman Student Union and Pauley Pavilion on Nov. 17, 2021. Over 2,500 gift bags and T-shirt giveaways were distributed throughout the day.



12

8 Kerckhoff Hall Patio kick-off and UCLA Semel Center’s 10th anniversary celebration

In a partnership with UCLA’s Semel Healthy Campus Initiative Center (Semel HCI), the Kerckhoff Hall Patio received new outside furnishings that are intended to serve UCLA students with contributions from the Bruin community, given during the winter 2021 SPARK campaign.

12 ASUCLA Bruin Nights

ASUCLA partnered with USAC Campus Events Commission to host popular movie nights on the Wescom Student Terrace.



13

9 Marketing launches new ASUCLA website

Giving it an entirely new look and feel with the same essential resources for online visitors, Marketing redesigned and launched the new ASUCLA website in March.

13 CalFresh benefits to be accepted at the UCLA Store Market

Students will soon be able to use their CalFresh benefits to purchase grocery items at the market, located in the UCLA Store. A CalFresh initiative focuses on outreach and spreading awareness to UCLA students.

Welcome Back Bruins

ASSOCIATED STUDENTS UCLA 2021–2022 ANNUAL REPORT



“My public artworks are about the memory of the land. This mural is a piece of the land in memory, including Westwood’s original people, and the land and river’s original state.”

—Judith Baca, artist and activist;
UCLA professor emeritus of Chicana and
Chicano Studies and World Arts and Cultures

15 The unveiling of La Memoria de la Tierra: UCLA

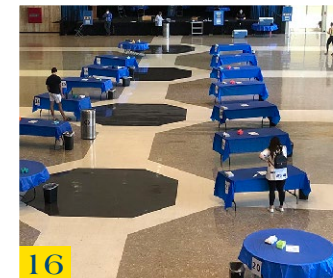
Translated into English as “The Memory of the Earth: UCLA,” a new, original mural by Judith Baca was unveiled April 1 on the north-facing, exterior wall of Ackerman Student Union. The story of Westwood flows over three 26-foot-long panels.

The image begins with a tribute to the land, detailing where the Los Angeles River once flowed through campus and where the original peoples such as the Gabrielino/Tongva tribes, and native flora and fauna thrived. In the second segment, the artist pays homage to many men and women who have shaped the UCLA community beyond the physical borders of the campus, including John Lewis, Grace Montanez Davis, Kareem Abdul-Jabbar and others. The final segment represents an imaginative depiction of the future in which the ever-changing university is in harmony with the original land. The project is the result of a partnership among the UCLA Centennial Committee, ASUCLA, and the Digital Mural Lab from the Social and Public Art Resource Center, or SPARC.



16 Ackerman Grand Ballroom transformed into COVID testing site

Returning back to campus, students could receive COVID testing in AGB in partnership with the UCLA Ashe Center.



17 Anderson coffee subscription

Bruins have three options to choose from to save on their daily coffee. Valid for 30 drinks, the subscription offers unlimited daily redemption at Anderson Café.



18 Joe n’ Go in the Market

This grab-and-go coffee service was opened in the UCLA Store. Cups and utensils used are made of sustainable materials and discounts are given to customers who bring a reusable cup.





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19 ASUCLA's 9th annual UCLA T-shirt contest

With over 116 designs submitted for this year's contest, UCLA students gathered to select the popular vote on the Kerckhoff Hall Patio. The 20 top designs then moved to the final vote online. Second-year biology student Mikayla Kwok wears her winning design which can be purchased at the UCLA Store. A portion of the proceeds goes to support student programming on campus.

20 ASUCLA restaurants and coffeehouses reopen across campus

The restaurant division quickly hired students at the start of the fall quarter until fully staffed to open all locations.

21 Oppenheimer movie filming in Kerckhoff Hall

Director Christopher Nolan and lead actor Cillian Murphy filmed in Kerckhoff Hall for four days in February. The period piece is scheduled for film release in 2023.

22 Employee Engagement Committee plans Wellness Wednesday events

Workshops on nature and hiking, crafting and paint-and-sip events were among the community building activities promoted by this active employee committee.

23 Commencement ceremonies make a return

As graduation returned to in-person gatherings this year, ASUCLA held 13 ceremonies with the official activation of the Kerckhoff Hall Patio for the first time in a decade.

24 Kerckhoff Hall coffeehouse apparel collection

A longtime favorite spot on campus, Bruins can now choose from several Kerckhoff Coffeehouse-themed T-shirts, hats and accessories available for purchase at the coffeehouse.

Student Union & Event Services

As COVID-19 precautions began to relax throughout the state, the opportunity to hold live events for the Bruin community was highly anticipated. Student Union divisions took necessary steps to ensure attendees felt safe while participating in beautifully executed celebrations, events and other gatherings held in ASUCLA venues.

“It was our mission to make students feel both safe and excited to attend our live events again and to show our new students what it’s like to be a part of the Bruin community,” said Patricia Solomon, director of ASUCLA Student Union.



STUDENT UNION FY UPDATES

ASUCLA unveils an original Judy Baca mural as permanent addition to UCLA’s campus

The permanent installation of Baca’s mural — spanning over three 26-foot-long glass panels on the exterior, north-facing wall of Ackerman Union — is truly a work of its time as it incorporates the past, present and future of Bruins.

“La Memoria de la Tierra: UCLA” pays tribute to the memory of the land UCLA sits upon, tying in prominent social justice movements and corresponding activists associated with the campus and its community. The final segment of the piece offers a glance into a future in which UCLA and its community extends knowledge, aiding all corners of the Earth.



Kerckhoff Hall Coffeehouse Patio receives new furniture

In a partnership between ASUCLA and UCLA’s Semel Healthy Campus Initiative Center (Semel HCI), the Kerckhoff Hall Coffeehouse received new furniture in an effort to better serve UCLA students as a valuable area that fosters community gathering.

Efforts to redesign the space began with a study conducted by Semel HCI BE Well Pod for students in 2020-2021, focused on supporting health and well-being through the built environment. Student input gathered identified ways to better promote social well-being and civil discourse post-pandemic.

“That’s the concept behind remodeling the patio — to address students’ needs and create a space for them to come together, study and build communities,” ASUCLA Student Union Services Director Patricia Solomon, said.

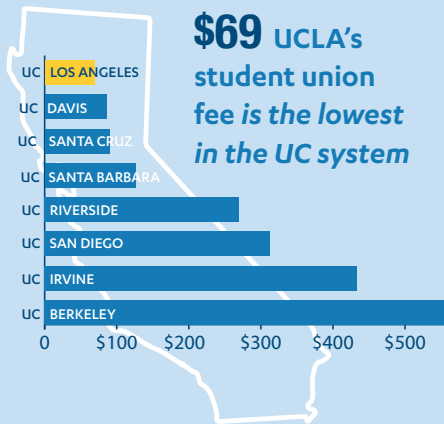
“I just wanted to say thank you for co-hosting the 10-year anniversary and Kerckhoff Patio kick-off with us last week,” said Megan Wang, Semel HCI research and communications coordinator. “It was fantastic to see and hear the space filled with music, laughter and joy. And Patty, you are a fantastic public speaker. We truly appreciate your support and are grateful for our relationship. It is always a pleasure working with you!”



“ASUCLA is humbled by yet another opportunity to bring a unique experience to Bruins past, present and future. This magnificent art provides us with a window to our past and the promise of the future.”

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

STUDENT UNION NUMBERS FY 2021-2022



\$69 UCLA's student union fee is the lowest in the UC system

22,000 average student union visitors per day

ASUCLA provides:
\$138,535 for student group events in the student union
\$92,508 in direct funding for student arts, culture and entertainment

ASUCLA programming partners:
USAC Campus Events Commission
Student Committee of the Arts
Dashew Center for International Students and Scholars
UCLA Athletics
Wescom Credit Union



UCLA hosts annual PAC-12 Director's Conference

Among all events that returned to in-person gatherings, this year's annual Pacific-12 (PAC-12) Director's Conference also made its way back to UCLA's campus, hosted by ASUCLA's Student Union after a two-year program hiatus.

The annual collaboration took place over the Feb. 2-4 weekend, with student union representation from the University of Washington; Oregon State University; University of Oregon; University of Colorado; University of Utah; Washington State University; University of California, Berkeley; and ASUCLA Student Union Director Patricia Solomon as representation for UCLA. The student union directors used the opportunity to collaborate with one another by sharing best practices, student union successes and strategies across the different institutions. And of course, each party was in for a treat as the group was able to attend the UCLA versus Stanford women's basketball game during their stay.

Filming on campus

This year ASUCLA's Kerckhoff Hall was transformed into a venue for the film "Oppenheimer." Directed by award-winning Christopher Nolan, the feature film revolves around American scientist J. Robert Oppenheimer and his creation of the historic nuclear weapon: the atomic bomb.

