



BANDING TOGETHER



ASSOCIATED STUDENTS UCLA 2019–2020 ANNUAL REPORT



Mission Statement

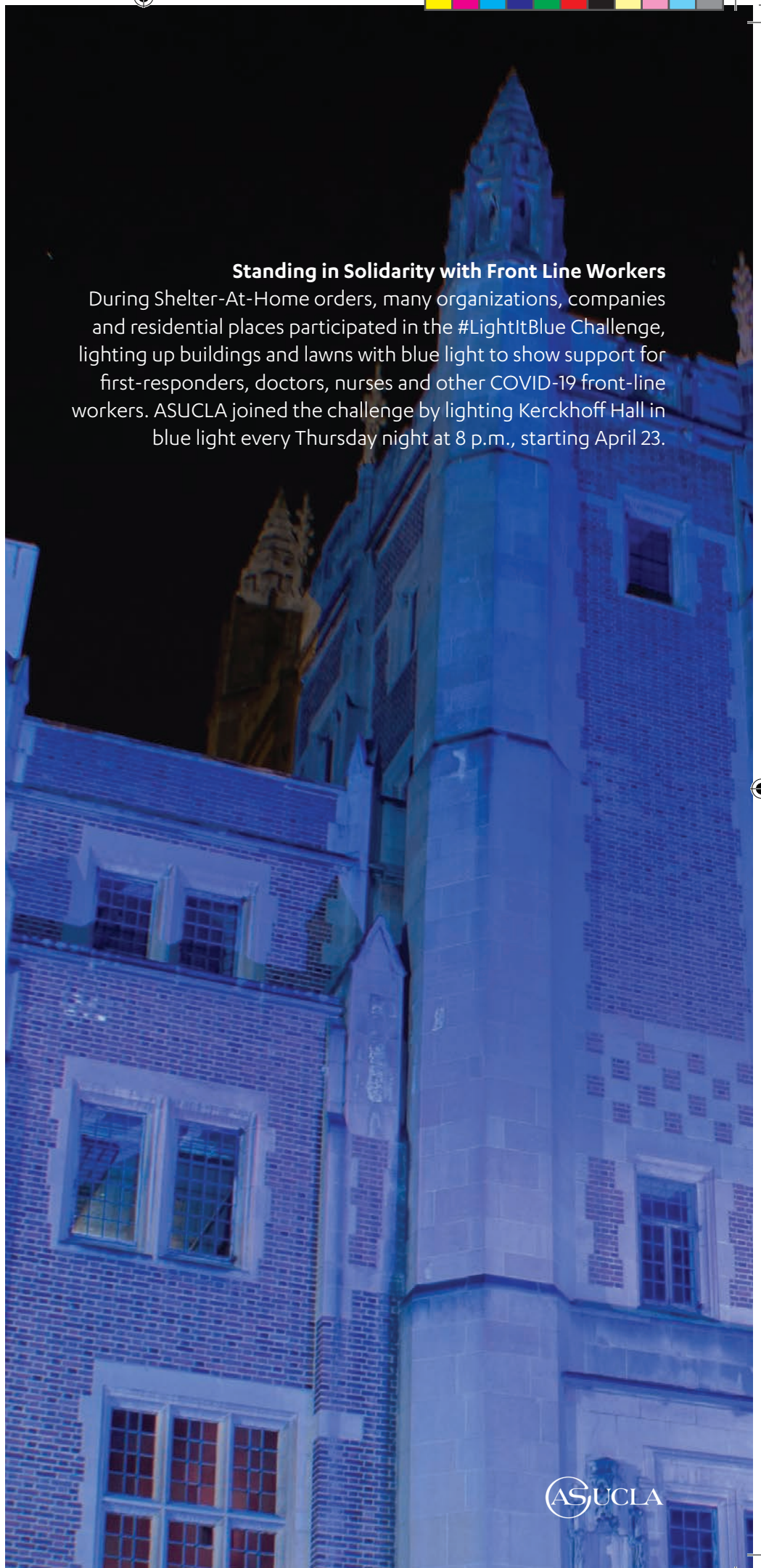
The Associated Students UCLA, as a responsive student-centered organization, provides innovative and excellent services, programs, products, and facilities for the entire UCLA community.

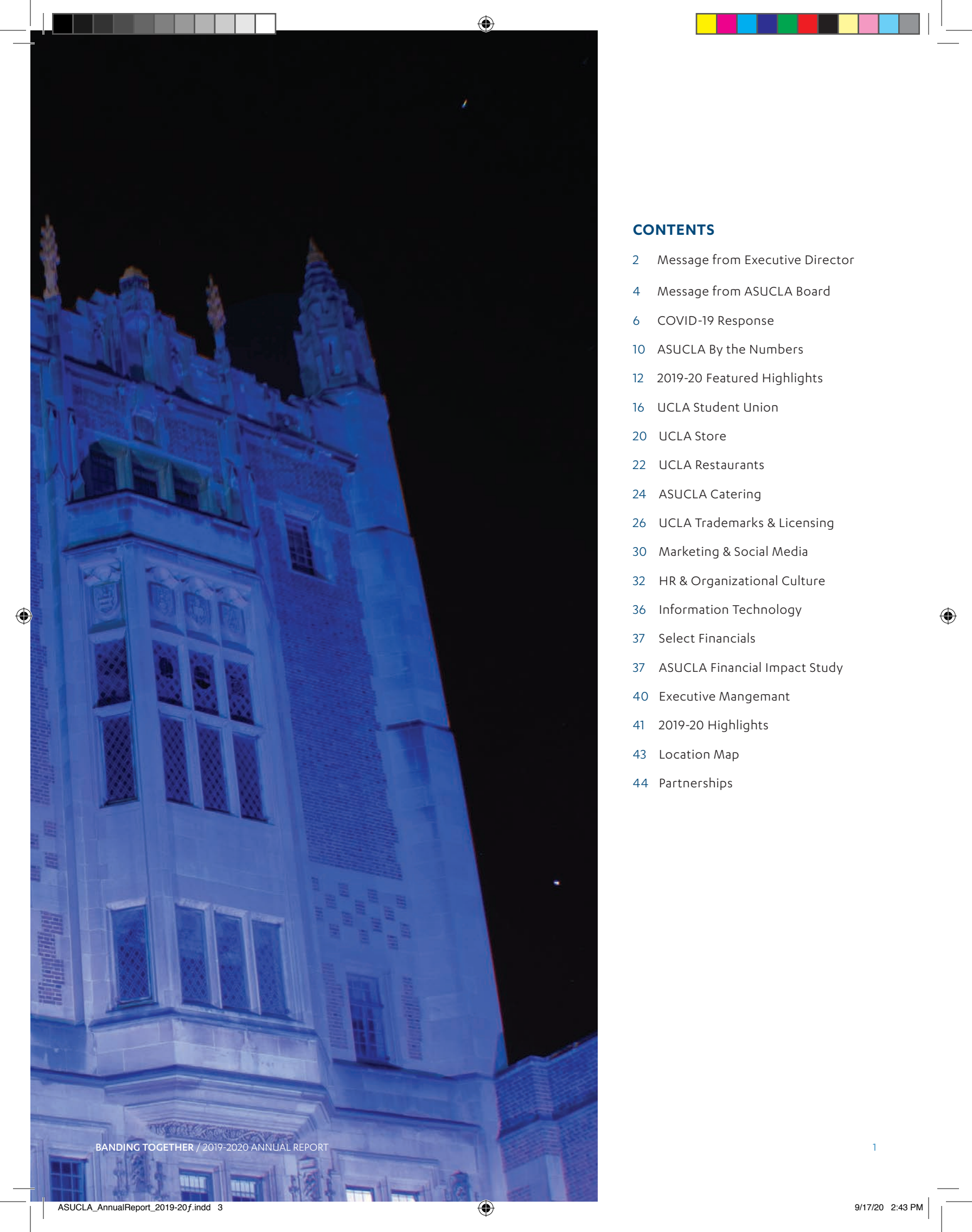
Vision Statement

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

Standing in Solidarity with Front Line Workers

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





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Banding Together

A Message from the Executive Director & CEO

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

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

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

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

We began the fiscal year by continuing the Centennial Celebration that launched in May 2019 and offered promotions and specialty merchandise to encourage Bruins to celebrate this important milestone. Bruins purchased 44,000 Centennial-themed items from the UCLA Store, and at ASUCLA Restaurants, patrons purchased the entire limited-edition collection of Centennial mugs and redeemed nearly 37,000 refills. Bruin Pride was strong throughout our Centennial, and we were thrilled to see so many students, staff, faculty, and beyond celebrate with us.


ASUCLA is always looking for new ways to provide better service, and this year we introduced a mobile ordering app for ASUCLA Restaurants. We also expanded the ASUCLA-operated offerings on campus by opening The Anderson Café, increasing our count of Association-operated eateries to 17.

Our Association improved student life in FY2019-2020 by enhancing our spaces. A partnership with Wescom Credit Union has allowed for a revitalized outdoor patio at Ackerman Union, with enhancements such as modern outdoor furniture, better shade structures, and a new Wescom branch adjacent to the space.

