



カリフォルニア
ステート
ユニオン
カレッジ
システム
の
学生
会
の
活動
報告書

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The Otter Student Union's mission is to be the heartbeat of campus. Our values include fostering community, valuing voices, cultivating social justice, and being rooted in care. At a glance, one might wonder what impact a student union—traditionally a space-rooted entity—can have virtually. The COVID-19 pandemic allowed us to showcase the student union's impact beyond bricks and mortar.

In virtual events that required registration over the last year, the Otter Student Union (OSU) and Otter Cross Cultural Center (OC3) had 6,061 participants. Those 6,061 participants spent over 1,750 hours attending OSU and OC3's virtual events. Those 1,750 hours were a portion of the 300+ virtual events put on by OSU and OC3. To put that in context, there were 155 days in the academic year for CSUMB in 2020-2021. OSU and OC3 quite literally put on the equivalent of two events a day for the entire academic year.

Virtual programming was just a component of the work OSU and OC3 produced this year. Due to delays in construction, the new student union facility was finally going through its final stages of completion. With our assistant director, operations having left in early fall, the task of bringing the new facility online and learning its various systems and quirks was left to operations, technical, and programming staff. Thanks to support from strategic partners on campus and Ausonio, punchlist items are still being worked through to address issues that arise as we begin to use the facility on a regular basis.

Staff transitions were high this year. After the assistant director, operations left, OC3 lost its assistant director in January. OSU lost its director in April. OC3 lost a coordinator at the end of May. OSU lost its operations specialist in June. As many organizations have experienced, the pandemic encouraged folks to rethink their priorities. OSU was pleased to add an associate director, operations, at the beginning of June, and looks forward to hiring new people to carry the mission of OSU forward.

As always, our work this year would not have been possible without our student assistants. They moderated events with Laverne Cox. They created end of month and end of semester wrap-up videos. They built relationships virtually and analyzed data. They stepped up to help cover work during staffing transitions and they brought us joy. We are eternally grateful for their love for OSU and OC3 and the work that they do. THANK YOU!

As COVID-19 regulations subside and we begin to open up, OSU has much to do and much to look forward to:

- Hiring the new visionaries for this next phase of OSU!
- Navigating living and using a new facility
- Continuing to support a culture of virtual, hybrid, and live events to provide the best community for CSUMB students, faculty, staff, alumni, and the surrounding Monterey Bay community

Here's to 2021-2022!

PERSONNEL SUMMARY

This section is written to fulfill compliance with OSU policy 242518 in section 2 of the OSU policy manual, which states “The Board shall receive at least an annual report on the status of OSU employment efforts in the implementation of this policy.” This particular policy deals with Fair Employment.

In our efforts to ensure fair employment practices consistent with the California State University Board of Trustees policies and guidelines set by the Chancellor, OSU works closely with the University Corporation during our hiring processes. Currently, OSU technically has no employees. All of our employees are University Corporation employees on loan to OSU. OSU is charged for salaries/benefits/etc but does not carry the legal responsibility for those employees.

With that said, University Corporation is dedicated to fair employment practices as well. Their equal employment opportunity statement may be found on the CSUMB website if you search for “University Corporation,” “Policies Home,” then “Personnel.” University Corporation also requires members of search committees to undergo training to learn how to apply equal employment opportunity practices in their work.

*Staffing for majority of 2020-2021



President
Eduardo M. Ochoa,
PhD



Vice President
Student Affairs
& Enrollment
(Vacant)

Otter Student Union
Board of Directors



Director
Otter Student Union
Chelsea Buffington,
PhD



Office
Coordinator
Vânia Silveira



Assistant Director
Programs &
Communications
Michelle Czarnecki



Assistant Director
Otter Cross Cultural
Center (OC3)
Shantel Martinez, PhD



Assistant Director
Facilities & Operations
(Vacant)



A/V Technical
Services Coordinator
Reno Bianchi




Marketing & Design
Specialist
Karina Alvarez



OC3 Program
Coordinator
Allymyr Atrero



OC3 Program
Coordinator
Bianca Zamora



Operations
Specialist
Tony Christopher

Otter Student Union Board of Directors 2020-2021

Chair, Jaren Leary	Chelsea Buffington, PhD	Yvonne Rendon
Vice Chair, Hamza Saleem	Rixing Lou, PhD	Hector Rubio III
Treasurer, Alejandro Robles	Darchelle Burnett	Christy Underwood
Secretary, Natali Baratashvili	Zoe Carter	Marie Alonzo

MISSION

The Otter Student Union is the heartbeat of campus and a bridge to surrounding communities, providing spaces, opportunities, and advocacy that cultivates belonging reflective of CSUMB's founding vision.

VISION

The Otter Student Union creates thriving student-centered spaces that support empowerment, authenticity, and Otter pride to cultivate socially conscious agents of change with sustainable connections between student, faculty, staff, alumni, and surrounding communities.

VALUES



SUMMARY

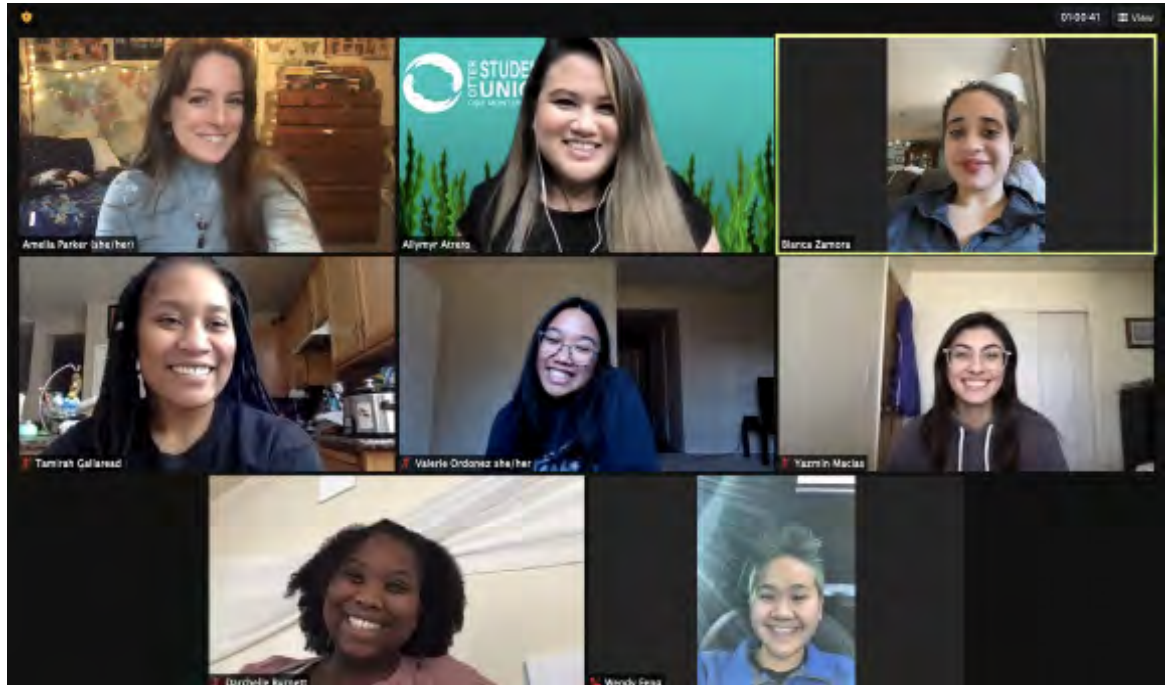
The virtual year of 2020-2021 served as a transition for the Board of Directors. Meetings were hosted completely via Zoom. In order to facilitate relationship-building among directors of the board, Vice Chair Hamza Saleem facilitated icebreakers and other conversation starters to help build a sense of belonging.

With most of the initial policies and procedures set for initial operations, directors of the board were encouraged to share out information regarding OSU's virtual event offerings, including our virtual student union lounge hosted via Remo, as well as attend those virtual events to offer their support.