Scenes of the movie were shot in different ASUCLA locations between Feb. 17-24, converting parts of Kerckhoff Hall into the laboratory that housed the invention of the atomic bomb and other recreations of the scientist's life. The movie is scheduled to premiere in 2023.



STUDENT PROGRAMMING FY UPDATES



Third annual Dashew and ASUCLA Superbowl Watch Party

What ended in a home win celebration for the city of Los Angeles, the Dashew Center for International Students and Scholars held its third annual watch party to screen the Super Bowl LVII in partnership with ASUCLA.

"This event is a great way for the international community at UCLA to come together by watching the biggest football game of the year," said Patricia Solomon, director of ASUCLA Student Union Services.

Over 300 students attended the community screening in Ackerman Grand Ballroom to celebrate the home win of the Vince Lombardi Trophy.



Summer in the Union held virtually

ASUCLA hosted 12 Summer in the Union orientations for incoming UCLA students in a completely virtual format. Although different from years past, this didn't stop ASUCLA efforts to provide lively programming for the new students, including an interactive website page for students to navigate through a virtual tour of the UCLA campus alongside helpful information, virtual club fair with participation from over 170 student organizations and virtual night games including bingo, trivia and escape Zooms with many prizes for participants.

Movie Nights

Movie nights returned for students to enjoy screenings on the Wescom Student Terrace in collaboration with the Undergraduate Student Association Council and Wescom Credit Union. These relaxed evenings were hosted during the fall, winter and spring quarters and saw an impressive turnout of about 120 students at each movie showing.

Pouria Abbasi and Patricia Solomon celebrate the newest winners of the Art in the Union contest with artist Jennie Pham.



Art in the Union returns in-person

Following a virtually held event last year, Art in the Union made its comeback to the UCLA campus. Whether it was painting, sculpting, working with oils and textures or graphic illustration, ASUCLA received 74 works of art for consideration in the 2022 competition.

This year's winners included Jennie Pham, first-year computational biology student for her artwork "The Afterglow;" Jaden Ji, second-year microbiology, immunology and molecular genetics student with her piece "Introspection;" and Hannah Pon, second-year neuroscience student with her submission "Looking Outside the Box."

The winners were announced Wednesday, May 11 at a reception held in the Kerckhoff Hall Art Gallery. For their winnings, the students received a \$600 cash prize and they will now have their creations hung in the Student Union for all to enjoy.

"We pride ourselves in showcasing student-made art throughout our Student Union," Patricia Solomon, director of ASUCLA Student Union Services, said. "The next time you're walking through Ackerman Union or Kerckhoff Hall, take a moment to stop and appreciate the unique student-made art that adds to the Bruin experience."

Art in the Union aims to unearth and showcase the imaginations and diverse backgrounds UCLA students possess for all to appreciate. In its history, ASUCLA has commissioned up to five original works by UCLA students annually since 1972, selecting winners from as many as 150 applicants.

Wellness Wednesday

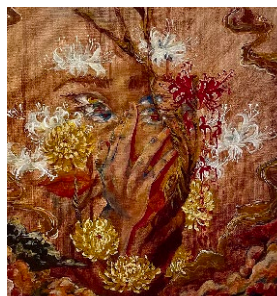

Shedding light on students' health and wellbeing, ASUCLA dedicated a weekly event to give Bruins a break from their studies. Wellness Wednesday weekly programming offered students coffee, snacks and supplies to decompress and focus their efforts on something other than school work. From a free paint n' sip where one could enjoy a cup of coffee while designing their own succulent pot or weaving bracelets with friends, the wellness-focused programming saw a turnout of about 30-40 students a week who were using the event to recharge.



"The next time you're walking through Ackerman Union or Kerckhoff Hall, take a moment to stop and appreciate the unique student-made art that adds to the Bruin experience."
 —Patricia Solomon,
 director of ASUCLA Student Union Services



The winning Art in the Union entries were "The Afterglow" (top left) by Jennie Pham; "Looking Outside the Box" (top right) by Hannah Pon; and "Introspection" (bottom right) by Jaden Ji.

74 entries were submitted to ASUCLA's Art in the Union contest—a historic record! Three selected winners received \$600 and their art was added to the ASUCLA Student Union collection.

EVENT SERVICES FY UPDATES

Event planning blooms with the spring

Kicking off the year of 2022, Event Services began planning in January for virtual events for the Bruin community to partake in. And as the flowers begin blooming in the springtime, so did event planning! University officials made the decision to transition back to in-person instruction and operations mid-winter quarter, snowballing into an explosion of planning activity in the spring quarter for the events team.

COVID-19 testing

Event Services was cognizant in the role it played on campus during the university's time of need and partnered with the ASHE Center, transforming Ackerman Grand Ballroom into a COVID-19 testing center in September 2021.

Commencement ceremonies make a return

FY 2021-2022 welcomed back in-person graduation ceremonies for friends, families and fellow Bruins to celebrate the academic accomplishments of all UCLA students. The excitement to once again have graduates walk across the stage in their robes, diploma in hand, was at an all-time high this year as Event Services worked feverishly in the spring to accommodate for 13 total ceremonies in ASUCLA spaces — five up from the last in-person ceremony held in 2019. And for the first time in a decade, Kerckhoff Hall patio was formally activated for three commencement ceremonies this year.

"It brings me joy to see our venues filled with graduates and their proud families again," Marisa Osborne, ASUCLA Events Division manager, said. "Earning a degree is a major accomplishment and we feel honored to play a part in our students' big day by planning graduation celebrations that are filled with moments to treasure for the rest of their lives."



UCLA COMMENCEMENT FY 2021-2022

13
graduation ceremonies

43
catering events
were hosted by ASUCLA
celebrating the academic
accomplishment of the
classes of
2020, 2021 & 2022

1,200
graduates & guests
were hosted on the
Kerckhoff Hall Patio

.....

EVENT SERVICES NUMBERS FY 2021-2022

5,330
events booked
(virtual and in-person)

241,249
people attended events
in student union spaces

\$935,911
event services annual revenue



Commencement photos credit: UCLA Luskin School of Public Affairs

“The ASUCLA Facilities team looks forward to creating spaces that make all who enter feel welcomed, supported and safe.”

— Leilani Donato, director of Facilities



Facilities

Working behind the scenes on just about every event, taking charge of building renovations, repairs and upgrades, and most recently, getting ASUCLA spaces ready for students to return this fiscal year, is the hard work of ASUCLA’s valued Facilities team. From the establishment of the Black Bruins Resource Center in the heart of Kerckhoff Hall, enhancing the Wescom Student Terrace’s look and feel for the Bruin community to enjoy, to ensuring Judy Baca’s mural “La Memoria de la Tierra: UCLA” is securely fastened to Ackerman Union for generations to come — Facilities is a key piece of the puzzle that is ASUCLA.

“The first impression on students when they walk on to a campus are the facilities,” Leilani Donato, director of Facilities, said. “ASUCLA facilities are vital in the experience of students and should provide them a sense of belonging. The design and functionality of the facilities ought to offer students opportunities for their whole wellness and growth academically, professionally, emotionally, socially and physically. The ASUCLA Facilities team looks forward to creating spaces that make all who enter feel welcomed, supported and safe.”



FY UPDATES

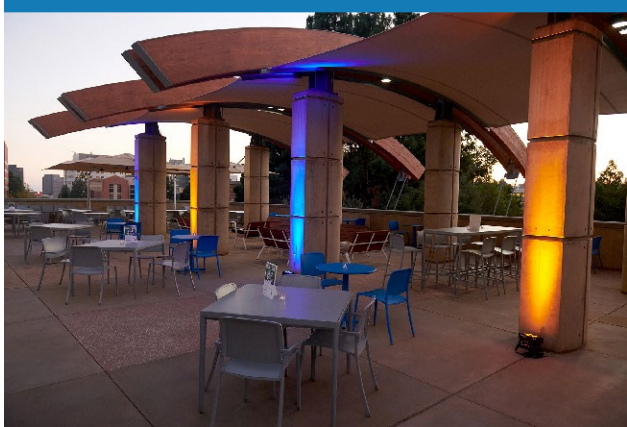
Starship Delivery Robots call North Campus home

Keeping the Starship Technologies delivery robots rolling, Facilities renovated the North Campus Student Center Dining Room into a dedicated delivery hub in August 2021. This space now serves as not just the Starship Technologies robots’ central location, but also a service center to ensure all bots function smoothly and efficiently.

Black Bruins Resource Center housed in Kerckhoff Hall

Officially opening the center’s doors in September 2021, ASUCLA spearheaded the initiative to establish a Black Bruin Resource Center (BBRC) in the heart of UCLA’s campus in partnership with UCLA Student Affairs. Facilities completed the build-out of the center in September and the BBRC now stands as a space to create programs and provide services to support the Black community in recruitment, retention, networking and community building.