We also had a unique opportunity to provide an important civic service to Bruins and Angelenos at large when Ackerman Union served as a Vote Center for the 2020 primary elections. More than 6,000 registered voters came out to cast their ballots, putting ASUCLA and our venues at the center of public engagement.

Another exciting development for ASUCLA came when we introduced a new sign for the UCLA Store. Our Association has operated the main retailer on campus for 100 years and had previously featured a brand identity that was very distinct from the rest of campus. While we continue to maintain our independence, we are very excited to have unveiled a new logo that aligns with the overall UCLA brand identity.





In addition to expanding our presence on campus, ASUCLA also significantly enhanced its efforts to position UCLA as the lifestyle brand on a global level. Following runway appearances during Paris Fashion Week in Spring 2019, international luxury retailer Junya Watanabe Comme des Garçons launched a UCLA-branded Fall '19 collection. An agreement with Spanish retailer Pull&Bear led to a successful in-store and online apparel launch. In fact, our Pull&Bear pop-up shop from Fall 2019 was the only physical U.S. location to carry the items, further validating our brand equity. On the domestic front, we continued our work to develop more legend-based merchandising at the UCLA Store. In one example, we accomplished this by partnering with Mitchell & Ness to launch an apparel collection centered on UCLA icon Kareem Abdul-Jabbar.

ASUCLA continues to be a leader within the UC system and in collegiate licensing overall in elevating standards in ethical labor and sustainability. We built upon this leadership by hiring our first full-time Ethical Labor and Sustainability Director in September 2019. Additional emphasis was also placed on working with student clubs and organizations to explain the importance of going through ASUCLA for product procurement to ensure that ethical standards have been followed in the supply chain.

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

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

Sincerely,



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



Statement From Our Student Board Members

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

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

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

We continue to be committed to providing services to our Black Bruins and all members of the ASUCLA community. We understand that these horrifying events are impacting the mental health of our community. During this time, we would like to share and reinforce our collaboration with UCLA Counseling and Psychological Services (counseling.ucla.edu) as they organize listening and sharing sessions. Additionally other campus resources are available. We hope that the resources we provide and redirect our family and friends to help during this time, aids as a resource we can always rely on in our time of need. Thank you all for trusting us to be the voices of our student body and we hope that you are all taking good care of yourselves.

In love and solidarity,

Undergraduate Representatives of ASUCLA Board of Directors

Erika Brickly, Undergraduate Representative
Aidan Arasasingham, Undergraduate Representative
Siena Villegas, Undergraduate Representative
Alexis Weils, Undergraduate Representative

Graduate Representatives of ASUCLA Board of Directors

Avi Oved, Graduate Representative
Adewunmi Adelaja, Graduate Representative
Ernesto Arciniega, Graduate Representative
Noreen Ahmed, Graduate Representative

This statement from the student members of the Board was posted on the ASUCLA social media channels in May 2020.

Banding Together Messages from Our Board



Memorial to George Floyd in Bruin Plaza; protestors gathering in Dickson Plaza.

From the Co-Chair, Graduate Student Representative

Having served on the Undergraduate Student Association Council, the University of California Board of Regents, and now ASUCLA's Board of Directors, I have come to appreciate ASUCLA's exceptional leadership and mission more than ever.

ASUCLA coevolves with the students and communities it serves. And it is in this ever-evolving environment where exceptional leaders are made, and where exceptional leaders answer the calls of their communities. Whether it is providing healthier food options, optimizing the use of campus facilities, or advocating for critical support in Sacramento, ASUCLA puts students first.

Every person matters, from the people ASUCLA serves, to the people who provide ASUCLA services. This values-driven institution always strives to meet the demands of the moment, while recognizing it can always do better and be better. Please join us in making ASUCLA even more meaningful and relevant, and in maximizing the Bruin experience!

— **Avi Rejwan Oved, Co-chair ASUCLA Board of Directors**
Graduate Representative
UCLA School of Law, J.D. Graduate, Class of 2020

From the Co-Chair, Undergraduate Student Representative

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

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



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

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

—Erika Bricky, Co-chair ASUCLA Board of Directors
Undergraduate Representative
Political Science Major, Class of 2020

2019-2020 Board of Directors

BOD Ad Hoc Committee Establishes Development Ground Work

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

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



Erika Bricky
Undergraduate Representative



Avi Oved
Graduate Representative



Aidan Arasingham
Undergraduate Representative



Siena Villegas
Undergraduate Representative



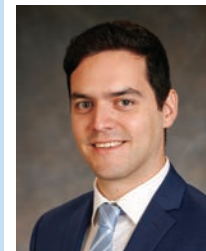
Alexis Wells
Undergraduate Representative



Adewunmi Adelaja
Graduate Representative



Noreen Ahmed
Graduate Representative



Ernesto Arciniega
Graduate Representative



Paul Abramson
Administrative Representative



Frank Wada
Administrative Representative



Jesse Torres
Alumni Representative



Steve Yu
Alumni Representative



Kevin Eagan
Faculty Representative

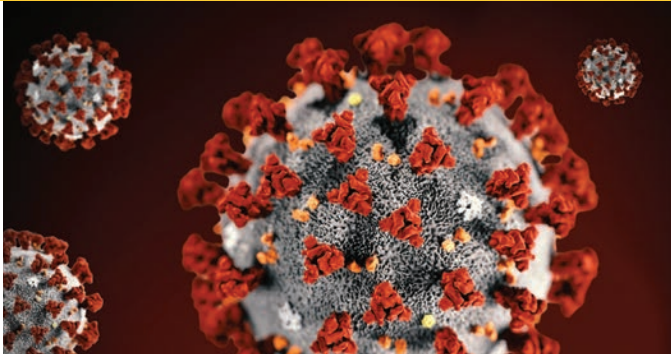


Pouria Abbassi
Executive Director & CEO

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

Banding Together

Our Service and Support During Covid-19



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

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

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

—Pouria Abbassi, ASUCLA Executive Director & CEO

Supporting the Transition to Virtual Learning

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



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

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

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

—Jamal Rivers, UCLA Computer Store Manager

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

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

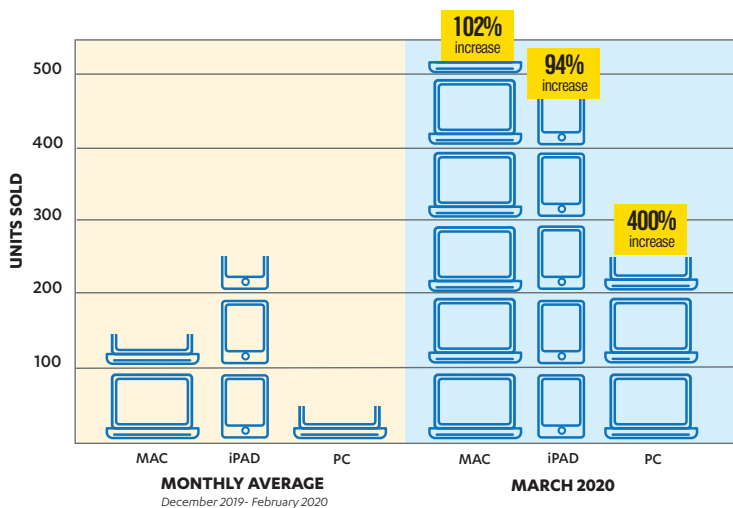


Student employees were a critical part of ensuring customer service didn't falter at the UCLA Computer Store amid demand for technology on campus.

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

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

UCLA STORE COMPUTER AND IPAD ORDERS



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

Support for the UCLA Health Center

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

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

— UCLA patient interviewed by UCLA Health personnel



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

Support from ASUCLA Student Employees

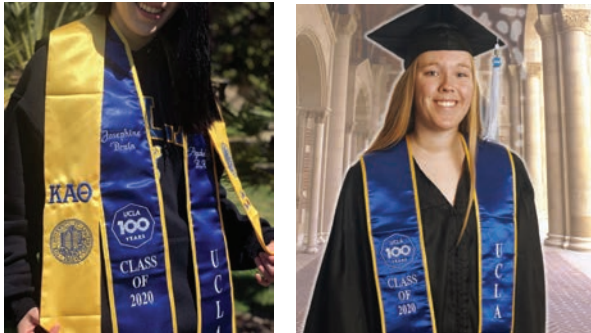
Student employees were critical in helping to ensure ASUCLA's customer service didn't falter. They were able to connect with students over the phone and understand what the students were going through, as they were also going through it.

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

—Thomas Girard, Class of 2020
UCLA Computer Store, student employee

Banding Together

Our Service and Support During Covid-19



Cap and Gown orders continued to surge after the campus closure as students prepared for virtual celebrations.

Commencement Celebrations Must Go On

Graduating from UCLA during the centennial year, like any year, is a memorable event and cause for celebration. Regardless of the news that ceremonies on campus were cancelled due to the pandemic, demand for cap and gown and graduation sash orders continued. The Graduation Etc department of the UCLA Store filled the demand while rapidly reinventing the way orders were typically fulfilled.