Executive officers Jaren Leary and Hamza Saleem were frequent attendees at virtual events, and executive officers Natali Baratashvili and Alejandro Robles put in many hours of their time to recruit, interview, and make recommendations on nominations for future directors of the board and executive officers.

With the arrival of CSUMB's interim Vice President for Student Affairs, adjustments were made to structures for agenda creation and sharing of minutes. The interim Vice President of Student Affairs also conducted additional meetings with nominated students for director of the board and executive officer roles.

OSU's executive officers for 2020-2021 are Hamza Saleem, chair; Avalon Surratt, vice chair; Smokey Heisey, secretary; and Andres Mena, treasurer.



OC3 Team meetings were held virtually this year with the use of Zoom.

SUMMARY

As with typical Otter Cross Cultural Center flair, we began our 10th operational year and 10th anniversary celebrations in the middle of an ongoing global pandemic, civil unrest and activism within various affinity groups, a major election year, and in a completely virtual platform. This year considerably tested the Center’s concepts of community and highlighted the resiliency and power of our storytelling capabilities. The theme for our 10th anniversary, “A Journey Towards Justice,” was quite fitting and spoke to all of the obstacles and changes we have overcome and continue to overcome as we contribute to the OC3’s legacy.

In the face of being in a remote setting, the OC3 rose to the challenge of cultivating senses of belonging not only with the campus community, but also with those able to tune in from across the country and internationally. **By the end of the spring semester, the Center hosted and supported over 250 unique virtual events, which is almost triple the number of programs executed in an average year with in-person programming.** Organization, communication, and delegation became crucial and imperative to the success of the OC3, especially under significant transitions and moments of uncertainty.

For instance, at the end of the fall semester, the Center experienced losses in staffing through one student coordinator, Christina Matthews, in the Sustainability and Wellness position, and the Assistant Director, Dr. Shantel Martinez, who provided complete oversight and guidance of OC3 since 2017. Yet, despite these circumstances, our staff was still able to develop creative ways for engagement with our resources and finish the spring semester strong.

This year, the OC3:

- Integrated both synchronous and asynchronous modes of programming
- Created new relationships with the surrounding community colleges and CSUMB academic departments
- Hosted high-profile scholars, artists, and activists like Dr. Ibram X. Kendi, Cherrie Moraga, Harvey Guillen, Dolores Huerta, and Laverne Cox.

Amid all this change and chaos, the OC3 made great strides of achievement in supporting a range of constituents experiencing extreme trauma, loss, and anxiety during unprecedented times. This was showcased in the overwhelming amounts of words of affirmation and positive feedback shared in Zoom chats, social media comments and direct messages, and emails from people coast to coast and around the world. As such, this goes to show the level of impact the Center has made these past 10 years and will make in the years to come.

In this report you will find:

1. Overview of Programs and Partnerships
2. Analysis of Select Events
3. Analysis of Budget
4. Recommendations for AY21-22



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Participants showing some love and appreciation at one of the OC3's events.

OVERVIEW OF PROGRAMS AND PARTNERSHIPS

This was the first full year of a completely remote mode of putting into practice all of OC3 resources, services, and programs. We learned from technical glitches from summer programming and worked through various event format styles to constantly improve upon the quality of engagement with our virtual programs. We encouraged pre-recording of videos when necessary, like Feminist Fitness Fridays or any sort of programs requiring musical performances, such as OC3 Block Party, Werk Witch Drag Show, and concerts by MADlines and Qiensave. Internet connectivity at East Campus for our professional staff proved to be challenging to address, but we were able to manage backup cohosts and problem-solved through the evaluation of equipment. As far as the recommendations outlined in the previous annual report, our goals for strategic partnerships included building more intentional collaborations with new academic departments and connecting to more community organizations.

This was demonstrated in the following select programs:

- **Connected in Pride: A Virtual Pride Celebration** – *Salinas Valley Pride; Middlebury Institute of International Studies LGBTQ Organization; Monterey Peninsula Pride; Santa Cruz Pride; Pajaro Valley Pride; Epicenter; Rainbow Speakers and Friends; Watsonville Film Festival; YWCA Monterey County; Santa Cruz Museum of Art & History*
- **The Bias Inside: Discussing Policing and Power with Dr. Jennifer Eberhardt** – *Department of Psychology*
- **A Familiar Tale: A Night with Harvey Guillen from 'What We Do In The Shadows'** – *Department of Cinematic Arts & Technology*
- **We Are Not Dreamers: Undocumented Scholars Theorizing Undocumented Life in the United States** – *Transfer Student Success Center; CSUMB Libraries; Undocu-Success; Cabrillo College; Monterey Peninsula College; Gavilan College; Hartnell College*
- **We Want to Do More than Survive with Dr. Bettina Love** – *Service Learning Institute and College of Education*
- **Fighting White Supremacy through Building BIPOC Coalitions with Sofia Leung and Jennifer A. Ferretti** – *CSUMB Libraries*
- **Earth Day Keynote with Dr. Robin W. Kimmerer, author of Braiding Sweetgrass: Indigenous Knowledge, Scientific Wisdom and the Teachings of Plant** – *Department of Environmental and Applied Science; Office of Inclusive Excellence and Sustainability; Health and Wellness*

Connected in Pride

A VIRTUAL CELEBRATION OF
MONTEREY AND SANTA CRUZ
COUNTIES LGBTQ+ COMMUNITIES
IN ALL THEIR INTERSECTIONAL
BRILLIANCE

WORKSHOPS!
FILM!
EDUCATIONAL PROGRAMS!
DRAG SHOW!
AFTER EVENT ONLINE DANCE
PARTY WITH DJ LUNA

**SAT AUGUST 1, 2020
NOON-3 PM**

TO BE PART OF THIS
HISTORIC EVENT GO TO...

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SVPC PAJARO VALLEY PRIDE MONTEREY PENINSULA PRIDE SANTA CRUZ PRIDE
EPICENTER QUEERS ALLIES OC3 YWCA Monterey County



Additionally, with the transition to completely virtual programming, we had the advantage of flexibility in the range of speakers, artists, and activists we were able to bring to campus. **As a result, we completed a total of 47 contracts for our over 250 individual programs.** We were also able to increase the presence of Indigenous and Asian and Pacific Islander voices in our events as noted in last year's recommended target populations. This was especially important as we acknowledge the impacts the global pandemic has had on these communities.

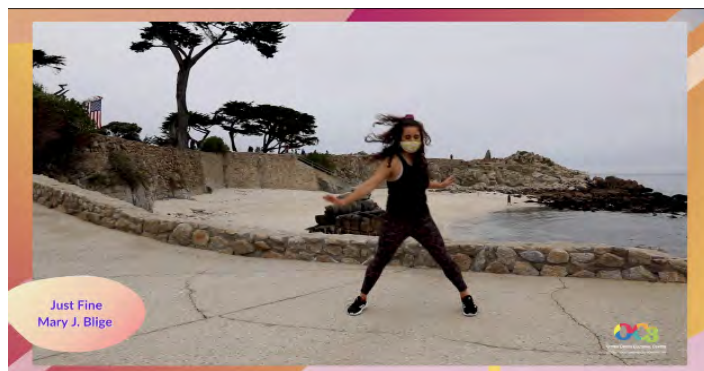
Beyond these synchronous methods of engagement, we also understood the importance of communication of resources and asynchronous content, especially considering Zoom fatigue. Programs were recorded and provided for a limited time for registrants (contract-permitting). Several activist and support guides were developed to share resources and best practices for those looking to participate in several movements such as the #BlackLivesMatter and #StopAAPIHate activism. The OC3 Internship was reimagined to include asynchronous curriculum through assigned readings and activities for the book, "So You Want to Talk About Race," by Ijeoma Oluo. Additionally, the Center, with the support of the Otter Student Union graphic design and video production team, developed various campaigns for passive programming such as the videos for the First Generation Celebration Week and You Otter Vote 2020 Election messaging.