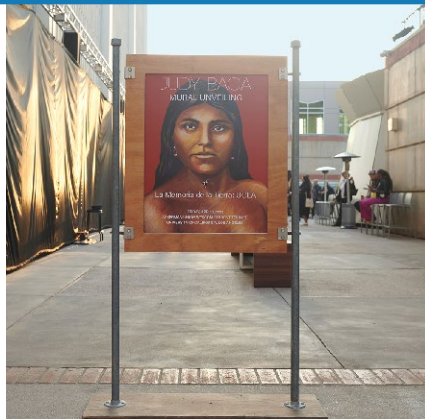




Wescom Student Terraces flashes new look

Further enhancements to the Wescom Student Terrace at Ackerman Student Union were completed in August 2021, adding new planters, additional lighting and patio umbrellas to provide the campus community with an additional venue for events and programs. To take in and appreciate the renovations to the Wescom Student Terrace, over 150 guests attended the space's ribbon cutting celebration on Oct. 14, 2021.

The expected completion is slated for the end of the fall quarter 2022.



Sustainability efforts

Staying committed to cut back on its environmental impact, Facilities took the initiative to further encourage the UCLA community to use less plastic by installing hydration stations in Ackerman Student Union in December 2021.

With six spread across Kerckhoff Hall, Ackerman Student Union and a seventh in the North Campus Student Center, each hydration station replaces 25-30 plastic water bottles a day. At this rate, one station has the potential to save 10,950 water bottles annually — and over seven stations, ASUCLA is proud to be saving an estimated 76,650 plastic bottles from entering landfills annually.

Custodial Master Plan implementation remains ongoing

The implementation of the Custodial Master Plan is intended to provide resources and training for ASUCLA's custodial staff. With the first draft of the plan completed this year, this framework is integral in providing a safe and healthy facility for all who enter ASUCLA buildings.



“La Memoria de la Tierra: UCLA” installation

Although “La Memoria de la Tierra: UCLA” was a beautifully crafted piece by muralist Judy Baca and her team at the Social Public Art Resource Center (SPARC), it was the effort of the Facilities crew that ensured the mural's installation on the exterior, north-facing wall of Ackerman Student Union went smoothly, and all panels were fixed securely in place for generations to enjoy.

FACILITIES NUMBERS FY 2021-2022

2,766
work requests

15
capital projects

FY UPDATES

Joe n' Go

A convenient grab-n-go coffee station opened for service inside the UCLA Store in September 2021, appropriately named Joe n' Go. This central caffeine location offers convenient pick-up options for value-priced coffee and tea. The space is located between U See LA Optometry and the UCLA Store Market and features cafe-style tables and chairs for customers to sit back and sip up.

Staying true to ASUCLA's commitment to implementing eco-conscious practice where possible, Joe n' Go utilizes cups and accessories made from sustainable materials and discounts are offered to customers who bring in reusable cups.

CalFresh/SNAP benefits

After tireless work went into gaining state approval, the UCLA Store Market launched its final step to begin accepting CalFresh benefits, federally known as Supplemental Nutrition Assistance Program (SNAP). This vital implementation is one step forward to tackling food insecurity issues among students on campus by allowing those who benefit from CalFresh assistance to redeem their EBT cards in the UCLA Store for much needed groceries.

This effort would not have been made possible without the collaboration between ASUCLA, UCLA Community Programs Office and the Basic Needs Committee.

"Many people were involved in the effort to bring this initiative to campus and ensure it went live smoothly," José Quiroz, UCLA Store Market Division manager, said. "We're excited to offer this service at the UCLA Store for students who use CalFresh benefits."



UCLA Store

Over the 2021-2022 FY, the UCLA Store continued to innovate within, focusing on how to better serve its Bruin community — both pre-and post-return of on-campus operations.

Newly implemented to better serve the returning Bruin community, FY 2021-2022 saw the establishment of a grab-n-go coffee service for Bruins, appropriately named Joe n' Go, to sip on a wake-me-up on their way to class, the UCLA x Jordan launch sporting T-shirt giveaways to engage fan excitement and the first step taken to tackle food insecurity among UCLA students with the final implementation step of CalFresh benefit acceptance at UCLA Store Market.

And all the while these upgrades were underway, the Store never ceased to provide the necessary textbooks, technology and academic supplies needed for students and professors to continue on with academics — regardless of the format.

"Many people were involved in the effort to bring this initiative (CalFresh) to campus and ensure it went live smoothly."

— José Quiroz, UCLA Store Market Division Manager

Bruin Learn

Partnering with multiple UCLA departments, ASUCLA served as an active participant on the advisory committee that oversaw the major installation of the new student academic portal, Bruin Learn. This effort began in fall 2021 and transitioned online teaching and course content used by students and professors from the Common Collaboration and Learning Environment (CCLE) platform to Bruin Learn — an academic platform provided by Canvas, a learning management system.

This new campus-wide platform provides a clean and consistent feel for most academic courses while also providing convenient links to the UCLA Store for the procurement of academic materials. Moving forward to innovate the project, collaboration with the UCLA Library is underway to distribute digital course reserves.

UCLA x Jordan launch

Engaging UCLA and Nike Jordan fans alike, the UCLA Store and Nike Jordan team launched a very successful, day-long T-shirt giveaway promotion alongside a Jordan footwear sale on Nov. 17, 2021.

Bruin fans customized UCLA x Jordan T-shirts with a selection of UCLA embroidered logos in the Store, located in Ackerman Student Union. The excitement then made its way to Pauley Pavilion as the Team Shop was retrofitted to display the sleek styles of Jordan shoes. With each pair of shoes purchased, a customer received a set of customized shoelaces and a key fob.

And to further sweeten the promotion, all who entered the Store received a gift bag with a T-shirt and assorted UCLA x Jordan swag; altogether, 2,500 gift bags were distributed.



T-shirt contest

Lo and behold: the T-shirt contest made its return! After switching to the appropriate concept of face masks in Fiscal Year 2020-2021, the design contest returned this year to feature a UCLA student's artistic talents on a T-shirt. This contest received an impressive 116 entries for consideration — the highest participation since the competition first began.

Many students took their time to carefully choose the winning 2022 T-Shirt design, accounting for 1,901 votes. This year's

winner was Mikayla Kwok, second-year biology student, for her unique illustration of Joe the Bruin, also incorporating ASUCLA's distinguished partner Starship Technologies' delivery robots into her design. Those looking to get their limited edition of Kwok's T-shirt can find their perfect fit at the UCLA Store.

Donations from the contest went on to benefit the Graduate Student Association in the amount of \$912 and the Undergraduate Student Association Council in the amount of \$1,851.



UCLA/Villanova Game

The highly anticipated basketball game between UCLA and Villanova on Nov. 12, 2021, was not only a sold-out event with 13,659 fans in attendance; on the UCLA Store side of things, the showdown had the highest grossing sale for any event the Store division had ever hosted in UCLA's Pauley Pavilion, reaching just under \$34,000.

Peter Poon welcomed as new UCLA Store Director

Joining the Association on July 18, Peter Poon was welcomed to ASUCLA, filling the role as the director of the UCLA Store. With over 20 years of in-store and retail experience, Poon will oversee retail operations at all UCLA Store locations, covering merchandising, academic support services and distribution, and he will be responsible for producing strategic business and financial plans for the store's retail operations.



"I am excited to serve as the new UCLA Store director," Poon said. "In this role, I plan on working with the ASUCLA team to promote student success, strengthen campus and vendor partnerships, and expand the Bruin brand to local and retail markets."

UCLA STORE NUMBERS FY 2021-2022

6 store locations
Ackerman Student Union

LuValle Commons
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 Beautique
Medical / Dental Kits
Graduation Etc.
Campus Portrait Studio

\$39+ MILLION
annual sales

3,000 average number
daily transactions
(all store locations)

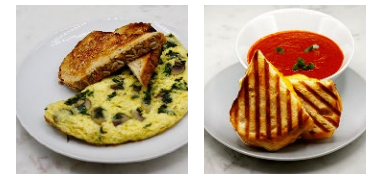
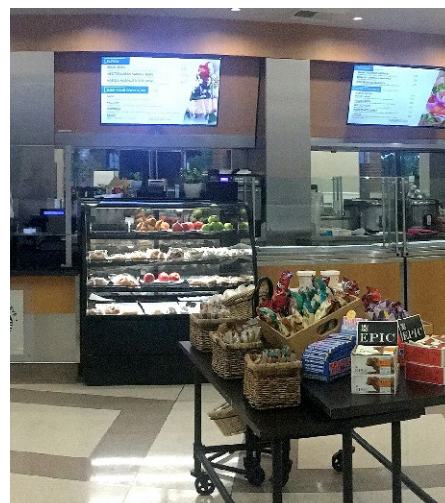
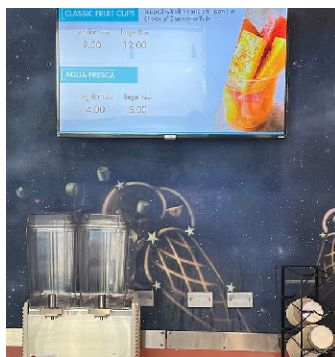
2,500+ average number
of customers per day
(all store locations)

442
students employed

Food Services

ASUCLA Food services was more than ready to begin fueling UCLA students on campus upon their return. But the rhythm never actually stopped within this vital department. Restaurants, Concessions and Catering served as vital support for UCLA's essential workers amid all COVID-19-related closures.