Many orders already placed before the campus closure had to quickly be adjusted from on-campus pick-up to direct delivery to students' home addresses. A surge of new orders required additional fulfillment and shipping operations to be quickly established. This was successfully executed as other ASUCLA departments pitched in to ensure all orders were met.



The ASUCLA marketing team furthered the UCLA #togetherinspirit campaign on Instagram to foster encouragement and engagement for the Bruin community.



Leadership and Recovery Efforts to Address a Path Forward

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



Assistance for student employees was another area of concern.

Another area of concern was assistance for the 11,000+ student employees across UCLA who could no longer work on campus. ASUCLA Human Resources partnered with UCLA HR to identify unemployment benefits available to students and ultimately, UCLA distributed \$21M in relief funds — a package made up of CARES and campus resources — directly to Bruins.

Internally, ASUCLA implemented the **ASUCLA of the Future** task team to apply all learnings, efforts, and successes gained in the pandemic response and apply them to catapult the organization forward. ASUCLA is participating actively in the following campus-wide efforts to help with academic planning and implementation of support activities for fall quarter under various scenarios.

Campus Collaboration

ASUCLA participated on these UCLA campuswide task teams:

- Academic Continuity
- Future Planning
- Campus Leadership
- Commencement
- CARES Relief
- Facilities/Events
- Student Employment



In all, ASUCLA Restaurants donated more than 3,000 pounds of food, and helped create pop-up grocery stores for individuals and families in need of food and beverage items.

UCLA Restaurants Collaboration with LA Food Banks

While the UCLA Store grappled with the disruptions COVID-19 brought to its operations, ASUCLA Restaurants had to deal with challenges of its own. With canceled events and shuttered restaurants, ASUCLA Restaurants found itself with thousands of pounds of food that could go to waste. Instead of letting that happen, the organization collaborated with food banks throughout Los Angeles, such as Helping Hands and the Alliance of College Ready Public Schools.

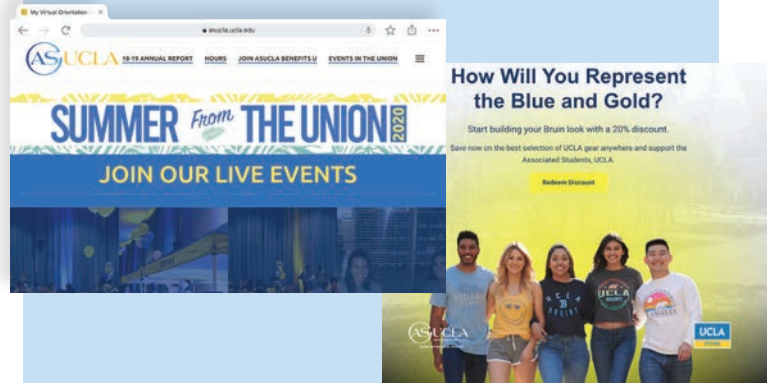
“ASUCLA is humbled and grateful to have been able to give back to the communities that support us every day and to do what we could to make things just a little easier for individuals and families during this time.”

– Cindy Bolton, ASUCLA Director of Food Operations

“All of our lives and communities were greatly impacted by the Coronavirus pandemic, and with all the concerns weighing on our minds, being able to put food on the table did not need to be one of them,” said Bolton.

Through all of the challenges that the coronavirus presented, ASUCLA never lost sight of its commitment to UCLA students and the organization continues to do its part to ensure that students can adapt as seamlessly as possible to the realities they face. ASUCLA strives to be a key partner within the UCLA community, and by banding together during the COVID-19 pandemic, the organization has risen to the occasion.

Additional Support



Virtual Orientation

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



Collaboration with UCLA for Relief Funds

ASUCLA created internal task teams and participated in campuswide efforts to identify and secure resources providing relief due to COVID 19.

UCLA Store provides \$7,000 Donation

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

UCLA Licensees Produce Medical Grade PPE and Face Coverings

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



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

ASUCLA BY THE NUMBERS

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

UCLA STORE

\$45 MILLION
AVERAGE ANNUAL TOTAL SALES



55,000+
EMAIL SUBSCRIPTIONS
ON UCLASTORE.COM



400+
AVERAGE NUMBER OF
STUDENT EMPLOYEE POSITIONS



6
STORE LOCATIONS
ON CAMPUS

12,000+
AVERAGE NUMBER OF
CUSTOMERS PER DAY

ASUCLA RESTAURANTS

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



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



18,000 LBS
OF COOKING OIL RECYCLED



17
RESTAURANT & COFFEEHOUSE
LOCATIONS ON CAMPUS



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

800+
AVERAGE NUMBER OF
STUDENT EMPLOYEE POSITIONS

UCLA TRADEMARKS & LICENSING



\$20+ MILLION
ANNUAL U. S. RETAIL MARKET



\$16+ MILLION
ANNUAL INTERNATIONAL
RETAIL MARKET

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

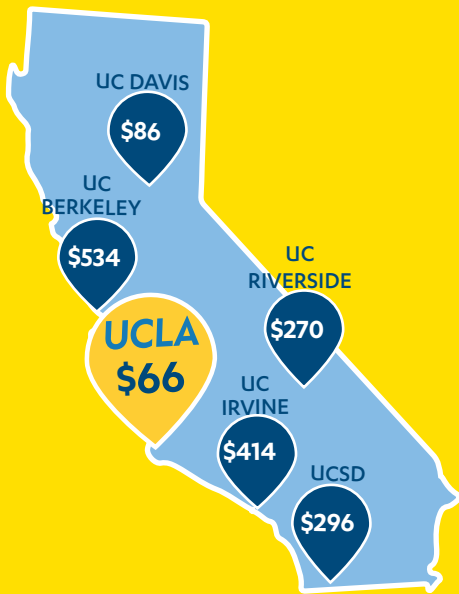
80+ COUNTRIES
WHERE UCLA
PRODUCTS ARE SOLD

10,000+
AVERAGE ANNUAL
GRAPHIC REVIEW REQUESTS

UCLA 2,000+
AVERAGE ANNUAL INTERNAL
CAMPUS PROMOTIONAL REQUESTS

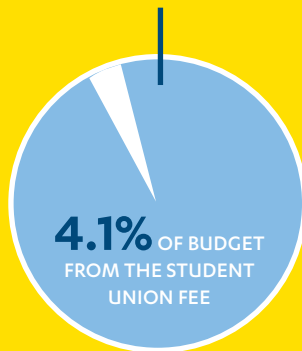
UCLA STUDENT UNION

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



95.9%

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



6,000+

REGISTERED VOTERS CAST BALLOTS IN THE ACKERMAN VOTE CENTER



SUPPORT FOR STUDENT ORGANIZATIONS

\$140,000

AMOUNT ASUCLA PROVIDES FOR STUDENT GROUP EVENTS IN THE STUDENT UNION

\$185,000

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

11,000

EVENTS BOOKED IN FY2018-2019

270+

ACKERMAN GRAND BALLROOM EVENTS BOOKED FY2018-2019

719,000+

ATTENDED EVENTS IN THE STUDENT UNION IN FY2018-2019

100,000+

ATTENDED EVENTS IN ACKERMAN GRAND BALLROOM FY2018-19



\$1.1 MILLION
ANNUAL FUNDING PROVIDED FOR 2019 CAPITAL PROJECTS

FREE

SPACES PROVIDED FOR STUDENT ORGANIZATIONS

44 OFFICE SPACES

6 EVENT VENUES

13 MEETING ROOMS

STUDENT JOBS

1,500

STUDENT JOBS ASUCLA PROVIDES ON CAMPUS PER YEAR

50%

OF ASUCLA OVERALL WAGES ARE STUDENT WAGES IN OPERATIONAL DIVISIONS

80%

OF ALL ASUCLA EMPLOYEES ARE STUDENTS

Banding Together FY2019-2020 HIGHLIGHTS

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

New Menu Options at Lu Valle Commons

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



UCLA Centennial Mug

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

Ackerman Union Solar Panels Expansion

Student Union • July 2019
Funded by our campus partners, The Green Initiative Fund, this solar panel expansion adds 45 kilowatts of generation capacity and will prevent the emission of 165,000 pounds of carbon dioxide annually.



Mobile Ordering App

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

UCLA Centennial Abroad Tokyo

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



UCLA International Branding

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

Anderson Café Opening

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



Customer Service Training Committee Develops New Training Materials

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

Wescom Branch Opening

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



Wescom Student Terrace

Student Union • September 2019
A redesign of the exterior courtyard next to the first-floor dining room at Ackerman Union began in late summer 2019. Renamed the Wescom Student Terrace, the refurbishment includes several aesthetic changes as well as new outdoor furnishings to create a more modern lounging experience.

Free Textbook Delivery and Pick-up options on Campus

UCLA Store • September 2019
The Textbook team expanded the online pick-up program, eliminating pick-up and delivery fees to the Residential Halls. Services expanded to accommodate affordable home delivery options in Spring Quarter due to campus closures.



New Director of Ethical Labor and Sustainability

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

Brand Licensing Europe in London

UCLA Trademarks & Licensing October 2019

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



Academic Material Online Initiatives

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

New ASUCLA Communications Specialist Added to the Team

Executive Director's Office November 2019

To further develop communications strategies and tactics that promote the uniqueness of and resources offered by ASUCLA, the organization is proud to welcome its new Communications Specialist, Trenise Ferreira.