SELECT SIGNATURE PROGRAMS AND EVENTS

FEMINIST FITNESS FRIDAYS

Feminist Fitness Fridays was launched in the summer of 2020 as a self-care program taught by OC3 Coordinator Bianca Zamora. The biweekly program included participants learning about a feminist icon, theory, or concept followed by 50 minutes of Zumba cardio. This program emphasized the importance of sustaining the



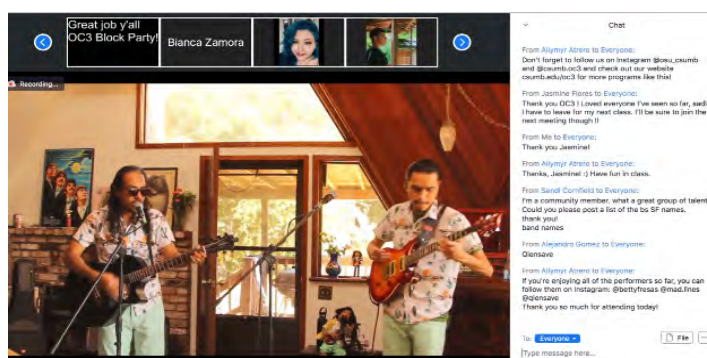
self as a social justice praxis. The curriculum of the program uplifted intersectional approaches to feminism and offered opportunities to dance in community.

Select topics addressed included: “What is Feminism?”; “X in Womxn”; “Feminism & Joy”; “Radical Self-Love & Our Bodies”; “Hxstory of International Womxn’s Day”; “The Gendering of Work”; and “Waves of Feminism”.

OC3 BLOCK PARTY (OTTERDAYS)



To kick off the celebration into the Center’s 10th Anniversary, the OC3 Block Party converted several elements of its in-person components into a virtual program. This event had already been reimaged in Fall 2019, and we were happy to still cultivate opportunities for students looking to engage in cultural- and identity-based organizations and resources, as well as find community amongst other students in an online setting.



In the past, we incorporated the presence of tabling from community partners and affinity organizations in addition to several cultural performances. This year, we transitioned the program to include a panel of affinity organizations to share about their club and ways to be involved. This was followed by various performances by drag queen, Betty Fresas, a local band, Qiensave, and hip-hop artist and activist, MADlines.

DECOLONIZE YOUR DINNER PLATE

Decolonize Your Dinner Plate was curated by a former and CSUMB founding faculty member, Dr. Sandra Pacheco, who provided a series of cooking workshops which offered insight into decolonial theory, herbalism, and healing practices. **Many participants shared that the workshops uplifted their ancestral, communal, and familial knowledge.** This program highlights the importance of sustaining the body and spirit as a form of resilience and care.



MONDAY MONEY MOVES

To Monday Money Moves was developed after connecting with a former coordinator of the Center, rita zhang, in order to collect more information regarding the hxstory of OC3. Financial literacy was highlighted as an area of development students needed in last year's report. Through Community Roots Financials, based in the Bay Area, rita currently provides financial education and empowerment addressing systems of oppression and centering the needs of Black and Indigenous People of Color, first generation college students, and people from low-income backgrounds.

We saw this as a fantastic opportunity to reconnect with the first staff member of the Center and address students' needs through their expertise. **rita hosted a series of workshops every third Monday of the month, three times each semester and also gave away free one-on-one financial empowerment sessions to encourage students to participate in two or more workshops.** Towards the end of the fall semester, we were able to build a partnership with the Basic Needs Initiative to share more resources supporting food insecurity and emergency funds during the workshops as well. A new collaboration from the College of Business saw their classes being encouraged to attend and participate, which had not occurred in the past.

Workshop topics included: "Financial Empowerment Foundations for BIPOC"; "Money Management Basics"; "How Credit is Racist (and What We Can Do About It)"; "Mastering the Job Hunt and Negotiations"; "What to Know About Retirement in College"; and "Feeling Empowered About Loans and Debt".

SOCIAL JUSTICE DIALOGUES

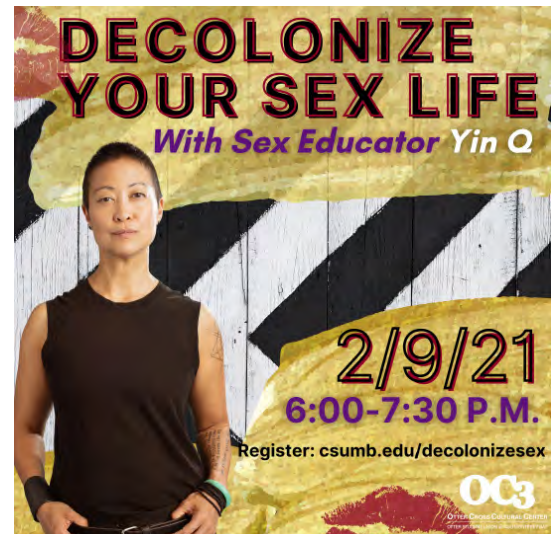


The Social Justice Dialogues is a key program that fosters intergenerational and intersectional approaches to dialogue by centering a “leave your title at the door” approach. This program is in collaboration with the Center for Teaching, Learning, and Assessment in order to nurture intentional cross-community conversations among faculty, staff, students, and

community members. Dialogues focused on themes of “Action, Power, and Politics” with the understanding of the country undergoing mass civil unrest due to highly publicized cases of police brutality against the Black community and heightened Asian and Pacific Islander discrimination following a racialized pandemic. This past year some topics included: “(Re)Defining Activism in the 21st century”, “It’s Not Business As Usual” and “Post-Election 2020: Cultivating Our Path for the Future”.

DECOLONIZE YOUR SEX LIFE

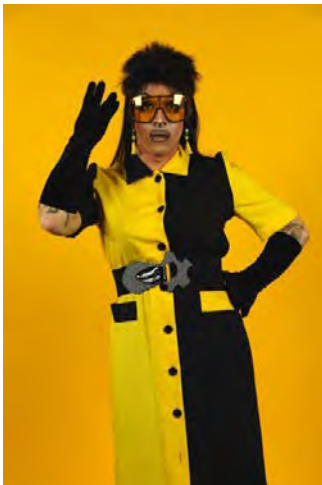
Decolonize Your Sex Life is a workshop series that promotes sexual agency and health through a decolonial lens. This series promoted gender inclusive sexual education and resources to students, faculty, and staff. It was critical to utilize accessible activities and language in order to cultivate an environment of engagement. This series incorporated facilitators from varying backgrounds including CSUMB alumni Lilo Lopez, who utilizes art to express sexual liberation, and Yin Q, a queer sex educator, to touch on topics addressing consent culture, healthy partner communication, and historical connections to colonialism.



WERK WITCH DRAG SHOW

Werk Witch has continued to be a highly anticipated signature program that has garnered attendance from participants beyond the CSUMB community. This annual drag show competition highlights LGBTQ+ history and the importance of drag culture, which has been critical in demonstrating the support and awareness of LGBTQ+ identities. Werk Witch was completely virtual this year, and all audition submissions were the final performances to be included in the performance lineup.

Leading up to the program, we incorporated a new program, "Drag Becomes You! Drag Makeup Tutorial," which was hosted by Kochina Rude, one



of the professional drag performers and judges for Werk Witch.

Participants were able to learn about the drag makeup process as well as some drag history. The live show, hosted the following evening,

went without a hitch as people tuned in to watch the performances, listen to the judge commentary, and choose the fan favorite winner. Judges this year included local favorite drag queen, Betty Fresas, Oakland-based drag queen, Kochina Rude, and celebrity guest, Jujubee, who was featured on RuPaul's Drag Race. Next year, we hope to still include some aspects of video performances along with our live performances.