With dining rooms reopening at the beginning of 2022 and vaccination verification no longer being required for entry, customer traffic continues to grow at all campus eateries. Concession and catering operations are seeing a parallel, ramping up its operations as athletic and extracurricular events return, inviting Bruin fans to partake in live events again.



FY UPDATES

Restaurants reopen with new and improved operations

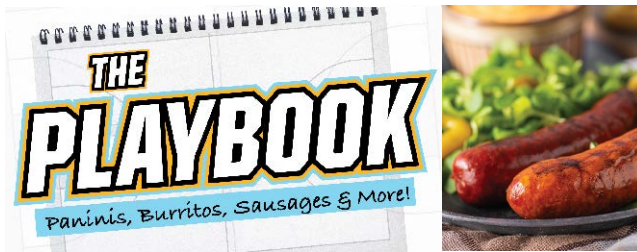
ASUCLA Restaurants officially reopened this fiscal year after an 18-month campus closure due to the COVID-19 pandemic. During the unforeseen break, Food services executed work on a comprehensive plan to improve all aspects of operations including hiring and training; customer service; policies and procedures; cleanliness; and overall performance upon reopening. Food services additionally launched new and updated menus for all eateries on campus and implemented fresh new recipes, photos and training materials. A few upgrades include:

- Kerckhoff Coffeehouse grilled cheese and tomato soup
- Cafe Synapse featuring an all-new menu
- Northern Lights fruit cart
- The new CORE (Convenient Options Ready to Eat) concept
- Anderson Cafe's new grab-and-go station
- North Campus Student Center soup and salad
- Kerckhoff Coffeehouse merchandise

The closure also provided the perfect opportunity to implement digital menu boards for nearly all restaurant locations; the menus now have a cleaner, organized look that makes it easier for customers to choose their next meal.

Starship Technologies carries delivery services

The valued partnership with Starship Technologies proved essential when an emphasis on contactless delivery was present. Now with the UCLA campus reopened for all students, staff, faculty and the Bruin community alike, the Starship Technologies robots continue to offer a safe and efficient food delivery option on campus.



Pauley Pavilion concessions implements operational improvements

Taking an internal look into operations at Pauley Pavilion, Concessions wasted no time enhancing food choices throughout Pauley Pavilion entirely. Some of the new additions are Fresh Brothers Pizza, Starbucks Coffee and The Playbook featuring burritos, paninis and specialty hot dogs. Partnering with Starship Technologies, fans can now submit their food orders from their phone for pick-up at select stands.

Emphasis on student employment

Food services prioritized centralized student hiring and training, replacing the previous hiring process by eatery location. As all student positions needed to be filled when the UCLA community returned to the physical campus, this initiative also allowed for uniform and consistent training on general operations, customer service and safe food handling.

As of April, over 650 applicants were referred for hire and 450 have been officially hired and trained — and these numbers continue to grow.

Sustainability is prioritized

In October 2021, ASUCLA Restaurants made adjustments to all operations, adhering to the UCLA Single-Use Plastic Policy (809) by converting all beverages in plastic bottles to alternate, sustainable options like glass or aluminum cans.

Food packaging was also changed, eliminating items made with bioplastic and replaced with compostable paper or fiber products (i.e. straws, cups, lids, clamshell containers, utensils, etc.).

Collaboration with UCLA Dining is enhanced

Collaboration with UCLA Dining now permits students to use their meal plan vouchers at all ASUCLA Restaurants. Students who reside in the residence halls can exchange a meal swipe for a voucher of \$9 retail value to be used at ASUCLA Restaurants.

Epicuria at Ackerman opened on July 6 with a full bistro menu of pizzas, salads, gourmet pastas and more. Beer and wine service was added a few weeks after opening in addition to soft drinks and bottled beverages. As this location is operated by UCLA Dining, they will be taking meal plan swipes as well as credit card and bruin card transactions.



Coffee subscription launched at Anderson Cafe

The new subscription service launched in January at Anderson Café, located in the Anderson School of Management, offered coffee lovers the best bang for their buck as Bruins received 49% off their daily coffee based on plan choice.

There are three options for the Anderson Café Coffee Subscription, which are valid for 100 days after an initial subscription purchase and are redeemable for 30 drinks. The plans do not limit the number of drinks one can redeem per day.

“ASUCLA Restaurants is excited to bring this concept to fruition as it was one of several Anderson Strategy Group suggestions,” ASUCLA Restaurants Operations Manager Laura Ortiz said. “It’s a way to bring another service to the campus, enhance guest engagement and show our customer appreciation to the Bruin community.”

FOOD SERVICES NUMBERS FY 2021-2022

\$16,096,000

ASUCLA restaurants annual sales
including third-parties

1,775,025

approximate number of
customers served

9,000-12,000

approximate transactions
per day

17

restaurant locations including
8 third-party operations

\$1,265,000

ASUCLA Catering annual sales

300,000

meal plan vouchers
redeemed

“We are thrilled that our ASUCLA Catering department was chosen for the Bengals’ celebration after the Super Bowl and we wanted to showcase some of Los Angeles’ iconic cuisines.”

—Cindy Bolton, director of ASUCLA Restaurants.



3,623
meals provided
for the CPO Basic
Needs program

CATERING FY UPDATES

Cincinnati Bengals Super Bowl celebration catered by ASUCLA at Pauley Pavilion

Showcasing its Southern California roots, ASUCLA Catering served a variety of local dishes at the Cincinnati Bengals’ post Super Bowl celebration held at UCLA’s Pauley Pavilion.

“It was something we were excited to be a part of and be there for the process from beginning to end,” said Raidis Maypa, ASUCLA Special Events manager. “Our goal was to feature Southern California cuisine and all of its diversity.”

Under the theme “California Dreaming,” ASUCLA Catering developed a menu showcasing the melting pot that is Los Angeles, with food items such as Kogi Korean BBQ tacos, food trucks serving hamburgers and carne asada fries, dim sum, grilled cheese, L.A. Danger Dogs, breakfast sandwiches and cold appetizers.

“We are thrilled that our ASUCLA Catering department was chosen for the Bengals’ celebration after the Super Bowl and we wanted to showcase some of Los Angeles’ iconic cuisines,” said Cindy Bolton, director of ASUCLA Restaurants.



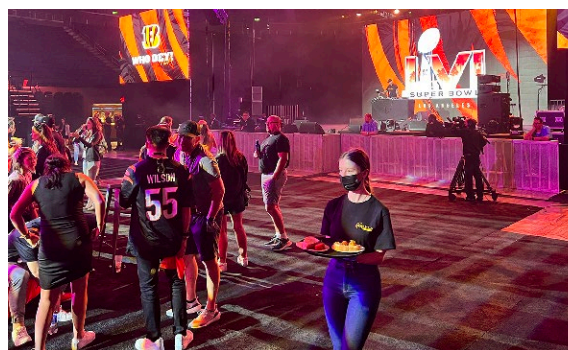
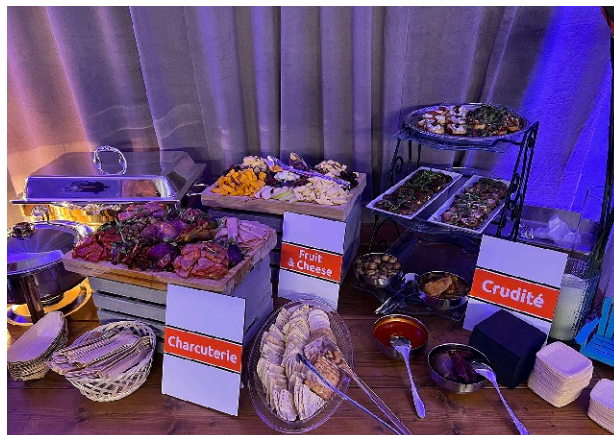
Basic Needs CPO grant supplies meals

With grant funding from the UCLA Community Programs Office, Basic Needs Program, the initiative to provide food insecure students with ASUCLA catered meals continued into this fiscal year. A second grant was awarded to ASUCLA Food Services through TGIF for an additional \$75,000 to ensure the program continued for the time being.