7th Annual UCLA T-shirt Design Contest

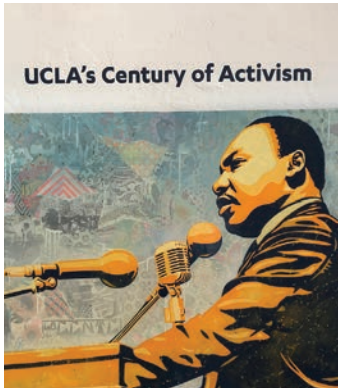
Executive Director's Office Nov–Dec 2019

This year's winner Joy Chen, a first-year Design Media Arts student, received a \$1,000 prize for her winning t-shirt design. Sold online and in-store through April 2020, a portion of the proceeds is donated to the Student Union programming funds for USA and GSA student groups.

Banding Together 2019-2020 HIGHLIGHTS

Our Stories, Our Impact UCLA Centennial Exhibit

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



Wescom Terrace Student Concert Series Launch

Student Union • November 2019
Los Angeles artist Katsu Oso kicked off this series along with performances from UCLA student musicians.

New Branding and Exterior Sign

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



Expanded Outreach to International Students and Staff

*ASUCLA Association-wide
November 2019*
Supported events such as *International World Café* hosted by the UCLA Dashew Center and held in the Charles E. Young Grand Salon. More than 700 students, staff and faculty sampled five types of free coffee and teas from around the world.

Pull & Bear Pop-up Shop

*UCLA Trademarks & Licensing
November 2019*

Hosted at the UCLA Store, this event launched a new partnership with UCLA and Pull & Bear apparel. With a prominent push from influencers, items sold out within 24 hours but were replenished the next day.



Ackerman Union Tailgate Events

*Student Union
November 2019 – March 2020*
In partnership with the UCLA Dashew Center for International Students and Scholars, IMG and Under Armour, ASUCLA added several new viewing parties in Ackerman Student Union for key sporting events.

ASUCLA Bounce Back Coupons

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



UC Sustainable Food Policy

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

ASUCLA Open House

ASUCLA Association-wide
December 2019

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



ASUCLA/UCLA Speaker Series

ASUCLA Human Resources
January-February 2020

To further support students during their journey at UCLA, ASUCLA began a speaker series that gives Bruins the opportunity to learn from experts in various fields. The speaker series has covered topics such as women in technology careers, basic needs and on-campus resource access, and career prep.

Basic Needs Funding

ASUCLA Finance • January 2020

ASUCLA assisted various campus partners in support of state funding for student basic needs, specifically to combat food and housing insecurity. This effort resulted in a significant allocation of \$1.35 million per year for three years, and an additional \$407,000 per year for three years for housing insecurity. Additionally, the funding allocated \$125,000 specifically to ASUCLA, a major achievement in terms of efforts to support the student body.



Kareem Abdul-Jabbar x UCLA UCLA Store Event

UCLA Trademarks & Licensing
January 2020

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

ASUCLA Campus Connections

ASUCLA Marketing
February 2020

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



Student Employee Engagement Committee

ASUCLA Human Resources
January-February 2020

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

New Sustainability Scorecard

UCLA Trademarks & Licensing
February 2020

ASUCLA launched a new sustainability scorecard, similar to the ASUCLA BenefitsU program for UCLA students. In signing up for ASUCLA Campus Connections, members receive coupons and discount opportunities that can be redeemed at various restaurants and stores on campus, as well as Bruin Custom Print and ASUCLA Catering.



UCLA Voting Center in Ackerman Student Union

February-March 2020

ASUCLA was at the center of political innovation in 2020 as Ackerman Union served as a Vote Center, where any registered voter in Los Angeles county could visit and cast their vote. The Vote Center took place in the Bruin Reception Room at Ackerman Union from February 22-March 3, and in total, more than 6,000 voters utilized the service.

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



“This is where campus becomes community.”

– Marisa Cordola
UCLA Student Union
Events Manager

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



Photos top and right: UCLA vs UTAH watch party in the Ackerman Union TV Lounge. Below: Posters for new sporting events and viewing parties hosted in Ackerman Union in partnership with other Bruin communities.





Bruin Nights in the Ackerman Grand Ballroom takes place during summer orientation sessions.

Expanded Programming and Partnerships

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

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

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

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

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

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

“What’s been really exciting about our program this year has been the work we’ve done with partnerships,” said Patty Zimmerman, UCLA Student Union Manager. “Not only are we hosting events for the students but we are also expanding our visibility on campus. I think we planted a lot of great seeds with new partnerships and will continue to create more experiences for UCLA students.”

“Another area that has been unique this year has been our collaboration amongst departments within ASUCLA. Our union is strengthened by banding together.”

— Roy Champawat, Director UCLA Student Union



Our Programming Partners on Campus



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



Wescom Student Terrace Remodel

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

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

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

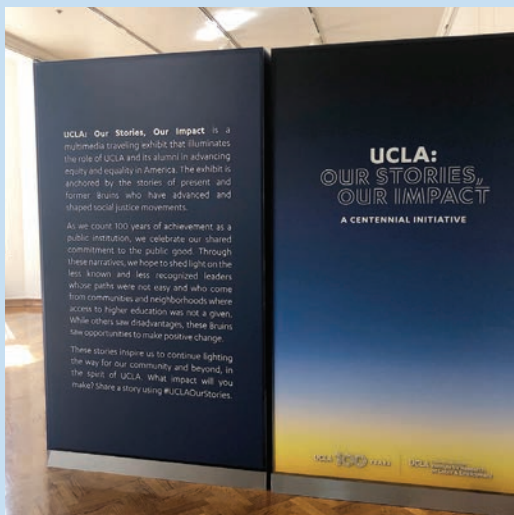
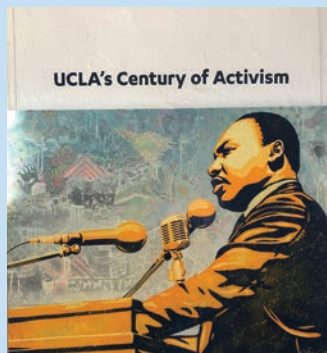
“This collaboration between our association and Wescom is the result of a sincere, good faith effort to bring mutual value to our campus and Wescom,” said ASUCLA Executive Director & CEO Pouria Abbasi when the bank branch officially opened in November. “Wescom consistently affirmed that it was most interested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

photos above left: Wescom Branch ribbon cutting, Wescom Patio Opening Celebration on the refurbished Wescom Student Terrace outside the first floor of Ackerman Union; photos above right: GSA holds the first Grad Bar of Fall Quarter on the Wescom Student Terrace.





Our Stories Our Impact UCLA Centennial Exhibit
 ASUCLA facilitated the Our Stories, Our Impact art installation, which was first hosted in the Kerckhoff Art Gallery in October 2019. The traveling multimedia exhibit is anchored by the stories of present and former Bruins who have advanced and shaped social justice movements. While at UCLA, more than 2,000 guests experienced the exhibit.



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

Other Highlights



Wescom Student Terrace Concert Series

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



Ackerman Union Solar Panel Expansion

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



Dashev International Center World Cafe Event

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



UCLA-LA County Vote Center

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



7th Annual T-shirt Contest

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





The new signage on the outside of the UCA Store relates better to campus. With the change in logos and uniforms, it's giving the UCLA Store brand a fresher, more contemporary feel.

“The new sign brings a more prominent presence to the UCLA Store at Ackerman Union and its branches around campus, using a font style and color scheme that are iconic to students, faculty, staff, and guests.”

— Patrick Healey, UCLA Store Director

UCLA Store Banding Together New Logo, an Even Higher Commitment to Service

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

Rebranding the UCLA Store

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

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

Sourcing Sustainable Products

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



Moving Forward with NetSuite

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

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



Launch of UCLA-Disney by Blue '84 Collection

In June 2020, Joe Bruin added a Mouse to his circle of friends when the UCLA-Disney by Blue '84 collection launched online. With the first order of co-branded t-shirts and crewneck sweatshirts selling out in one day, excitement commenced building in advance of arrival of the complete assortment in August 2020.

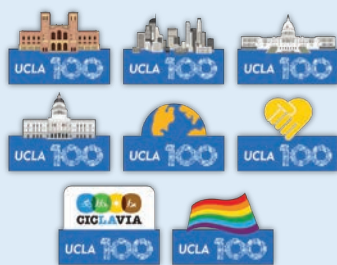
Centennial Highlights



Celebrating UCLA

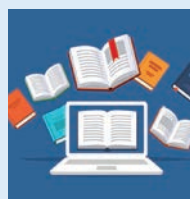
After the launch of the Centennial Celebration in Spring 2019, the UCLA Store and Bruin Custom Print played a significant role in the merriment. The yearlong celebration gave ASUCLA an opportunity to cement itself as an integral part of the campus by being the only provider of centennial-branded merchandise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

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



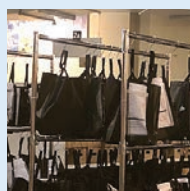
- Custom designed all of the UCLA Centennial lapel pins for the various marquee events. We were the official outfitters for the UCLA delegation at LA Pride Festival and Parade.
- Provided all custom tees and merchandise for the Los Angeles Ciclavia event which honored the UCLA Centennial.
- Made the official giveaway merchandise and staff uniforms for the 2019 UCLA Alumni Day.