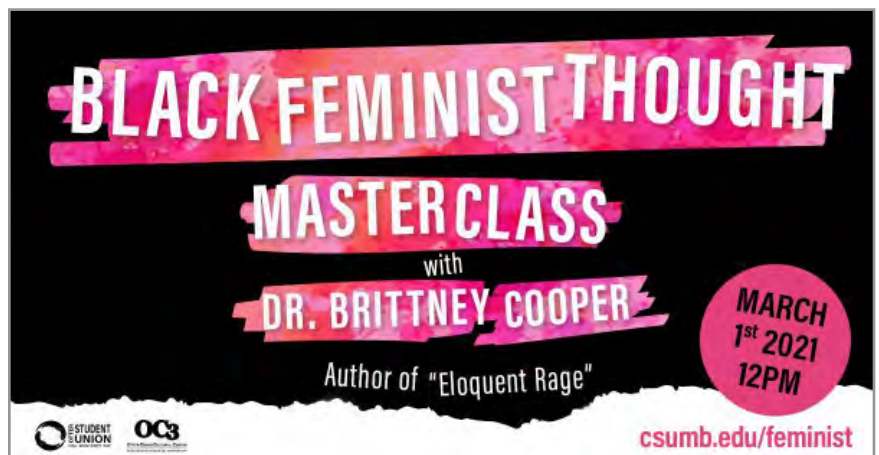


ALL BLACK GALA

All Black Gala is a formal event open to all who wish to celebrate Black history and the immense diversity of Black culture, brilliance, and lived experiences. For the fifth annual All Black Gala, the theme, “Eloquent Rage,” spoke to the power of validating anger, especially as Black women navigate negative stigmas and stereotypes associated with that sense of emotion. The keynote speaker,



Dr. Brittney Cooper, a professor of Women’s and Gender Studies and Africana Studies at Rutgers University, co-founder of the Crunk Feminist Collective, and author of “Eloquent Rage,” candidly highlighted the importance of maintaining honesty and accountability, especially as Black activists encounter burnout and systems of oppression work to erase the experiences of these communities. Following the program, Dr. Cooper facilitated a “Black Feminist Thought” masterclass, sharing about the history of black feminism and its significance to intersectional approaches to feminism.

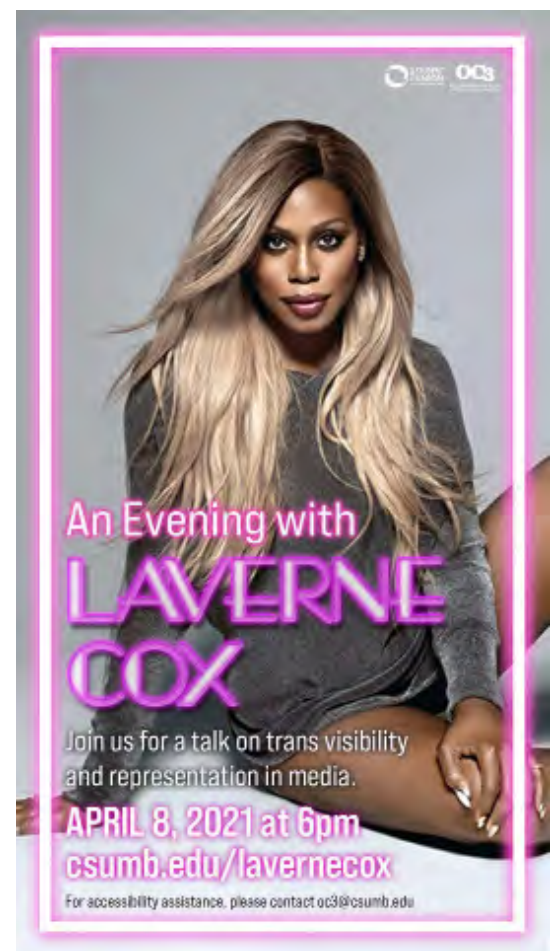


ART AS ACTIVIST PEDAGOGY

The arts are an integral part of the OC3's pedagogy and curriculum. This past academic year, the Center saw an increase in the number of arts-based programs and events. Speakers this year include spoken-word artists, musicians, comic-book illustrators, comedians, and actors who explore the intersections of identity, art, and agency.

Below is a list of programs hosted with this theme in mind:

- Art with Color Series
- Inspiring Radical Creativity with Gabby Rivera
- Spilling Chisme with Bitter Brown Femmes
- Las Cafeteras & You Series
- Writers from the Edge Series
- Undocumented in Times of Crisis: Advocacy Through Art with Julio Salgado
- A Familiar Tale: A Night with Harvey Guillen from What We Do in the Shadows
- Reel Asian Podcast
- Music is Power: A Concert with MADlines
- Trans Visibility and Representation in the Media with Laverne Cox
- A Night with Kristina Wong
- Selfcare in Action: A Concert with Qiensave

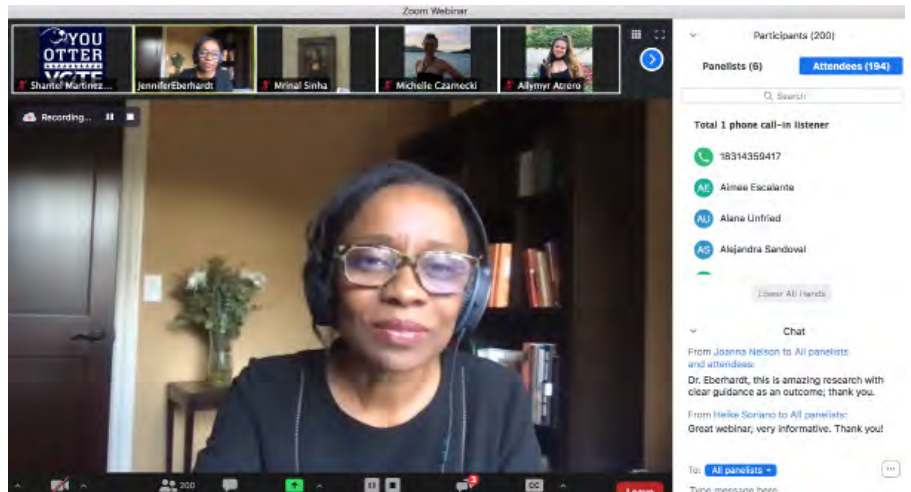
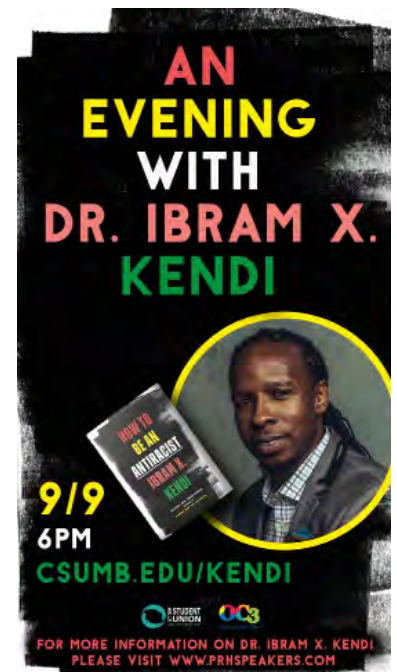


ART AS ACTIVIST PEDAGOGY

Theoretical framework in the realms of intersectionality, community cultural wealth, and coalition building are key hallmarks of OC3 programming and collaboration. While we acknowledge that scholarship is important, we also emphasize the significance of applying of these theories to practice. It is especially critical that students can recognize how activism shows up in academia and that they are able to see themselves represented in these scholarly spaces. **This year, we have been able to host highly renowned and foundational speakers in the fields of Latinx studies, Africana studies, Psychology, Library Studies, Communications, Critical Race Theory, Education, Environmental studies, among others.**

The following events fell outside of our signature programs which highlight key scholars from various disciplines:

- The Bias Inside: Discussing Policing and Power with Dr. Jennifer Eberhardt
- An Evening with Dr. Ibram X. Kendi
- Cafecito con Cherrie Moraga
- We Are Not Dreamers: Undocumented Scholars Theorizing Undocumented Life in the United States
- Social Justice Colloquium Series
- Laughing to Keep from Dying: A Conversation with Danielle Fuentes Morgan
- Fighting White Supremacy through Building BIPOC Coalitions with Sofia Leung
- We Want to Do More than Survive with Dr. Bettina Love
- Earth Day Keynote with Dr. Robin W. Kimmerer, author of Braiding Sweetgrass: Indigenous Knowledge, Scientific Wisdom and the Teachings of Plants



IGNITE! SOCIAL JUSTICE KEYNOTE



In previous years, Ignite! was a social justice retreat that was held for a cohort of students in the spring semester. There was a competitive application process and selected students were able to participate in curriculum facilitated by both professional staff and student coordinators. As the program was transitioned to virtual instruction, it was important to maintain the themes of environmental justice, the power of storytelling, activism, unpacking systems of oppression, and intersectionality. As a result, the student coordinators were still able to host a Social Justice Dialogue addressing and reflecting on various methods of activism and Ignite! was transformed to include a keynote encompassing

those themes. This year's speaker and celebrated activist, Dolores Huerta, spoke on her experiences organizing farmworkers in the 60s, her life navigating politics and systems of power as a womxn, and shared words of advice for individuals and communities looking to be involved in activism and advocacy work.

INTERNATIONAL WOMXN'S DAY CELEBRATION

DecoInternational Womxn's Day commemorates the global celebration of womxn's hystories, resilience, and accomplishments. This signature program highlights the continued fight toward the liberation for womxn and those who experience gendered oppression. The 4th annual International Womxn's Day speaker, Dr. Charlotte E. Davidson, is Diné and an enrolled member of the Three Affiliated Tribes (Mandan, Hidatsa, & Arikara). Her scholarship and practice are deeply influenced by Diné/Indigenous matrilineal pedagogies and focuses on political questions and epistemological concerns linked to Diné/Indigenous women in higher education, Diné/Indigenous decolonization, and critical pedagogy. During her keynote, she spoke to the power of cultivating womb-based spaces, especially when needing to retreat to healing spaces after experiencing moments of burnout or emotional fatigue from advocacy work.



SAFE ZONE; FACULTY AND STAFF

Safe Zone is offered each semester to CSUMB faculty, staff, and community partners and provides resources and specialized two-day training focused on supporting LGBTQ+ populations. Each year, Safe Zone curriculum is developed, revamped, and implemented by the Safe Zone trainers in order to stay abreast of best practices and strategies. Safe Zone offers an educational curriculum that centers on intersectional, reflective, and arts-based learning, while providing applicable tools to intervene and support communities in processing identities and crises.



While Safe Zone is offered in the fall and spring semesters, this year, the committee chose to offer the training solely in the fall. The curriculum was revamped, along with the logo, in 2019-2020 to include LGBTQ+ history, terms, laws, and popular culture. Participants are offered interactive assignments that deepen their understanding of their identities, power, and systems of oppression. Safe Zone was offered in the fall semester to 45 participants. This program was in collaboration with the Office of Inclusive Excellence and Sustainability.

AFFINITY GRADUATION CELEBRATIONS

The Affinity Graduation Celebrations is in its fourth year under the direction of the Otter Student Union. The Affinity Graduation Celebrations honor the accomplishments and experiences of CSUMB graduates who come from historically underrepresented communities. In its second year as a virtual, asynchronous ceremony, graduates were able to celebrate across the state and country. Under the oversight of the OSU professional staff, the celebrations were planned in collaboration with students, faculty, and staff from diverse communities. The celebrations include a welcome from President Ochoa, mailed stoles, keynote speaker, and a personalized slide for each graduating student. These slides could include the graduate's name, major, a photo, personal message, designation of first-generation status, and any honors. Some of the themes of the celebration include, "Embracing here, now, and all of my relations", "Our Persistence Over Time," and "In a time of destruction, create something." While last year was also virtual, this year, the OSU staff was tasked with the entire production of the ceremonies, from recording the name voiceovers, design and formatting of all slides, and the video editing process, in comparison to the support of a third-party vendor that was utilized in the past. This year, there were 431 graduates who participated in the virtual ceremonies.



SELECT STUDENT STAFF PROGRAMMING

This year, we restructured the student coordinator roles to address the impacts of the COVID-19 pandemic. Filling positions was challenging with the removal of face-to-face recruitment, and with the financial impacts of the coronavirus, the Center also supported programming under OSU. **Thus, we created and hired for the Campus Traditions Student Coordinator position only for this year and did not fill the Cultural Engagement position to address these new needs.**



In terms of programming, the professional staff was considerate of the difficulties of navigating remote instruction while also balancing mental health and new responsibilities the student coordinators may face at home. Planning and implementation of much of the programs was transferred to the professional staff. **Student coordinators shifted their focus on collaborations with each other, such as the “Wild Tongues Can’t Be Tamed” event, serving in moderator roles for our larger-scale events, hosting virtual office hours, and facilitating training for various departments.** It is quite notable that the OC3 Internship and Student Safe Zone are programs that typically thrive in-person but were successfully transitioned to accommodate virtual engagement.

Here are a select few of the programs:

- Monte’s Music
- SJD #1 - Election 2020: Call to Action When Democracy is at Risk
- Cultural Game Series
- Art with Color Series
- First Generation Celebration Week
 - Resource Carousel
 - Poetic Power
- Student Safe Zone
- Wild Tongues Can’t Be Tamed
- Face to Face, Scrub to Scrub
- SJD #5 - (Re)Defining Activism in the 21st Century
- OCTea Podcast
- Intern Programs
 - Professional vs. Academic Degree: What’s the Difference?
 - Culture, Communication, & Cheesecake
 - What’s in Your Makeup?
 - Dismantling the School-to-Prison Pipeline



SELECT COLLABORATIONS AND PARTNERSHIPS

The impact of our programs would not be as far reaching without building strategic partnerships with internal and external stakeholders. This year, OC3 set out to establish new collaborations with different academic departments and strengthened previous relationships through continued collaborations. Similarly, although the year was fully virtual, the Center was still able to develop fresh ties to community organizations and fulfill the OSU's mission in connecting to the greater Monterey area.

Campus partnerships included the following:

- Transfer Student Success Center
- Teaching Learning and Assessment
- Personal Growth and Counseling Center
- Office of Inclusive Excellence and Sustainability
- Undocu-Success
- Service Learning Institute
- College of Education
- Department of Psychology
- CSUMB Libraries
- Department of Environmental and Applied Science
- Department of Cinematic Arts & Technology
- Early Outreach & Support Programs
- Department of Humanities and Communication
- Undergraduate Research Opportunities Center
- Basic Needs Initiative
- Student Life
- Various Student Organizations
- University Affairs & Special Events

Meanwhile, community partnerships included the following:

- Hartnell College
- Cabrillo College
- Gavilan College
- Monterey Peninsula College
- Salinas Valley Pride
- Middlebury Institute of International Studies LGBTQ Organization
- Monterey Peninsula Pride
- Santa Cruz Pride; Pajaro Valley Pride
- Epicenter
- Rainbow Speakers and Friends
- Watsonville Film Festival
- YWCA Monterey County
- Santa Cruz Museum of Art & History

Below are some events detailing intentional partnerships and collaborations:

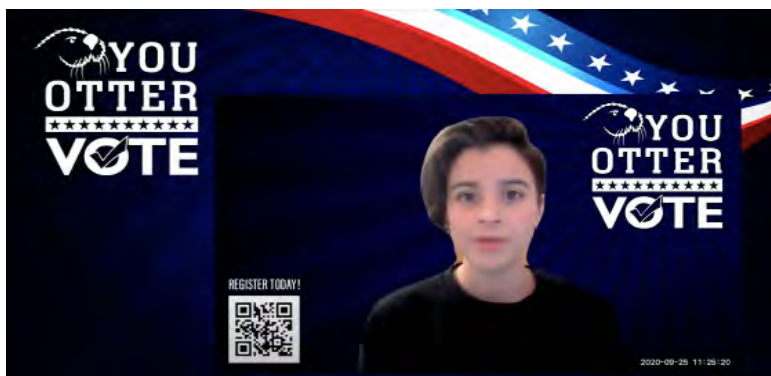
We Are Not Dreamers: Undocumented Scholars Theorizing Undocumented Life in the United States

As a result of relationships built from previous contracts, the Center was able to work with Dr. Leisy Abrego in order to coordinate a dialogue of her new book. Dr. Abrego, Dr. Genevieve Negrón-Gonzales, as well as a panel of other contributors to the book shared their perspectives of the “Dreamer” narrative, especially during an election year and drastic changes to undocumented immigration policy. **CSUMB was the first institution lined up for their book tour and this book has since become listed in various popular social justice reading lists.** This program was also the first time OC3 collaborated with the local community colleges to help bridge our student populations together.