CONCESSIONS FY UPDATES

UCLA versus USC game concessions

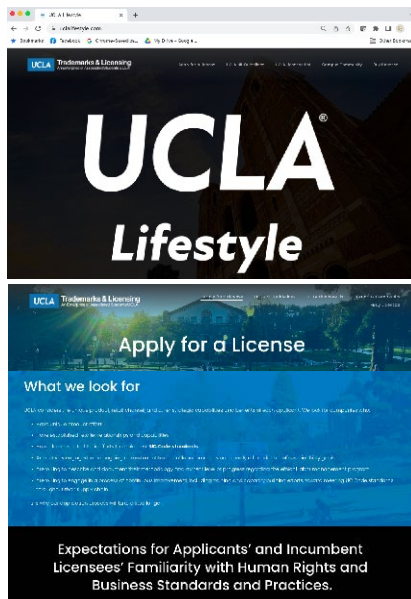
The highly anticipated UCLA versus USC basketball game on March 5 was one of the highest attended games since Pauley Pavilion was remodeled in 2012. With a whopping recorded attendance of 13,659, concession sales at the game were nearly \$70,000. Welcome back, sporting events!



Trademarks & Licensing

As students once again fill the physical spaces on campus, it's inspiring to see the Bruin spirit remains — including in the shape of T-shirts, hats, hoodies and accessories brought to market by UCLA Trademarks and Licensing (TM&L).

“The past two years reaffirm for me what I’ve always known to be true — students are the UCLA brand,” Cindy Holmes, TM&L director said. “My team and I are trusted to protect and promote the UCLA name and trademarks as applied in various tangible mediums, such as fashion items. However, we are conscious that the four letters are just that, letters. It is the unique spirit, consciousness, inspiration and promise of each UCLA student that, collectively, inspires and attracts audiences from around the world to live the UCLA dream. You’re the UCLA brand. And you’re what pushes myself and my team to manage the program with more thought than just sticking logos on T-shirts. Welcome to all new and returning UCLA students; we’re thrilled to be around the energy and optimism you’ve brought back to campus!”



FY UPDATES

Sustainability remains at the core of protecting the UCLA brand

Stewarding the UCLA licensing and brand extension program for arguably the most well-known collegiate brand in the world brings a responsibility to ensure the brand values are protected and preserved, and that in turn, guides every decision. Building off last year, TM&L identified UCLA licensees that have earned EcoVadis-rated sustainability scores, which can be found at uclalifestyle.com.

This year's efforts continued to expand UCLA licensees' knowledge and tracing of supply chains further towards raw materials and disclosing the information to the public. This information is foundational if credible progress is made to meet university sustainability goals, including those pertaining to human rights and the environment.

Likewise, efforts to identify licensee support for equity, diversity, inclusion and justice in business operations included the use of the EcoVadis KPI tool alongside self-reported data. Additionally, collaboration with UCLA Procurement in using the Supplier i.o. platform to identify a diverse licensee population remains a priority to support the success of UCLA's Small Business First Program.

Moving forward from pandemic impacts

Throughout the year, supply chain disruptions worldwide continued to be felt by U.S. licensees and international licensees alike. Everything from raw material shortages, factory closures due to coronavirus outbreaks, lack of staffing, lack of shipping container availability to lack of open port space continued to cause delays. TM&L worked with licensees challenged by cash-flow issues stemming from retailer order cancellations — a dynamic that soon tied up cash throughout the fashion and other industries, creating excess product inventories at factories and in some cases, nonpayment to factories for goods already in production, thus leaving them with raw materials but no cash to pay their workers. The latter received full attention as TM&L worked with licensees, NGOs, and other advocacy groups on mitigation efforts.



UCLA joins the NFT game

The Bruins now have a paw in the water with UCLA's first licensed NFT. As TM&L continues to research this new territory, UCLA licensee RECUR dropped an initial collegiate basketball NFT collection during March 2022 that featured a number of prominent UCLA alumni basketball players. During the first week of the Jrue Holiday release, NFTU Marketplace, where customers can buy, sell, and trade, recorded the highest resell price.

It is the unique spirit, consciousness, inspiration and promise of each UCLA student that, collectively, inspires and attracts audiences from around the world to live the UCLA dream.

—Cindy Holmes, TM&L director

TM&L welcomed student-led research and academic program support

Liz Kennedy, director of ethical labor and sustainability at TM&L, once again participated as a stakeholder in a UCLA student-led academic research project through Sustainability Action Research (SAR). This year's SAR stakeholder project topic was NFTs and sustainability; the SAR NFT team researched the current state of requirements for NFTs including the question of whether a more sustainable NFT offering is possible and, if so, what is required to achieve that objective. Findings, conclusions and recommendations were presented in June.

New gear made available to the Bruin community

Did you know that the UCLA TM&L program was the first formal collegiate licensing program in the nation when it launched in 1973? And while TM&L never wants to mess with a good thing, the division is always working to bring Bruin fans something new and fresh. Sometimes this includes putting a UCLA twist on a classic style, creating something cutting-edge or taking a page from UCLA history and applying a modern lens.

Homefield Apparel — one of the most recent collaborations — is a direct-to-consumer apparel company with a subscription component and large social media presence. Excitingly, discussions are already underway for another launch in early 2023.

Converse.com launched a customizable UCLA x Converse collection featuring the famous Chuck Taylor All-Stars with options to choose body color, tongue color, lace color, UCLA logos, and more.

Worldwide audiences sport the Bruin flare

Despite the challenges presented by the COVID-19 pandemic, TM&L supported UCLA international licensees by launching a number of new programs expanding the reach in over 80 countries, generating the highest sales volume in the 50-year history of the program.

Among the highlights in the UCLA collection developed and released worldwide by H&M, the UCLA brand received prime placement in September 2021 in the company's New York City Fifth Avenue storefront showcase window. TM&L additionally

welcomed Australia's international retail brand Cotton-On; fashion retailers in South Korea for an edgy streetwear brand; and Zara with the announcement of a UCLA capsule worldwide collection drop.

And at the end of this fiscal year, the announcement was made that a UCLA x Market x Highsnobiety collaboration dropped, featuring a mashup of the Market's signature streetwear sporting a vintage UCLA look, with Highsnobiety providing the pictorial and editorial coverage.

The UCLA x Market x Highsnobiety collaboration features a mashup of Market's signature streetwear sporting a vintage UCLA look, with Highsnobiety providing the pictorial and editorial coverage.



UCLA student-athletes are back in the driver's seat of Name Image and Likeness

Changes to the NCAA policy now provide current student-athletes to capitalize on their NIL while maintaining student-athlete status. While the full realization of this opportunity remains a work in progress, several UCLA student-athletes pursued co-branded product collaborations with UCLA licensees this year, including UCLA Men's Basketball team members Johnny Juzang, Jaime Jaquez Jr. and UCLA Softball player Maya Brady.



Johnny Juzang NIL merchandise

Thank you to UCLA veteran families and Operation Hat-Trick

UCLA TM&L worked with OHT (an organization that generates awareness and donations for the recovery of wounded service members and veterans through Operation Hat Trick branded merchandise sales) and select UCLA licensees to enhance commitment this year from retailers for the UCLA x OHT product collection, which launched in November 2021 at Fanatics, Kohl's, LIDS, Macy's and the UCLA Store.

The OHT Board of Directors came to a decision to grant the UCLA VRC \$15,000 to initiate a pilot program for cooking workshops for student veterans and for the expansion of the VCR's arts program for student veterans.



Operation Hat-Trick Collection

INTERNATIONAL TERRITORY COVERAGE



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

**UCLA LICENSED PRODUCTS NUMBERS
FY 2021-2022**



87 countries sell UCLA product.
This year, UCLA global retail programs generated the highest sales volume in UCLA Trademark and Licensing's 50-year history.

135 companies worldwide hold a UCLA brand consumer products license

4,000+ retail accounts

44 countries source and manufacture UCLA products

2,000+ supplier factories

800,000+ factory workers

400+ trademark registrations

80+ jurisdictions worldwide

10,000+ annual artwork submissions

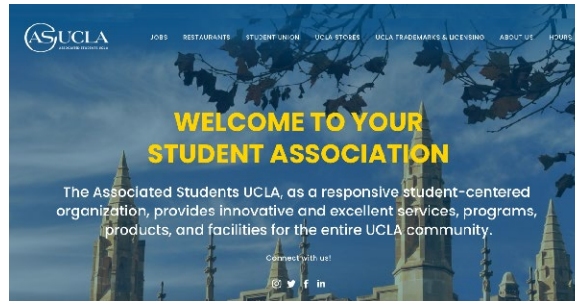
10,000+ annual infringing product takedowns

Marketing

Ensuring all events, product launches, celebrations, sales and more within the Association are promoted to the fullest extent possible, the Marketing department serves as the face and voice of ASUCLA across the board.

Communication remained a top priority for Marketing to keep Bruins engaged with ASUCLA throughout the ever-changing landscape during the 2021-2022 year. And fostering a sense of community with students online was as challenging as it sounds. But as life slowly returned to campus, Marketing's enthusiasm stood unwavering as the department had all hands on deck to welcome former students back to their home and introduce the new Bruins to all that is ASUCLA.