Other Highlights



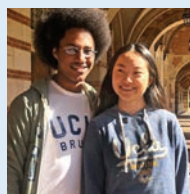
Transition to Virtual Learning

The UCLA Store found ways to support the campus’ quick transition to virtual learning primarily with technology and digital academic materials. *More info on pages 6-7.*



Expanded Textbook Pick-up and Delivery

For Fall 2019, the Textbook Team expanded the Online Pick-up program, eliminating pick-up and delivery fees to the Residential Halls.



Hosting Pop-Up Shops for New Brands

Three pop-up shops embraced by the Bruin community were hosted in the UCLA Store by new brands UCLA x Pull&Bear, Kareem Abdul Jabbar x UCLA by Mitchell & Ness, and an exclusive UCLA-branded collection by Alternative Apparel. *More info on pages 26-27.*



BearWear Trade-In Event

This new event, held in early February, allowed customers to trade in used BearWear and receive a coupon for 20% off a new purchase. All of the trade-in items were donated to the UCLA Thrift Store supporting UCLA Health and Patient Care.

ASUCLA Restaurants *Banding Together* Serving Positive Experiences to the Campus Community

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

Anderson Café: The Newest ASUCLA Restaurant

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



New Menu Updates

Lu Valle Commons:

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

Anderson Café:

- added avocado toast



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



New Brews for Bruins

At the start of the academic year, ASUCLA Restaurants had five coffee shops that poured Wild Owl brand coffee from Farmer Brothers. Developed specifically for college campuses, Wild Owl was piloted at UCLA.

Farmer Brothers made the Public Domain brand available to their retail channels and in February 2020, ASUCLA coffeehouses became the first locations outside of Portland, Ore. to offer Public Domain. The new brew is a third-wave coffee experience, encompassing the quality, sustainability methods, and story that brings people together through the taste of lighter roast, with a strong commitment to sustainability.

The offerings consist of four new brews, including fair-trade organic and rainforest alliance options.

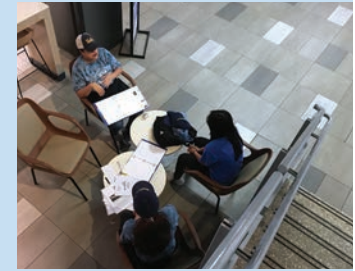
UCLA Centennial Promotions

Starting in June 2019, ASUCLA Restaurants launched a year-long Centennial celebration of promotions for the entire UCLA community:

- UCLA commemorative centennial travel mugs sold for \$19 with 19-cent refills throughout the Centennial year until June 2020.
- Each 19th of the month all small dispensed beverages were discounted to \$1.19 and served by ASUCLA employees wearing special UCLA Centennial t-shirts.
- UCLA Centennial themed loyalty cards were distributed at several restaurants and coffeehouses.

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

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



Taking Care of Customers

In addition to offering new coffee and meals to campus in the FY2019-2020 academic year, ASUCLA Restaurants also implemented an enhanced customer service training program for all student employees.

The team formed a committee of managers and student employees to emphasize the importance of customer service in all ASUCLA locations and to develop comprehensive training materials. Going forward, the new training program will be the standard for all new employees, and all existing employees will go through the program as well. This initiative remains alive and vibrant with continual improvements, expanded programs and new solutions to execution challenges.



Banding Together ASUCLA Expanded Open House

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



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

“The open house served as a great opportunity for us to not only continue celebrating the 100th anniversary of ASUCLA but also to introduce ourselves to prospective clients, to connect with existing clients and to highlight the array of services that ASUCLA can provide,” Bolton said. “With our extensive menu offerings and unique special events set-ups, ASUCLA Catering strives to be the catering provider of choice here at UCLA.”



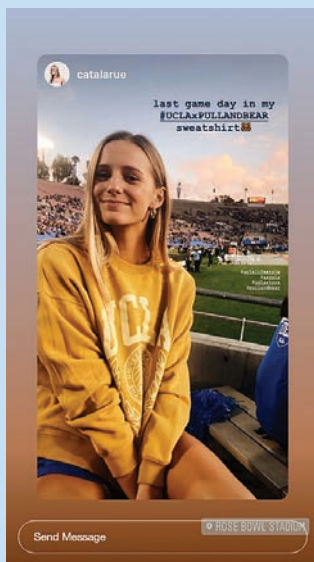
UCLA Trademarks & Licensing *Banding Together* International Expansion + The Year of the Pop-Up

UCLA Trademarks & Licensing made significant strides in the FY2019-2020 academic year, both domestically and in the International marketplace. On the consumer front, it was the Year of the Pop-Up: Trademarks & Licensing and the UCLA Store successfully launched and executed three pop-up shops that were highly successful within the Bruin community.

A New “Bear” On Campus

After a yearlong development process, UCLA Trademarks & Licensing partnered with Pull&Bear (part of the international retailer, Inditex, headquartered in Spain) to bring the UCLA lifestyle brand to the world.

The UCLA x Pull&Bear collection launched in November 2019, at the UCLA Store—the only in-store location in the U.S. to offer the items—right in the heart of campus. The global release followed shortly thereafter, and more than 100 Pull&Bear flag-ship stores carried the collection.



The UCLA x Pull&Bear debut in the U.S. was teased by a weeklong influencer campaign followed by a launch party adjacent to the UCLA x Pull&Bear pop-up shop erected in the UCLA Store. The pop-up sold out in less than 24 hours and the pictorial campaign for the collection featured UCLA student models who subsequently appeared in numerous international press stories.



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

— Kareem Abdul Jabbar



Kareem Abdul Jabbar x UCLA

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

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



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

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

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

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



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

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



Instagram

@uclalifestyle
935 followers 7/1/20

facebook

@uclalifestyle
7,500 followers 7/1/20



UCLA Trademarks & Licensing *Banding Together* International Expansion



At left: UCLA fashion pieces were launched as part of the Junya Watanabe Comme des Garçons Fall '19 Collection after a debut at Paris Fashion Week. Top: the UCLA display at the Brand Licensing Europe trade show in London.

On the Catwalk

After being featured on the catwalk during Paris Fashion Week in Spring 2019, UCLA men's and women's pieces launched as part of the Junya Watanabe Comme des Garçons Fall '19 collection.

"We are always observing students and other UCLA affinity groups — what they are wearing, eating, listening to, active in, concerned about," says Cynthia Holmes, Director of UCLA Trademarks and Licensing. "We endeavor to capture this energy, purpose and light within UCLA international fashion collections. So when fashion designer Junya Watanabe sought out UCLA to be part of his Fall '19 men's and women's collections, we eagerly awaited what he would discern and choose to amplify."

Up-market retailers around the world such as Selfridges, Barney's, Net-a-Porter and more carried the UCLA pieces. Celebrities were also spotted wearing the items, and photos of the apparel appeared in key fashion-industry blogs.

Brand Licensing Europe in London

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

Eastern Europe Expansion

Adding to the 40+ year historic reach of the UCLA program in Asia as well as Western Europe, the first-ever UCLA branded apparel program in Eastern Europe launched Fall '19 in Turkey through a UCLA mono-branded e-commerce store, www.ucla.com.tr.

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

ASUCLA team members traveled to Tokyo in August 2019 to support the Centennial Celebration with UCLA-branded merchandise and apparel, which offered additional opportunities to amplify the UCLA brand in the Asian and European markets.



A Push for Sustainability

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

Liz Kennedy joined ASUCLA as Ethical Labor & Sustainability Director in September 2019.



Investing in Sustainability

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

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

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

Achievement in Leadership Towards Advancing Ethical Labor Practices

- The UCLA Trademarks & Licensing team, in conjunction with UC Santa Barbara, earned a 2020 Best Practice Award in the category of Sustainability Innovations in July 2020 for its work to implement EcoVadis, a sustainability measurement tool, amongst licensees. It marked the first time UCLA Trademarks & Licensing has earned an industry award for sustainability and furthered the team's position as a leader within the UC system. Liz Kennedy accepted the award.
- Cynthia Holmes collaborated with a UCLA Sustainability Action Research (SAR) team that won the UCLA Green Gala Student Research Project of The Year Award in recognition of their research on sustainable purchasing practices for UCLA-brand products within campus procurement.
- Holmes and Kennedy's submission, "Ethical Labor in Collegiate Licensee Supply Chains," was selected by the Association for the Advancement of Sustainability in Higher Education (AASHE) for presentation at the 2019 AASHE Conference & Expo in Spokane, Washington in December 2019.
- Kristina Miller, UCLA Retail Brand Director, was featured in the June 2019 issue of National Association of Collegiate Directors of Athletics (NACDA) Athletics Administration magazine regarding ethical labor/social responsibility in collegiate-licensed supply chains.
- Bonita Alford, Campus Promotional Product Sourcing Manager, convened all promotional product distributor licensees in January 2020 for a Promotional Products Licensee Summit. Alford coordinated with Kennedy in presenting UCLA's expectations for all areas of licensing performance, including supply chain transparency, traceability of suppliers, and EcoVadis.