Election 2020

This year was a monumental year as the pandemic hit and extremely impacted economic circumstances, highlighted ongoing racism and systemic oppression, and emphasized misinformation prevalent from governmental messaging and communications. As such, these conditions drew attention to the need for civic engagement. **Through the support of the Election 2020 Taskforce with representation from the Center for Teaching, Learning and Assessment, Undergraduate Research Opportunities Center, Health and Wellness, Student Life, and Academic Affairs, OC3 and OSU developed a website hosting resources, pre- and post-election dialogues and processing hours, civic engagement promotional**



media, and swag items (You Otter Vote face masks) to help encourage the campus community to become more involved in political processes. This was vital as election results took longer than anticipated to become finalized as the country submitted an overwhelming amount of mail-in ballots due to the global pandemic.

STUDENT CONFERENCE ATTENDANCE

A core part of our values is to provide opportunities for students to put into practice what they are learning in the classroom. As such, we continually seek funds as well as benchmark our budget to take and/or financially co-sponsor student travel to conferences as we know this is a high-impact practice for student progression, retention, and graduation.

This year we supported students to attend the following virtual conferences:

- Asian Pacific Americans in Higher Education National Conference (4 students)
- National Communication Association (1 student)
- National Diversity Conference (1 student)
- Writers' League of Texas (1 student)
- Circle of Change Leadership Conference (7 students)
- Black Students Lead (2 students)

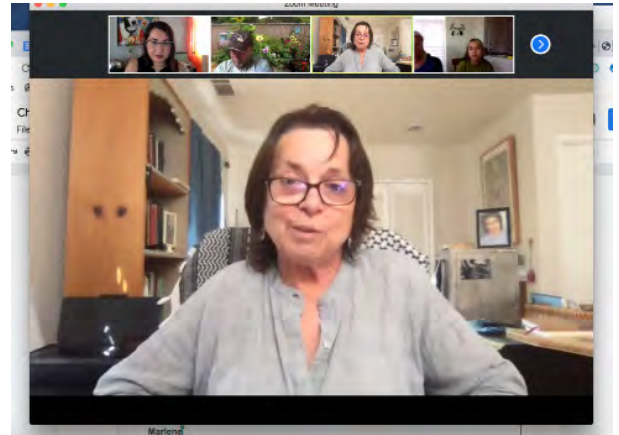
ANALYSIS OF SELECT EVENTS

While the Otter Cross Cultural Center hosts and collaborates on many events, programs, trainings, and workshops, these select events present a synopsis of our assessment and evaluation.

CAFECITO CON CHERRÍE MORAGA

This program hosted distinguished playwright and foundational Latinx scholar, Cherríe Moraga, through an informal coffee chat format. She read excerpts of her work and provided anecdotes of her writing process and experiences during the pandemic.

Cherríe intentionally requested to host the program through a regular Zoom rather than a Zoom Webinar to emphasize the intimate space and acknowledge audience engagement.



This environment proved to transcend the limitations of a virtual community and restrictions of conversations through a screen in comparison to a typical virtual program. Rather, several participants remarked on the significance of the event in contributing to feeling senses of solidarity and healing as a direct result of Cherríe's comforting words of validation. This set the tone for all programs thereafter in determining the level of audience interaction based on the program's intentions and type of impact – whether in regular Zoom or Zoom webinar format. Cafecito con Cherríe Moraga was our most attended program of the year, with 308 attendees from across the country and internationally.

Select Feedback from Participants:

“Ibram Kendi, Bettina Love, now Cherríe Moraga???? You all are awesome! Thank you for this incredible programming.”

“The world stinks right now so I just wanted to let you know how amazing these events and you and your team are! We are lucky to have you all, and these amazing opportunities. So thank you!”

“Cherríe is a powerful inspiration for the heart, mind and soul!”

“It was an emotional & empowering presentation... thank you!”

“What a beautiful event, beautiful OC3 team! The Cafecito with Cherríe Moraga was a much-needed balm at this time. She is amazing, as are you all!”

AFFINITY GRADUATION CELEBRATIONS



The OSU continues to enliven the mission of CSUMB by supporting and uplifting intergenerational pipelines of diverse students affirmed by the Otter Student Union's values of fostering communities, valuing voices, cultivating social justice, and providing services rooted in care. CSUMB was the only CSU to offer all Affinity Graduation Celebrations in 2020. Participation did decline from last year to this year.

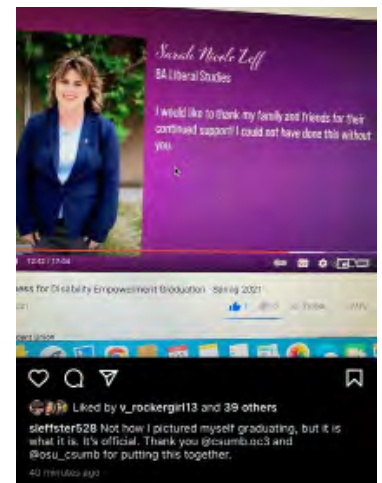
Some possible reasons for that may be:

- The overall CSUMB commencement followed OSU and OC3's lead in using personalized slides for graduates, which caused confusion
- We must also acknowledge how over a year of virtual learning and the pandemic has impacted our students' academic success and graduation rates.

Affinity Graduation Celebration	2019-2020 Participants	2020-2021 Participants
Asian & Pacific Islander Grad	50	42
Black Grad	39	41
Chicanx/Latinx Grad	363	323
Students w/Disabilities Grad	30	32
Rainbow Grad	43	49
Native American Grad	13	5
Unodocu Grad	22	17
Veteran Grad	9	10
TOTAL	569	431

Recommendations for Next Year

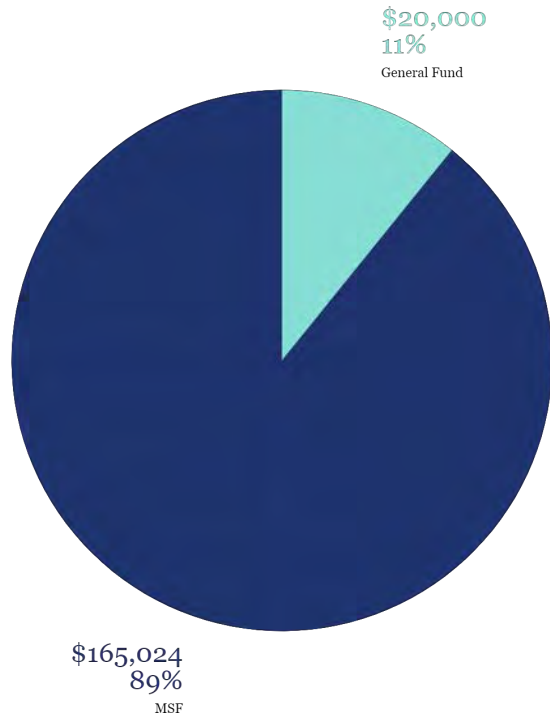
Recommendations for next year include developing a video to be sent campus-wide to help distinguish between Commencement and Affinity Graduation Celebration registration. We also anticipate to return to campus and thus, will have the ability to table about the ceremonies again. Although the Affinity Graduation Celebrations were virtual because of the COVID-19 pandemic, students shared the importance of being recognized through their respective ceremonies through tagging our social media accounts and sharing their images with their stoles.