"Despite all of the challenges that we faced this year, I'm proud of how our team remained engaged and developed new ways to connect with the UCLA community," Ari Baron, ASUCLA Marketing director, said. "By utilizing the latest technology available to us, we were able to deliver our message in a variety of new ways that helped divisions accomplish their sales and objectives. Additionally, we are very proud of our efforts to create unique, holistic campaigns leveraging multi-channel strategies that generated the highest partnership impact."



Homepage of the new ASUCLA website.

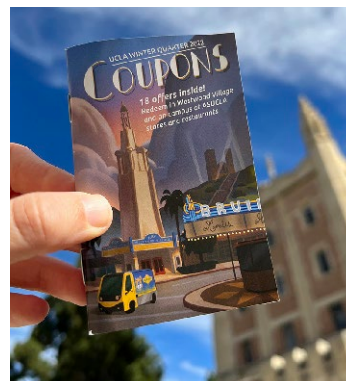
FY UPDATES

Marketing launches new and improved ASUCLA website

After undergoing a technical facelift for some time, ASUCLA's new, redeveloped website officially went live in early March, offering online visitors the same essential resources that are vital to ASUCLA members and clients.

Using statistics of the page's traffic over the past few years, modifications were developed to revamp the information on the website and make it easier for both desktop and mobile users alike to navigate through the different webpages.

"We've reorganized top-level navigation for visitors to easily find the information they're looking for," said Ari Baron, director of ASUCLA Marketing. "We wanted to make sure we developed a site that not only looks and feels different, but is user friendly and accessible no matter the device."



Winter Coupon Books

A collaboration between UCLA Strategic Communications and ASUCLA Marketing, pocket-sized coupon booklets featured 18 different offers for students as a welcome-back-to-campus treat for the official return of in-person academics.

"This time around we've included offers from partnering businesses in Westwood Village as well as discounts on popular campus items including coffee, pizza and UCLA gear," Donnelle Borgeson, former marketing manager, said.

Five-thousand booklets were distributed the first week of the winter quarter and students did not hesitate to redeem their offers throughout March.

New Marketing automation platform Klavyio

Utilizing the advanced technology of Klavyio, the Marketing department was able to grow its ecommerce revenue through email marketing based on customer behaviors. Utilizing all of the different assets the email marketing service has to offer, Marketing deployed Klavyio's segmentation tools to allow for personalized emails that increase conversion, grown email and SMS subscriber database lists with sign-up forms, created ecommerce flows that include welcome series, abandoned carts, back-in-stock, browse abandonment and post-purchases that drive both conversion and sales. This real-time granular segmentation for products purchased, website browsing behavior and order value derives from Klavyio's ability to immediately capture customer behavior and is highly beneficial to the Marketing department.

Student Engagement Survey launched

In an effort to gauge student knowledge of ASUCLA and address their valuable input, the Marketing department launched a Student Engagement Survey on behalf of the Association in April. Marketing gained valuable insights from the total 2,317 respondents. Key takeaways from the survey found 80% of UCLA students are familiar with ASUCLA, and also identified an opportunity to provide more information to the student population about all of the Association's services available. Out of ASUCLA's services, it was found that the most highly utilized include restaurants, coffee shops and study spaces.



80% of UCLA students surveyed were familiar with ASUCLA according to the Student Engagement Survey, which had 2,317 student respondents.

871

jobs completed in FY 2021-22

Services include:
graphic design & signage, social media,
ASUCLA website design, communications &
PR, photography & videography

Wescom Partnership

This fiscal year, ASUCLA Marketing Ventures was able to leverage digital assets and brand value to monetize digital placement and expand existing partnerships with Wescom Credit Union. With weekly activations that benefited students, faculty and staff, this partnership increased free event activations and fostered additional campus partner collaborations with CalFresh, UCLA Community Programs Office, UCLA Campus Events Commission, GSA, USAC, UCLA Bruins Resource Center, the Dashew Center for International Students and Scholars and many others.

Through this partnership, both parties mutually benefited as the Marketing department drove Wescom membership and benefits by increasing the visibility of the Wescom Tech Loan for students, staff, faculty and alumni with 0% financing for up to 36 months on computers and technology.



Wescom President and CEO Darren Williams, his wife Melissa Williams (above); Wescom Tech Loan is promoted through giveaways at ASUCLA event (left).

Social media

Run by creative UCLA students, the ASUCLA brand has grown exponentially in the past fiscal year. To quantify the impact Marketing's social media team is having, the @ASUCLA Instagram following increased by 44% since the beginning of the fiscal year to 17,492 followers.

Just an Instagram post alone encouraging students to follow @asucla for a free cup of Joe n' Go coffee brought in over 400 customers to the UCLA Store in April!

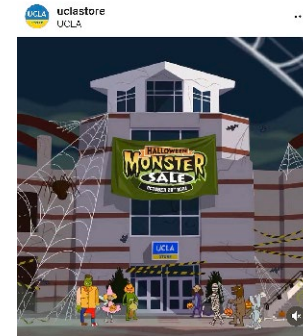
Further amplifying the Association's brand across all channels, the @ASUCLASStudentU Twitter account following increased by 40% to 2,451 followers by sharing trendy, relatable content UCLA students find humorous; and, separately, the UCLA Store Instagram (@uclastore) by 28% to 15,863 followers.

**SOCIAL MEDIA NUMBERS
END OF FY 2021-2022**

17,000+
@ASUCLA instagram followers
40% increase over LY

2,500+
@ASUCLASStudentU twitter followers
40% increase over LY

16,000+
@UCLA Store instagram followers
28% increase over LY



**UCLA STORE
MONSTER SALE**
28,396 ACCOUNTS REACHED
2,364 COMMENTS
117 SHARES



ASUCLA GIVEAWAY
12,514 ACCOUNTS REACHED
376 COMMENTS
301 SHARES



**UCLA BASKETBALL
JERSEY GIVEAWAY**
10,058 ACCOUNTS REACHED
11 COMMENTS
98 SHARES



UCLA FAMILY T-SHIRTS
17,993 ACCOUNTS REACHED
16 COMMENTS
78 SHARES



**UCLA COMPUTER STORE
IPAD AIR GIVEAWAY**
15,333 ACCOUNTS REACHED
1,021 COMMENTS
733 SHARES

Human Resources

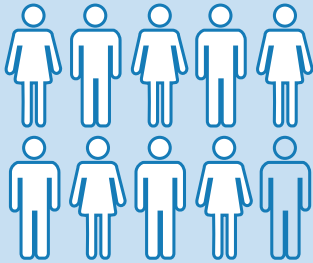
As ASUCLA prepared for students, staff and faculty to return to campus, Human Resources focused on new hiring strategies to ensure that hundreds of new student employees, many more than usual of whom would be on campus for the first time, could be onboarded as quickly and efficiently as possible. Through the month of September 2021 and beyond, the HR student staff managed much of this effort by hosting hourly orientation sessions and making themselves available to provide information and guidance to their new ASUCLA colleagues.

ASUCLA FOUR PILLARS OF ORGANIZATIONAL EXCELLENCE



FY UPDATES

STUDENT EMPLOYMENT FY 2021-2022



90%+ of ASUCLA employees are students

1,000
Approximate number of students hired

2,000+
Total number of students employed

Flexwork

Human Resources supported a smooth transition back to on-campus work, supporting 35 staff members with hybrid schedules. The return to in-person work was an ongoing process throughout the year and all ASUCLA staff are now committed to working in the office for at least two days per week.

Work study

ASUCLA allows the option for work-study recipients to continue their employment after a work-study grant has been used. Throughout the past three calendar years, the number of eligible student employees fluctuated upwards from 30 individuals in 2020, 16 in 2021 and 56 in 2022. This resulted in about \$37,000 in savings for the Association this year.

Training and development

To promote further professional development among its staff, ASUCLA fully subsidizes job-related training courses offered through UCLA Extension. Through these classes, staff can earn a professional certificate in a UCLA Extension Certificate program of choice if all required classes are completed.

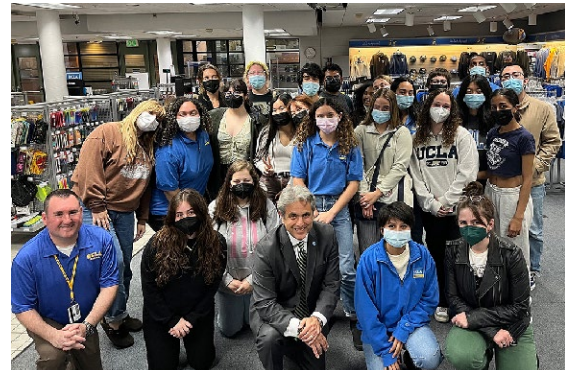
Employee Engagement Committee

The Employee Engagement Committee (EEC) is a group of volunteer career and student staff who work together on engagement initiatives that support ASUCLA's goal of being the employer of choice. Among its work, the EEC hosts the annual employee engagement survey campaign and develops new initiatives and activities based on the survey results and focus group findings.