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

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



ASUCLA Marketing Ventures

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

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

Faculty and Staff Join ASUCLA Campus Connections

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

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



ASUCLA Campus Connections at the UCLA Staff Assembly Resource Fair.

"Faculty and staff have been requesting a membership program for years, and ASUCLA delivered in 2020."

— Ari Baron
ASUCLA Director of Marketing, Sales & Promotions

Rebranding ASUCLA Enterprises

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

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



The new ASUCLA identity is extended to other ASUCLA divisions.

asucla Here's another #ASUCLA100 Story: Your fav south campus spot, the Court of Sciences, broke ground in 2010! What's your favorite restaurant there? #UCLA100 #ASUCLA100 #BruinPride #ASUCLA #GoBruins



To acquaint Bruins with the history of their student association ASUCLA Marketing utilized #ASUCLA100, sharing 100 stories about ASUCLA over the course of the Centennial year.

asucla We are throwing it wayyy back for our 65th #ASUCLA100 Story Construction for Kerckhoff Hall was completed and celebrated with a dedication ceremony on January 20, 1931. #DiscoverASUCLA #KerckhoffHall #UCLA100 #asuclastudentunion



Instagram @asucla
6/1/19: 2,395
5/30/20: 7,554

facebook @asucla
6/1/19: 2,338
5/30/20: 2,421

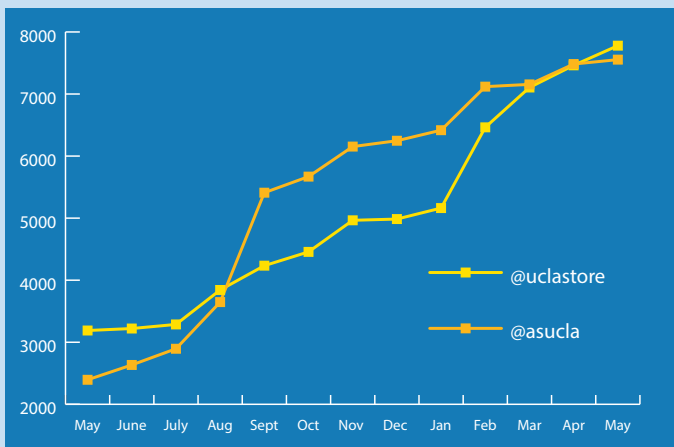
The Back to School Giveaway on the @ASUCLA Instagram helped the channel gain over 1,200 followers in a span of five days.

Boosts in Social Media Engagement

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

Instagram Followers / May 2019- May 2020

@asucla experienced a 214% growth in followers (2395-7554)
@uclastore had a 144% growth in followers (3189-7779)



Above: Instagram Posts linked to products on uclastore.com; automated Welcome message sent to new email subscribers.

Advancements in eCommerce Technology

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

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

Web Analytics

June 1, 2019 – May 30, 2020

- Total Page Views: **6,275,432**
- Total Users: **683,823** (New and Returning)
- Average Session Duration: **3:21**

f @theuclastore

6/1/19: **4,805**
5/30/20: **4,919**

i @uclastore

6/1/19: **3,189**
5/30/20: **7,779**

Trenise Ferreira
joined ASUCLA as
Communications Specialist
in November 2019.



New ASUCLA Communications Specialist

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

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

Human Resources & Organizational Culture

Banding Together

Encouraging Empowerment & Involvement

“Being a great place to work is the difference between being a good company and a great company.”

— Brian Krisrofek, President & CEO of Upshot inc.

In the FY2019-2020 ASUCLA Human Resources focused on improving the employee experience and supporting ASUCLA’s mission to be an employer of choice in the UCLA community and beyond.

Welcome to ASUCLA!

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



2018-19 ASUCLA Employees of the Year

The ASUCLA Employee of the Year Celebration honors career employees whose contributions during the prior fiscal year significantly impacted ASUCLA’s mission, business, and culture.

Living Your Best Work Life

To further the objective of creating a strong organizational culture within ASUCLA, Human Resources was proud to partner with the Employee Engagement Committee (EEC), a subcommittee of the Executive Leadership Team, which student and career staff are invited to join. The committee’s purpose is to identify and implement initiatives and events aimed at enhancing employee engagement and optimizing the employee experience.

The EEC was first launched to identify how we could better address the needs and concerns of student employees, then quickly grew to support and improve the employee experience for all employees. Over the course of the year the committee conducted surveys and focus groups and responded to findings by implementing a variety of initiatives, projects, and events that included:

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

“Culture really contributes to productivity and employee wellbeing. It contributes in meaningful, real ways and that’s why we work so hard at it.”

— Rami Vail, Director of ASUCLA Human Resources

Teamwork Makes the Dream Work

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

Our UCLA Campus Partners

- Career Center
- Community Programs Office
- Employee & Labor Relations
- Campus Human Resources
- Equity, Diversity & Inclusion
- Training and Development



This year the EEC partnered with various departments across the campus to present “Campus Needs and Campus Resources” that helped to inform participants of the many services available to students in need or in crisis.

What We Have Here Is a Successful Strategy to Communicate

But providing resources to employees is only one part of the equation. Promoting and supporting transparency and open communication in order to enhance trust among employees is another key component in the effort to increase engagement and accountability. As part of that effort, Human Resources provides employees with targeted, robust and ongoing assistance with effective communications, coaching and conflict resolution. HR works with staff at all levels to navigate situations at work, effectively manage their environment, and foster open lines of dialogue with their teams and colleagues.

“I have a deeply held belief about how important communications are to an organization,” Vail said. “At ASUCLA we place deep value in being transparent and having conversations in meaningful ways that lead to real and sustained solutions.”

Employee Surveys

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



Student employees participate on social media features highlighting their experiences working at ASUCLA.



ASUCLA Summer Picnic



ASUCLA departments compete in a Halloween Costume Contest



ASUCLA Holiday Party 2019



A Sofreh Haft Seen, in celebration of the Persian New Year

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

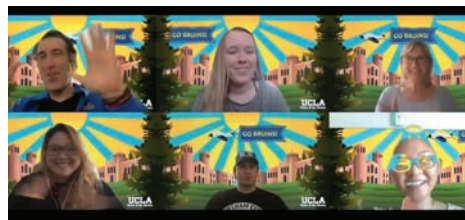
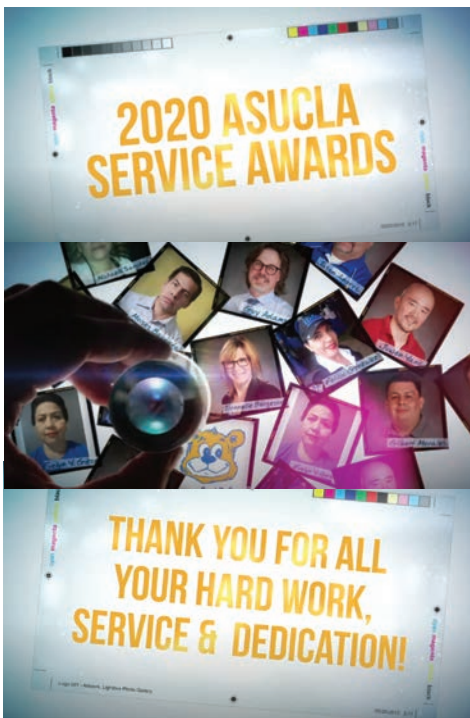


ASUCLA Banding Together Family Celebrations

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



ASUCLA employees and families gather for a photo commemorating the 2019 Holiday Party.

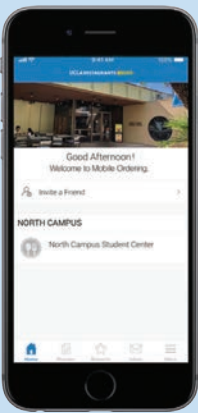


Above: several celebrations transitioned to virtual experiences in Spring 2020, including the ASUCLA Service Awards, the Exceptional Student Performance Awards, and our ASUCLA Senior Send-off with guest appearances from Bruins and leaders of the Los Angeles community (at right).

Information Technology *Banding Together*

New Apps & New Abilities

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



Mobile Ordering Comes to ASUCLA Restaurants

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

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

Introducing Bounce-Back Coupons

In addition to introducing a quicker way for students to dine on campus, ASUCLA IT also helped to introduce bounce-back coupons to receipts, to encourage the UCLA community to visit the UCLA Store and ASUCLA Restaurants more frequently. IT implemented the promotional program through the UCLA Store Point Of Sale system that generates coupons towards future purchases at ASUCLA Restaurants.

Before the campus closure due to COVID-19, about 15,000 coupons were redeemed at ASUCLA restaurants.