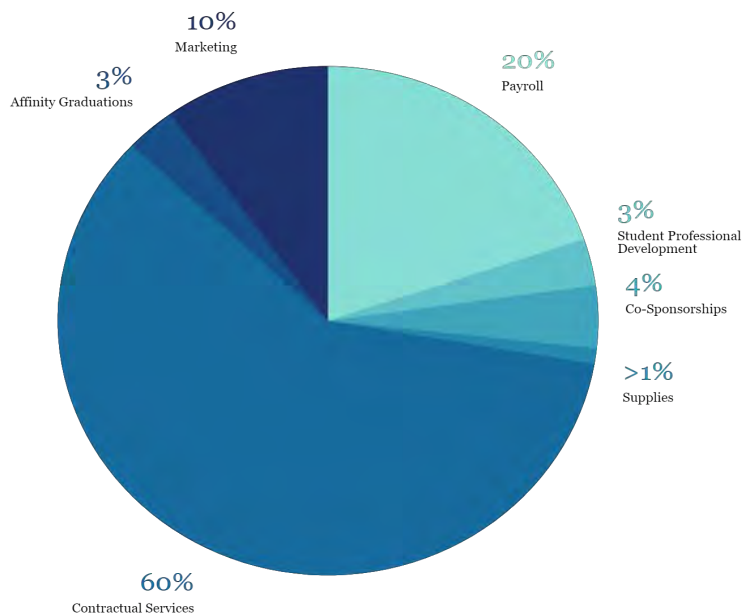
ANALYSIS OF BUDGET

For the academic year 2020-2021, OC3 was awarded a significant increase in allocation to support its 10th anniversary programming. Below is our various breakdown of our budget and spending.

BREAKDOWN OF TOTAL SPENDING



2020-2021 OVERALL BUDGET



RECOMMENDATIONS FOR 2021-2020

Although the Center's 10th anniversary was an overall success with the sheer number of quality programs and services, it is important for the OC3 to take time to reflect on staff capacities in the strategic planning of the next academic year. The fall will bring the grand opening of the OC3 in a brand-new space. However, with limited professional staff support, we will need to dramatically scale back on events. OC3 will also have to plan for virtual, hybrid, and in-person modalities as the campus begins repopulation and risks from COVID-19 remain.

These are some notes to consider for the upcoming school year:

- Which programs no longer serve us?
- How can we reimagine new ways of being under limited work capacity?
- How do we build measures of support in the team in order to avoid burnout?

This summer will be critical in ensuring OC3 is prepared to address each of these considerations. Returning student coordinators will have to play a larger leadership role in mentoring and training the incoming student staff in comparison to previous years. It is also significant to remember that the Center has always thrived and existed due to the advocacy of its students and will continue to adapt to tackle any new challenges. While the next chapter in OC3 will bring change in perspectives and leadership, the legacy set forth centering storytelling, intersectionality, equity, and healing will always remain.



OTTER CROSS CULTURAL CENTER

OTTER STUDENT UNION @ CSU MONTEREY BAY

SUMMARY

The 2020-2021 academic year saw all operations still online as the world faced the COVID-19 pandemic. Budgets were uncertain and, as a result, there were no student programmers hired to run events for the student union. Some returning student programmers were brought on as student assistants who helped with data assessment and collection during professional staff turnover.

Most events hosted during the 20-21 academic year were low/no cost programs or joint ventures facilitated with the Otter Cross Cultural Center. All told, over 250 events ran for CSUMB students, faculty, staff, alumni, and surrounding community members, most of them on a regularly occurring basis of weekly or sometimes twice a week. Given there are normally 30 total events over the course of the year, this drastic increase in program offerings is certainly unsustainable moving forward. Looking at the upcoming school year, there will be a continued expectation to provide events accessible by folks who are virtual-only, and that will need to be taken into consideration with the number of events undertaken.

FALL 2020 EVENTS

RECURRING EVENTS

Thursday Night Trivia

Thursday Night Trivia, started in March 2020 when the pandemic hit, continued throughout the summer with great participation and throughout the fall as well. The Kahoot trivias and their related fun facts were researched, designed, and hosted by OSU staff. Our regular group of students showing up and participating week to week kept the trivia lively and chatter flew back and forth throughout the event.



Some selected feedback from students includes:

“I really cannot thank you enough for the fantastic summer series of Thursday Trivia nights. They were a true highlight of my summer here, and you’re always such a fun host!”

“I won the animal-themed Kahoot game tonight! It was really fun :)”

“Thanks again, it was a good one tonight.”

Monte's Music

Monte's Music was two hours of curated music hosted via the JQBX app and livestreaming intermittently through Instagram Live. Designed specifically for various levels of engagement, students could just listen in, as they might a radio show, or they could step up and become the DJ themselves. This program ran on Tuesdays/Thursdays and saw a steady wave of engagement throughout the semester.

You Otter Stay Fit

You Otter Stay Fit was a collaboration with First City CrossFit out of Monterey. Taught by OSU staff member Michelle (Czarnecki) White, participants were able to do the workouts from home with limited to no equipment. The semester started off strong with a mix of staff and students attending, receiving positive feedback:

“Thanks for the great workout on Wednesday!”
– CSUMB staff member



Who Watches the Watchmen?

Who Watches the Watchmen? was built to engage students interested in investigating themes surrounding heroism, culture, and collective identities. It launched pre-classes beginning with the intention of running every third Tuesday, following the HBO series available for free to CSUMB students via HBO Max. Though the first meeting had 3-4 students highly engaged in the topic, the next meeting saw no participants show up and subsequently was cancelled by the team.



Cooking with Chef Morando of Pure Love Food Co.

Partnering with CSUMB alum Christian Morando, OSU offered two cooking classes in the fall:

August: Pad Thai
November: Steak

Basic Needs co-sponsored both classes, giving away e-gift cards for groceries to students who attended as well as cooking supplies. Chef Morando not only taught attendees how to make the recipes, but also answered questions throughout based on his professional experience cooking and taught kitchen safety skills, such as proper knife handling.

ONE TIME EVENTS

Late Night with OSU

OSU kicked off its virtual Otter Days event with a remix of our traditional Late Night. There were live dessert recipe demonstrations, all vegan/gluten free; a fast-paced game of Emoji-ology, and a speed-friending event hosted on Remo where students had bingo cards and were encouraged to hop table to table to meet folks.

Selected feedback from Late Night:

“Thank You for the four Emoji-ology Quizzes--they were all great fun and we could see how inventive you were in matching emojis with their respective subjects. Reminds me of doing rebuses when I was a kid back in the ‘60s (they were really popular back then!). So it was by pure luck that I won (sorry that I’m such a slow typist...)”

“Actually, the only award that I would like is to taste some of that Apple Crumble and the Chia Seed Chocolate Pudding that you made last night. They both looked delicious! Thank you for whipping both of those up for us in the viewing audience; I for one had no idea that the pudding would be so quick to make (I guess that’s why I’m going to college: to get a real education). I know my mouth was watering, and in Pavlovian response, my dog’s mouth was watering too... (although it did look kind of gross to see his saliva dripping onto the floor; I’m not even sure that I want to try translating that into emoji’s... :-)) Thank you again for all three of the shows, and have a wonderful weekend.”