This year, the Events and Wellness sub-committee planned and hosted several in-person events to ensure ASUCLA colleagues had plenty of opportunities to welcome each other back and reconnect through celebrations like the Employee of the Year awards, Friendsgiving, the first annual Giving Tuesday Blood Drive, the holiday party, Service Awards, Exceptional Student Awards and the Senior Send-off.



ASUCLA staff who could gather in-person again were welcomed back to the UCLA campus this year. Pouria Abbassi greeted staff members as they returned to campus, and the ASUCLA holiday party and summer picnic celebrations resumed.



Information Technology

Who better to connect with on nearly every ASUCLA project than the Information Technology department? The IT crew are an integral part of the Association, supporting everyday functions from the ceaseless help desk tickets, supporting hybrid models of work for Association members, to setting the groundwork and resolving each bug for the transition to NetSuite.

IT worked tirelessly to ensure members within ASUCLA were equipped with the tools needed when returning to campus, especially now in a time where a hybrid fashion is vital to the Association's success.

"Hybrid Collaboration is a post pandemic trend that companies are adopting to facilitate a hybrid work model, allowing employees to choose whether to work remotely or on site," said Mehdián, Kamran Mehdián, ASUCLA IT director. "Our IT departments play an essential role in providing the tools to facilitate communication and collaboration between on-site and remote employees."

FY UPDATES

ASUCLA switches systems over to NetSuite

Making the switch from legacy Ratex applications including Enterprise resource planning, Point of Sales (POS) and e-Commerce, ASUCLA officially migrated to NetSuite this fiscal year. Considering the variety of businesses within ASUCLA and extensive customization of the Ratex Software, this switch was a major accomplishment for the Association as the entire first phase conversion and data migration was executed and completed successfully.

Among the transition to NetSuite included the Sales Audit Interface to balance UCLA Store registers based on data from NetSuite ERP/NSOP; Interface to legacy general ledger application; Interface to transfer sales from UCLA Restaurants to NetSuite to streamline the process of balancing the POS registers across ASUCLA; and a development of an interface between Verba and NetSuite to allow transfer of data for course adoption and inclusive access.

IT supports even your daily coffee

IT was the core team player behind the scenes during the Anderson Coffee subscription launch. The IT team developed a quick application to track sales and redemption of the subscription through the use of any mobile device at any ASUCLA Restaurant.

Survey Kiosks transitioned to an online format

To encourage best sanitation practices during the pandemic, IT removed the physical customer survey kiosks and instead transitioned the survey to an online format to still allow an opportunity for feedback.

Collaboration with UCLA Athletics

While implementing NetSuite, ASUCLA developed a new automated process for obtaining payment approval from UCLA Athletics to directly send data to UCLA Accounts Payable through the new application, Transcepta.

Textbook website now showing a new look and feel

In support of the UCLA Store, IT updated the legacy interface to redirect all links from the UCLA course catalog to the new textbook website.

Collaboration with ASUCLA Food Services

IT transitioned the UCLA Restaurants POS to Clouds and redeveloped the interface to capture all sales data. Additionally, IT converted credit card processing from Verifone to Freedom Pay and installed a new credit card terminal with true point-to-point encryption for the division.

IT upgrades network infrastructure

Much needed improvements on network switches and the installation of the supported IOS and software on ASUCLA routers, firewalls and switches were tackled by the IT department this fiscal year.



Leo Kuo receives recognition as Employee of the Year from Kamran Mehdián, director of Information Technology.

INFORMATION TECHNOLOGY NUMBERS FY 2021-2022

3,684

help desk tickets resolved
3,742 total requests submitted

99.995%

network availability up time

Key Responsibilities

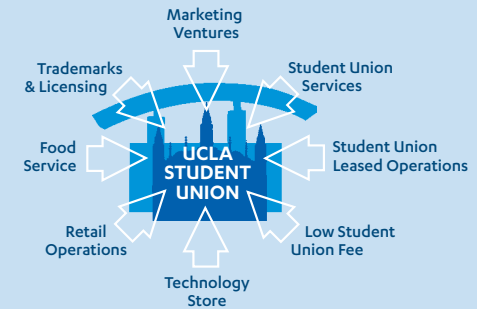
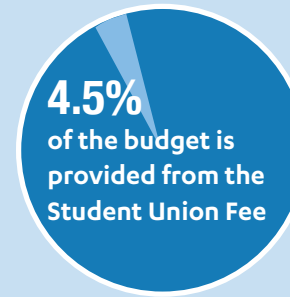
- system and network administration
 - data management
- data security and compliance
 - application support
- projects and technical service management
- networking and collaboration

Finance

The effect of the Coronavirus pandemic has been felt at all levels of ASUCLA. With new demands and shifting priorities throughout FY 2021-2022, the organization and team work of the Finance division required planning, partnering with others to implement effective procedures, organizing and controlling financial operations efficiently while simultaneously providing service quality to ASUCLA operations.

Finance continued to adapt to a partial virtual environment in support of the Association and in support of Bruins returning to campus. Some of the division's objectives throughout the year were to maximize employee performance in support of the first phase of the NetSuite system conversion, to meet financial obligations, manage the external audit of the four pillars of ASUCLA, research external outside funding opportunities and report on financial results.

The NetSuite system conversion of the POS system included many accounting operations such as Accounts Payable, Sales Audit, the Main Cashier's Office and Accounts Receivable. The efforts of the Association in reaching the first phase of the conversion are truly a notable achievement.



95.5% of the operating budget comes from revenue generated by ASUCLA Student-Run Enterprises

FY UPDATES

HEERF II funding protects ASUCLA's position

The ongoing global impacts of the pandemic on social interaction, travel, the economy and financial markets adversely affected ASUCLA's operations and financial condition. Finance placed increased emphasis on cash forecasting and management with a goal of obtaining outside funds. The Higher Education Emergency Relief Fund II (HEERF II) was authorized by the Coronavirus Response and Relief Supplemental Appropriations Act (CRRSAA, 2021) and was signed into law on Dec. 27, 2020. In total, the CRRSAA authorized \$81.88 billion in support for education in addition to the \$30.75 billion expeditiously provided through the Coronavirus Aid, Recovery and Economic Security (CARES) Act of 2020. To sustain and provide liquidity, ASUCLA directors from Finance, Business and Compliance, and Food Services divisions met with UCLA to request and provide support for HEERF II assistance. This outstanding collaboration resulted in funding of \$540,000, which was received by ASUCLA in late January and furthered the Association's goal of sustained partnership on campus and deepened the support of the student community.

Budget and Five-Year Plan

While balancing an external audit and working to obtain external fundings in support of liquidity, Finance also managed the budget and Five-Year Plan — a forecast that maps the near future for the entire organization and spans over a five-month process.

Beginning in January, the executive team defined assumptions and detailed worksheets that were prepared over subsequent months. Due to the state of pandemic, many virtual Zoom meetings for review took place and in May the forecast was presented to the Finance Committee and finalized with the seal of approval by the ASUCLA Board of Directors. Mirroring the year prior, Finance again marked a solid outcome and major undertaking as the Association completed the requirements in a fully remote environment and developed a comprehensive PowerPoint and budget book.

“ASUCLA Finance is delighted to welcome you all back. We are honored to continue providing service quality to the community and we look forward to working together on a successful journey.”

—Donna Baker, ASUCLA director of Finance

ASUCLA receives \$5.9 million from California budget

As a part of the state budget packet for FY 2022-23, ASUCLA received a \$5.9 million general fund allocation, intended to address priority capital maintenance projects that will improve building safety, bolster operation infrastructure and enhance accessibility for all.

“On behalf of Bruins past, present and future; campus visitors; faculty; and staff who utilize our facilities, we are grateful for the support ASUCLA has received,” said ASUCLA Executive Director and CEO Pouria Abbassi. “This allocation will allow ASUCLA to address long-needed improvements to landmark buildings on the UCLA campus.”

External Audit

For the second consecutive year, the external audit of all four pillars of ASUCLA — the Graduate Student Association, Undergraduate Student Association Council, student media and student-run enterprises — was conducted remotely. The collective teams of all four entities worked diligently to facilitate the process of the external audit and the outcome was shared with the Board of Directors in January, proving outstanding results. Accurate financial statements are critical for decisions and future planning and internal controls are an essential aspect of financial health, compliance in operations and risk assessment. KPMG expressed that this was one of its strongest client audits conducted for the second year in a row.

This success also marked another year for ASUCLA without proposed adjustments or management comments from the audit team. These excellent results for all ASUCLA entities are due to the Association’s strong internal controls, security of all assets and the collective achievements of all employees.