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

—Kamran Mehdian,
ASUCLA Director of Information Technology

A New Financial Dashboard

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

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

IT Is Here to Help

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

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

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

FY2019-2020 Story of Finance *Banding Together*

Improvements in Efficiency & Transparency

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



More Efficient Accounting

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

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

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



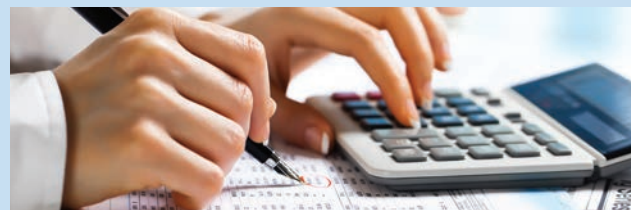
Enhancements in Benefits Costs Allocations

On the Financial Planning side of things, the Finance team developed an accounting program to allocate positive credits back to the respective ASUCLA divisions for UC Path-related costs.

Each year, Finance is given a specific allocation from UC Path for benefits costs. If that actual amount used is lower than the given allocation, ASUCLA does not receive the remainder back to each respective division. Instead, the difference remained in a corporate account.

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

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



An Improved Bidding Policy

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

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

"Previously, we didn't have enough information to provide an efficient management tool," said Baker. "The updated policy makes for more efficient negotiation for management. It allows people to understand the process better."

FY2019-2020 Story of Finance *Banding Together* Improvements in Efficiency & Transparency



An Extremely Successful Audit

ASUCLA has four entities and maintains a requirement from UCLA, from the community and beyond, to undergo an annual external audit. Each entity—Undergraduate Student Association, Graduate Student Association, Communications Board and Services & Enterprises—receives its own audit.

The new efficiencies made this year helped ASUCLA achieve an amazing goal: an external audit of its entities without any audit opinions or management comments.

“Audit standards are important for us; the external CPA gives an opinion on the financial statements and measures if we are in compliance with accounting standards,” Baker said of the annual audit process.

This year, the organization received no recommended journal entries or management comments on any of the four entities to make changes, a huge feat for an organization as complex as ASUCLA.

“This is so important because it shows the credibility of our accounting and internal controls,” Baker said. “It gives assurance that our financials are reliable, that our Board trusts us and there are no material misstatements.”

“This is a rare occurrence for organizations, and really speaks to the high standards of our association.”

— Donna Baker,
ASUCLA Director of Finance

FY 2018-2019 ASUCLA Los Angeles County Economic Impact Study

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

The Footprint of ASUCLA

ASUCLA is an independent, non-profit organization and does not receive operational funding support from UCLA, the UC System, or the State of California. The organization is broken into four entities:

- Undergraduate Students Association (USA)
- Graduate Students Association (GSA)
- Student Media, and
- Services and Enterprises.

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

Economic and Fiscal Impact

ASUCLA Expenditures

Overall, ASUCLA directly employs close to 1,500 students and over 200 non-students across eight different industries, paying over \$20 million in wages. Direct capital expenditures and annual expenditures in FY2019 reached over \$1.1 million and just under \$26.4 million respectively.

It is estimated that ASUCLA operations and expenditures in FY2019 supported 2,170 total jobs (direct, indirect and induced) with total labor income of \$54.6 million. In addition to the 1,714 direct employees, approximately 270 jobs were indirectly supported by ASUCLA’s purchases of goods and services such as food suppliers for ASUCLA Restaurants, or clothing manufacturers for the UCLA Store. Additionally, 180 jobs were supported by ASUCLA’s induced effects. These are jobs supported by the spending of ASUCLA employees and the employees in their supply chain in Los Angeles County.

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

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



ASUCLA Trademark Licensing Revenue

In 1973 ASUCLA began to develop the UCLA trademarks and licensing program. The royalties earned from the sale of licensed products during FY2019 earned ASUCLA close to \$2 million, all of which goes to support UCLA student activities and protecting the UCLA trademark.

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

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

Events

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

Conclusion

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

Associated Students UCLA in 2019:

Hosted close to 11,000 events with over 710,000 attendees

- Over 100,000 attendees in the main ballroom
- Over 610,000 attendees in the student union

Held 235 arts and culture events with total attendance just under 40,000

Operated 17 on-campus restaurants, plus a catering department and a concessions department

Gave back to the local and global community

- handed out over 20,000 meals to local college seniors and transfer students on College Signing Day
- replaced lights in the UCLA Store with \$88,000 worth of environmentally friendly LED bulbs
- Installed solar panels on campus

Donated \$472,191 to charities

Economic Impact of ASUCLA Los Angeles County (FY2019)

OUTPUT **\$157.7M**
(\$ MILLIONS)

DIRECT **\$69.9M**

INDIRECT & INDUCED **\$87.8M**

VALUE ADDED **\$95.7M**
(\$ MILLIONS)

DIRECT **\$43.2M**

INDIRECT & INDUCED **\$52.5M**

EMPLOYMENT **2,170**

DIRECT **1,714**

INDIRECT & INDUCED **450**

LABOR INCOME **\$54.6M**
(\$ MILLIONS)

DIRECT **\$24.7M**

INDIRECT & INDUCED **\$29.9M**

Fiscal Impact of ASUCLA Los Angeles County (FY2019)

TOTAL TAXES **\$21.4**

FEDERAL GOVERNMENT **\$11.2**

STATE/LOCAL GOVERNMENT **\$10.2**

Much of the direct impacts are estimated to center on the retail trade and food service industries, while the indirect and induced impacts are estimated to be concentrated in the real estate industry.



Executive Leadership *Banding Together*

Our Executive leadership team oversees the multiple businesses and support divisions that drive ASUCLA Enterprises. With over 200 years of collective service to the Association this management team is uniquely positioned through its 1800+ family of employees to respond to the needs of the UCLA Community.



POURIA ABBASSI, P.E.
Executive Director & CEO



DONNA BAKER
Finance and Accounting Operations



ARI BARON
Marketing & Sales Promotions



CINDY BOLTON
UCLA Restaurants



ROY CHAMPAWAT
UCLA Student Union



SANDRA GILLESPIE
Association and External Affairs



PATRICK HEALEY
UCLA Store



CYNTHIA HOLMES
UCLA Trademarks & Licensing



KAMRAN MEHDIAN
Information Technology Services



MICHELLE MOYER
Business & Legal Affairs

2019–2020 Highlights

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

2019–2020 Highlights *(continued)*

- 82. Created a Sustainability Task Team
- 83. Launched the Development of the International Licensee Asset Inventory and Correspondence System in FY19-20 to be Deployed 1st Quarter of FY 20-21
- 84. Met with County Supervisor Shelia Kuehl's Office to Address Student Housing insecurity
- 85. Meeting with Assemblymember Shirley Weber
- 86. Meeting with Secretary Imbasciani, Department of Veteran Affairs
- 87. Secured Funding for the Centennial Mural
- 88. ASUCLA Selected as a Member of Chancellor's Global Initiative Team
- 89. Presentation to the UC Associated Students' Board
- 90. Supported the USAC CUB Referendum
- 91. Repair of Student Terrace Arches and Pavement
- 92. Plan Development for Global Athletics Presence
- 93. Launch of UCLA/Disney Product Line
- 94. Expansion of UCLA Branding with International Sports Varsity Teams
- 95. Launch of Planning Process for Participation at Tokyo Olympic Games
- 96. Development of ASUCLA Material for Virtual Bruin Day
- 97. Development of Concept/Video for Virtual Orientation
- 98. Launch of ASUCLA Virtual Orientation for Student Government
- 99. Pursuit of COVID-19 Specific Funding Opportunities including CARES & PPP
- 100. Significant Donation of Products to Food Banks
- 101. Development of Virtual Employee Recognition Event and Program
- 102. Development and Launch of Virtual Graduating Senior Event
- 103. Development and Launch of Online Ordering and Shipping Process for Graduation
- 104. Enhancement of E-commerce Site to Accept Gift Cards
- 105. Support of USA/GSA COVID-19 Related Funding for Students
- 106. Development and Full Transition of Academic Material Support to Online Services
- 107. Establishment of the Administrative Infrastructure to Capture FEMA Related Expenses
- 108. Participation and Support of Tech Grants Through the Computer Store
- 109. Development of COVID-19 Related Phased Ramp Down/Ramp Up Plans
- 110. Development of Alternatives to House Black Resource Center
- 111. Development and Launch of "Classroom in a Box"
- 112. Development of Means and Practices to Continue Operations of Hill Top Shop During COVID-19
- 113. Development of Custodial Online Help Desk
- 114. Extension of Dentistry Student Loan Repayment
- 115. Provision of Financial Assistance Programs to Third Party Operations
- 116. Provision & Preparation of ASUCLA Spaces for Storage & Distribution of PPE
- 117. Development and Implementation of System Modification to allow Utilization of Bruin Bill Account for Online Orders
- 118. Support for Unemployment Benefits for Students
- 119. Development and Launch of "Thank You" Video for ASUCLA Staff
- 120. Completion of Fire/Life Safety Analysis for North Campus
- 121. Effectuated a Process for the CEO to Personally Speak to Each Employee
- 122. Launch of Instagram "Take Over" Initiative
- 123. Developed and Launched New USAC Website, with Focus on Web Accessibility and ADA Compliance
- 124. Collaborated with IVP Office To Create New Programming Funds Search Tool on USAC Website to Make Funding More Accessible to Student Organizations
- 125. Retrofit Facilities Commission Office with Automatic Door for ASUCLA's 1st Wheelchair Accessible Office in KH
- 126. Renovation of KH Student Government Computer Center to House Transfer Student Representative and the International Student Representative
- 127. Ackerman Treehouse Kitchen Waterproofing
- 128. Ackerman Freight Elevator Fire Door Replacement
- 129. Kerckhoff Coffeehouse Waterproofing
- 130. Kerckhoff Server Room AC Unit Upgrade
- 131. Lu Valle Kitchen Waterproofing
- 132. North Campus Kitchen Roof Waterproofing
- 133. Ackerman Solar Panels Phase II Completed
- 134. Launched Renovations and Restorations Of Kerckhoff Grand Salon Side Rooms
- 135. Re-branding and Marketing Campaign for Post Office
- 136. Hosted over 6,000 Events and Meetings with Close to 3500,000 Attendees prior to March 19
- 137. Signed Agreement to Upgrade Event Management Software (EMS) to EMS Web Application for Remote Client Reservation Inquiries

Locations On Campus

UCLA Store • UCLA Restaurants • Student Union Spaces

RESIDENTIAL HALLS

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

ANDERSON SCHOOL OF MANAGEMENT ANDERSON CAFE

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
Jamba Juice Study Lounge, Taco Bell, Carls Jr, Kikka Sushi & Noodles, Curbside to go options

TERRACE FOOD COURT • 1ST FLOOR
Panda Express, Wolfgang Puck Express, Veggie Grill, Wetzels Pretzels, Rubio's, 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
USAC OFFICES • 3RD & 4TH FLOORS
GSA OFFICES • 1ST & 3RD FLOORS

1ST FLOOR SERVICES Sponsored
UCLA Transfer & UCLA Veterans Center
Bruin Online Technology Center
Bruin Card Office
Ucla Sole Office
UCLA Events Office

NORTH CAMPUS STUDENT CENTER

UCLA STORE • NORTH CAMPUS SHOP
Market convenience items

NORTHERN LIGHTS COFFEE
serving Public Domain coffee, paninis, sushi, and premium frozen yogurt

NORTH CAMPUS FOOD COURT
Poké Bowls, Harvest Market artisan sandwiches, The Lighter Side meals under 600 calories, Pizza Fresca & Pasta, Curbside sandwiches & salads to go North Campus Salad Bar

UCLA STORE
UCLA RESTAURANTS
ASUCLA COFFEEHOUSES
STUDENT UNION SERVICES

BROAD ART CENTER

UNTITLED, COFFEEHOUSE
serving coffees, pastries, breakfast sandwiches, grab & go items

YOUNG RESEARCH LIBRARY

CAFE 451
serving Intelligentsia coffee, pastries, breakfast sandwiches, grab & go items

LU VALLE COMMONS

UCLA STORE • B-LEVEL
Textbooks, BearWear, BookZone, art & school supplies, greeting cards convenience items

JIMMY'S COFFEE • 1ST FLOOR
serving Intelligentsia coffee, breakfast sandwiches, grab & go items

LU VALLE SERVERY • 1ST FLOOR
Tossed made to order salads, Fusion chicken & tofu bowls, Burger Assembly burgers & wings Epozaté mexican grill

SERVICES Sponsored
RISE The Office of Campus and Student Resilience and CAPS

OSTIN MUSIC CENTER

OSTIN MUSIC CAFE
serving 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

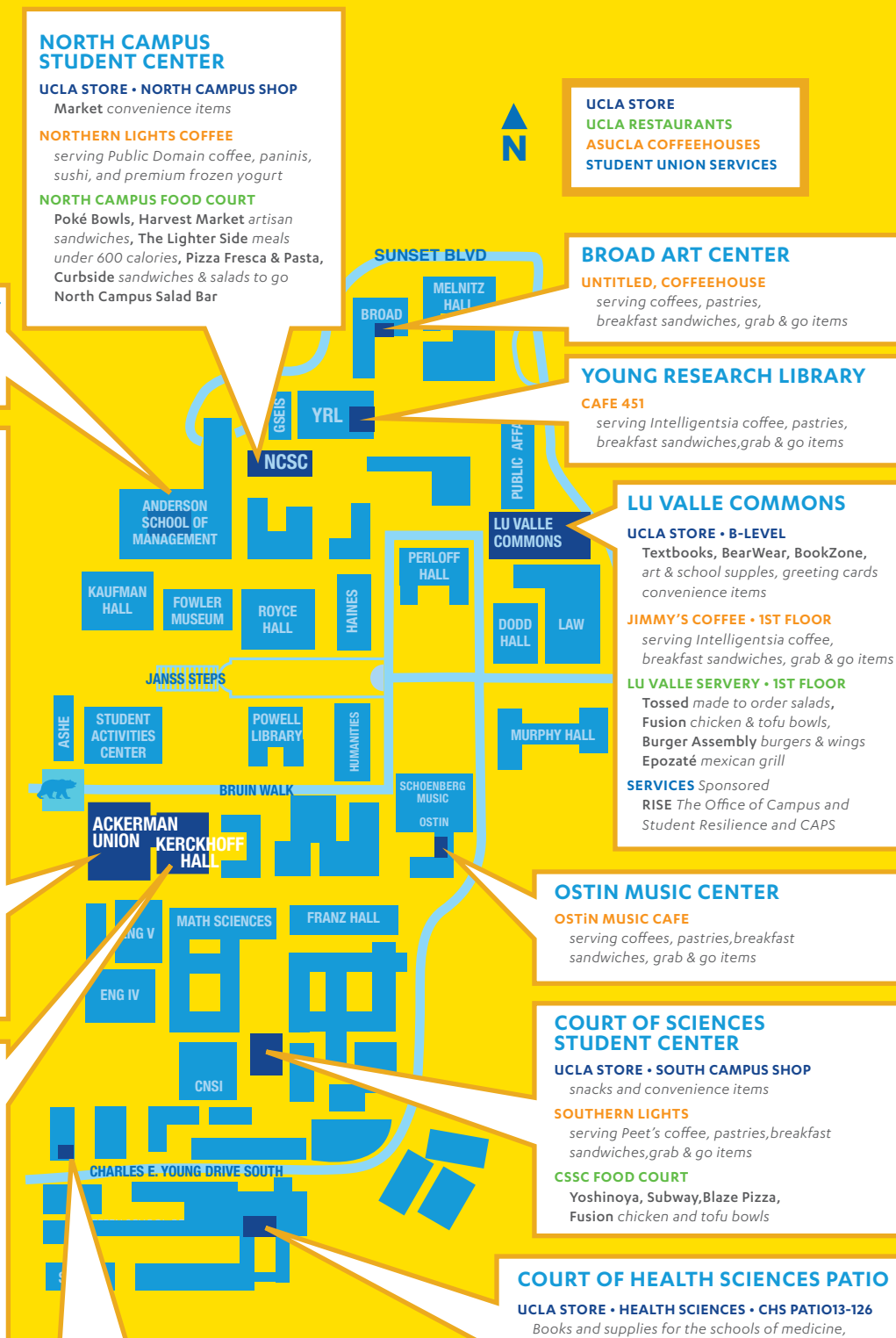
CSSC FOOD COURT
Yoshinoya, Subway, Blaze Pizza, Fusion chicken and tofu bowls

COURT OF HEALTH SCIENCES PATIO

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

GONDA RESEARCH CENTER

CAFE SYNAPSE
Gourmet salads, pizzas, and sandwiches, grain bowls, pastries, breakfast sandwiches, grab & go items, serving Peet's coffee



Campus Partnerships

Banding Together in Collaboration

ASUCLA's goal is to support and enrich the campus experience for all students, campus cohorts, the Los Angeles community, and visitors from around the world. To achieve this end, ASUCLA continuously works to strengthen its partnerships and, working together, deliver championship service throughout its many enterprises.



UNDERGRADUATE STUDENTS ASSOCIATION COUNCIL



STUDENT MEDIAUCLA



UCLA ATHLETICS



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 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



In Memoriam

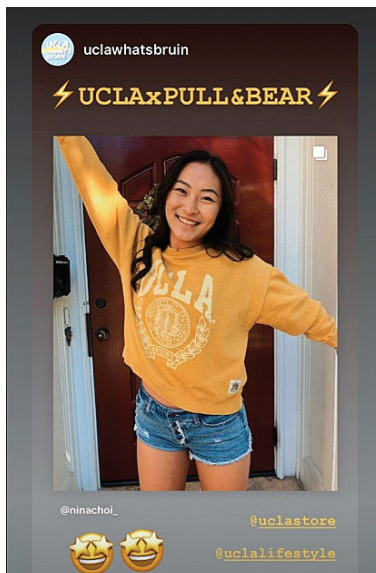


Lily Shaw
2019-2020 Undergraduate Students Association
Facilities Commissioner

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

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

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



2019-2020 ANNUAL REPORT



A Non-Profit