FINANCIAL PERFORMANCE HIGHLIGHTS FY 2021-2022

\$61,276,000

total gross income
(a 92% increase over the
prior year)

\$54,987,000

total operating expenses

\$1,016,000

development/grants raised
by services and enterprises for
all ASUCLA entities

\$1,219,000

total grants/donations
recognized in services and
enterprises net income

\$22,810,000

cash and cash equivalents

\$1,218,000

P&I payments

\$1,291,000

capital payments

\$8,146,000

gross income actual to
budget negative variance

\$4,103,000

contribution actual to
budget negative variance

\$158,000

allocated expenses actual to
budget positive variance

\$2,258,000

other income/(expense)
actual to budget positive variance

\$1,687,000

net income(loss)
actual to budget negative variance



STUDENT-RUN ENTERPRISES 2021-2022 ACCOMPLISHMENTS



1. Virtual Summer from the Union Orientation
2. Opening of Black Bruin Resource Center in Kerckhoff Hall
3. COVID-19 Testing in Ackerman Grand Ballroom
4. Student-Designed Mural for UCLA Store Fan Shop wall
5. Installation of UCLA wood cut-outs for Fall Welcome Week
6. Fall Coupon Book Partnership with Strategic Communication and Third Parties
7. Wescom Student Terrace Grand Opening
8. Stripe Payment Processing for Catering
9. Launch of Wedding Package Marketing and Photography for ASUCLA Events
10. Significant support of Campus Graduations with Catering, Marketing, and Events
11. Opening of Nike/Jumpman Shop in Ackerman Union and Pauley Pavilion
12. Completion of Netsuite POS conversion
13. Name Images Likeness (NIL) Implementation and Policy Development
14. Custom UCLA Converse Chuck Taylor All-Star by You
15. Employee Engagement Wellness Events
16. Employee Engagement Speaker Series
17. Student Union Wellness Wednesdays
18. Execution of Contract between ASUCLA and Helix
19. Hosting of Helix Town Hall
20. Pauley Pavilion Concession Upgrades
21. Launch of ASUCLA Restaurants Remote Ordering and Pickup
22. Completion of Student Fees Video
23. Hosting of 2021 Election Voting Center
24. Hiring of an ASUCLA Restaurants Central Hiring/Training Coordinator
25. Launch of Kerckhoff Coffeehouse Merchandise
26. UCLA Football Donor Catering Event
27. Reopening of Lu Valle Commons Store
28. Launch of Cotton On UCLA Merchandise Worldwide
29. Grant from the UCLA Foundation
30. Coro x UCLA ASUCLA Student Leaders Programs
31. Collaboration with UCLA Housing for ASUCLA to Accept Total Value Meal Swipes
32. Upgrades to Kerckhoff Hall Furniture
33. ASUCLA Catering Continued while UCLA Catering Shut-down
34. Opening of Joe-n-Go Coffee Service in the UCLA Store Market
35. Participation in the Westwood Block Party
36. Strong Focus on Student Employee Hiring
37. Implemented the New Single-Use Plastics Policy
38. Participation on the Committee to convert the University's LMS System to Canvas-Bruin Learn
39. Launch of Anderson Café Coffee Subscription
40. Held Bi-Weekly Virtual Game Nights During the Fall Quarter
41. Held Multiple Watch Parties
42. Installed a Large Window Graphic of Russell Westbrook for UCLA/Villanova
43. Adopted a Rafer Johnson Resolution
44. Student Board Member Participation in the Rafer Johnson Celebration of Life
45. Remodel of the ASUCLA Marketing Office
46. Operation Hat Trick Collaboration
47. New Licensees/Territories
48. Universal Meal Program – COP/Basic Needs
49. Winter Coupon Book Collaboration
50. New ASUCLA Restaurants Point of Sale
51. UCLA Student Affairs Leadership Academy Presentation
52. 16,000+ Instagram Followers
53. Installed Additional Water Refill Stations
54. Upgraded Features to the ASUCLA App
55. UCLA TM&L issues first NFT
56. Launch of ZARA x UCLA Worldwide
57. Approval of USDA CalFresh
58. Participation in the Graduate and Professional Student Welfare Committee
59. Student Union Director Workload Distribution
60. UCLA x Jordan Promotional Events
61. Excellent Financial Audit Report
62. Human Resources Level-Setting Meetings
63. Largest Royalty Year for TM&L
64. Implementation of New COVID-19 Guidelines
65. Letter from Student Affairs Regarding ASUCLA Services to the Campus
66. Kerckhoff Patio Solar Umbrellas
67. UCLA Store Video
68. New Medical Center Café, Scrub Jay (not opened)
69. Upgrade to ASUCLA Website
70. Repurposed the Untitled Café Space
71. Completed an ASUCLA Organizational Study
72. New Restaurant, Epicuria at Ackerman
73. New Kerckhoff Hall Patio Furniture
74. HEERF II Funding
75. New Reflection Space (not opened)
76. Support of UCLA Store acceptance of CalFresh
77. Major Motion Picture and Commercial Shoots
78. UCLA sponsored CalFresh Outreach
79. Unveiling of the Judy Baca Mural
80. June Primary Voting Center
81. Implicit Bias Training (BOD)
82. Art in the Union
83. Semel HCI Year-end Celebration
84. Employee Service Awards
85. 3rd Annual Senior Sendoff Celebration
86. Jamba by Blendid Robot (opened in FY 2022-23)
87. Hosted 13 Commencement Ceremonies & 43 related Catering Events
88. Remodel of the Student Union Operations Space
89. Anderson Strategy Group Marketing study
90. Flexwork Agreements
91. Deployed an all Student Survey
92. Employee Engagement Survey
93. Hired new UCLA Store Director
94. Extend ASUCLA in Westwood Exchange
95. Initiated Development of Student Fee/Dues Strategies
96. Recruitment of new Store Director
97. Advocacy for State Support of Capital Projects
98. Launch and Development of Inclusive Access

Welcome Back Bruins

ASSOCIATED STUDENTS UCLA 2021-2022 ANNUAL REPORT

ASUCLA ENTITIES



CAMPUS PARTNERS



UCLA Alumni

UCLA Arthur Ashe Student Health & Wellness Center

UCLA Audit & Advisory Services

UCLA Bruin Resource Center

UCLA Campus Human Resources

UCLA Capital Programs

UCLA Career Center

UCLA CCLE

UCLA Dashew Center for International Students and Scholars

UCLA Corporate Financial Services

UCLA Counseling and Psychological Services

UCLA Equity, Diversity and Inclusion

UCLA Events Office

UCLA External Affairs

UCLA Facilities Management

UCLA Graduate Student Resource Center

UCLA Housing

UCLA Institute of the Environment and Sustainability

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

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

ANDERSON SCHOOL OF MANAGEMENT
ANDERSON CAFE
 Made-to-order sandwiches and bowls,
 quick service breakfast items and pastries,
 grab & go items. Serving Starbucks 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
 Taco Bell, Carls Jr, Kikka Sushi & Noodles

TERRACE FOOD COURT • 1ST FLOOR
NEW FALL 2022 Epicuria @ Ackerman
 Mediterranean cuisine; wine & beer
 Panda Express, Veggie Grill,
 Wetzel's Pretzels, Rubio's,
 CORE: Convenient Options Ready
 to Eat, Lollicup Fresh boba coffee & teas,
 SweetSpot candy and ice cream treats
1ST FLOOR SERVICES
 Wescom Credit Union
A-LEVEL SERVICES Sponsored
 ATM, Post Office Express
 University Credit Union
 Ashe Center Pharmacy
 UCLA Blood & Platlet 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 • 1ST FLOOR
USAC OFFICES • 3RD & 4TH FLOORS
GSA OFFICES • 1ST & 3RD FLOORS
1ST FLOOR SERVICES Sponsored
NEW UCLA Black Resource Center
 UCLA Transfer & UCLA Veterans Center
 Bruin Online Technology Center
 Bruin Card Office
 UCLA Sole Office
 UCLA Events Office

GONDA RESEARCH CENTER
CAFE SYNAPSE
 Serving all-day breakfast, panini and fresh
 made salads, pastries, grab & go items,
 Peet's coffee



NORTH CAMPUS STUDENT CENTER
UCLA STORE • NORTH CAMPUS SHOP
 Market convenience items
NORTHERN LIGHTS COFFEE
 serving Public Domain coffee, paninis,
 sushi, and fruit street cart
NORTH CAMPUS FOOD COURT
 Poke bowls, grab & go sandwiches,
 rotisserie chicken and seafood entrees,
 pizza, made to order soup & salad

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
 Ramen, burgers, chicken wings,
 tacos & burritos, tossed to order salads
SERVICES Sponsored
RISE The Office of Campus and
 Student Resilience and CAPS

OSTIN MUSIC CENTER
MUSIC CAFE
 serving coffees, 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 rice bowls and ramen

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

UCLA STORE
ASUCLA RESTAURANTS
ASUCLA COFFEEHOUSES
STUDENT UNION SERVICES



ASUCLA
ASSOCIATED STUDENTS UCLA

📷 📘 @asucla