Talking About Racial Bias with Dr. Jennifer Eberhardt

The first major speaker brought in by OC3 & OSU was Dr. Jennifer Eberhardt. Dr. Eberhardt is a renowned expert on where unconscious racial bias comes from and how to address it. She gave a keynote on the psychological associations between race, crime, and police brutality, with the opportunity for questions and answers at the end of the lecture. The announcement that she would speak and that it was open to folks in the extended CSUMB community garnered a lot of interest. A professor at CSUMB asked permission to invite her local chapter of the Stanford alumni association, which led to a request from the president and CEO of Five

Branches University, Graduate School of Traditional Chinese Medicine requesting permission to invite his staff, faculty, and students as well. There were 354 folks that registered, with 211 attending during the live session. The recording was sent out for asynchronous participation as well.



Select feedback from Talking About Racial Bias with Dr. Jennifer Eberhardt:

“Elegant studies, eloquent discussion, excellent presentation of eye-opening racial bias in many contexts. One of the best lectures I’ve ever heard! Thank you to the Professor!!!”

An Evening with Dr. Ibram X. Kendi

The second major speaker brought in by OC3 & OSU was Dr. Ibram X. Kendi. The event with Dr. Kendi was a fireside conversation moderated by Dr. Shantel Martinez.

Select feedback from An Evening with Dr. Ibram X. Kendi:

“Thank you very much for arranging for me to join An Evening with Dr. Kendi. I found myself listening intently to the public policies he sees needing attention such as those advancing health care for all and to personal reflections on what I as a white person might be doing to perpetuate the problem. I appreciated my experience. Looking forward to learning more about other programs offered by CSUMB Otter Student Union.”



Las Cafeteras and You

Supported by staff at the World Theater, OSU and OC3 were ecstatic to bring Las Cafeteras for a series of workshops encouraging students to think of themselves as activists and to be engaged in the (then upcoming) election. Las Cafeteras chose to host via Zoom meeting so students could engage more directly with them.

Select feedback from Las Cafeteras & You:

“I just want to send a huge thank you to you and everyone at CSUMB who is planning these virtual events, talks, exercise groups, etc. and for opening them up to the community. I am a student at the Middlebury Institute of International Studies, and it has been so wonderful to be able to join. Gaining the insight and perspectives of people outside of MIIS is very valuable. I find that I live in a bubble, which is possible for many in the academic world, but these engaging events have helped me get outside of that. I really appreciate what CSUMB is doing for the greater Monterey community; it expands even further, I am currently located in NE and I recommend the events to friends all over North America!”



“My two best friends and I were particularly excited to chat with Las Cafeteras; we met them at the Sunfest World Music Festival in London Ontario three summers ago.”

Spilling Chisme with the Bitter Brown Femmes

Thanks in part to a grant from the CSU Entertainment Alliance, OC3 and OSU brought a live recording of the Bitter Brown Femmes podcast to audience members virtually. Students have been requesting OSU and OC3 to bring the Bitter Brown Femmes to campus every year since 2017. During their podcast, they covered surviving and thriving in the pandemic and the upcoming 2020 election.

Werk Witch Drag Show

Werk Werk Witch went entirely virtual this year, which opened up the opportunity for the recruitment of a celebrity guest judge—Jujubee from RuPaul’s Drag Race. Watch the highlights at <http://bit.ly/wwhighlights2020> or the whole show at <http://bit.ly/wwshow2020>.

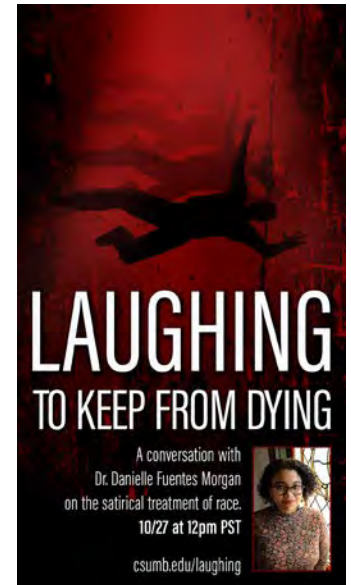


“US” HBO Max Watch Party

One of the most popular OSU events in the past have been movie nights. A little research uncovered a free site called Scener which allows for multiple folks to watch video content off popular streaming platforms together, using their separate accounts for those streaming services. Luckily, the film “Us,” which was to be discussed in an upcoming event with Danielle Fuentes Morgan, was available on HBO Max, which all CSUMB students/faculty/staff have access to. Individuals participated in the event chatted back and forth on the chat feature of Scener during the film and had a discussion about the film afterwards.

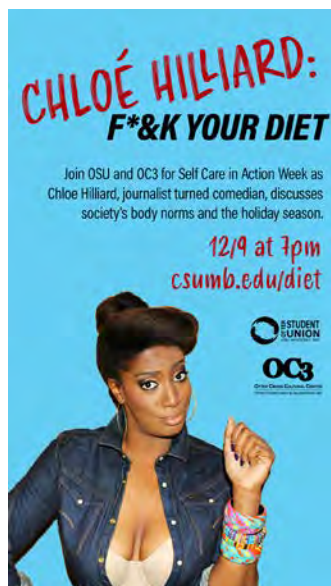
Laughing to Keep From Dying: A Conversation with Danielle Fuentes Morgan

Danielle Fuentes Morgan gave a talk exploring African American satire and the ways in which it promotes social justice, looking at the movie “Us” and other Jordan Peele films.



Otterly Cute #CSUMBPets

As the semester drew to an end, CSUMB students/faculty/staff submitted cute pictures and videos of their pets. A few select individuals were interviewed live and introduced their pets to the CSUMB family. Lots of laughter and smiles emerged from participants!



Self Care in Action: F&K Your Diet with Chloe Hilliard*

Chloe Hilliard, journalist turned comedian, gave a virtual talk on self-love, handling unsolicited feedback from family, friends, and strangers, and following your dreams.

SPRING 2020 EVENTS

RECURRING EVENTS

Thursday Night Trivia

Thursday Night Trivia continued throughout the spring semester. Here's a sample of the lively chatter from participants:

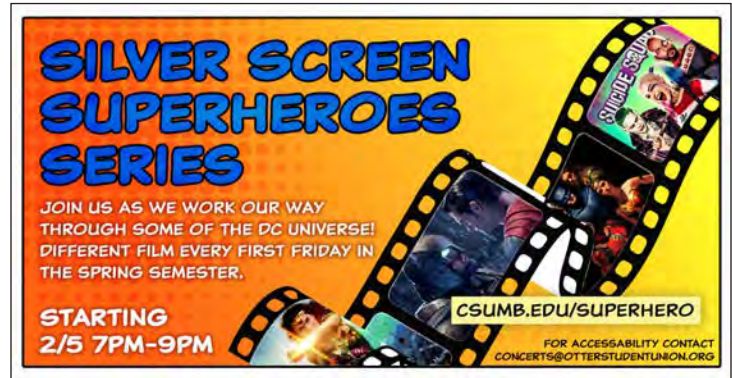
00:10:23 Participant 1: Best of luck to everyone!
00:10:32 Host: I love the apollo name
00:10:35 Host: whoever did that haha
00:10:40 Host: Good to see you J.P!
00:10:46 Participant 1: Thank you!
00:11:11 Participant 1: The game pin is 433 8297.
00:13:24 Participant 3: more like five directions
00:13:44 Participant 1: No you didn't, not Five Directions!!
00:14:26 Participant 4: just sold, right?
00:15:05 Participant 4: \$350M
00:15:27 Participant 1: American Hustle got snubbed at the Oscars.
00:15:55 Participant 3: so much of the book was cut though, kinda sad about that
00:17:30 Participant 5: On my shoes
00:17:32 Participant 3: necklaces from hot topic
00:18:34 Participant 3: he deserved an Oscar well before that movie though
00:18:43 Participant 3: the bear attack is so gnarly
00:18:48 Participant 6: Did he not get one in titanic??
00:18:59 Participant 1: No, shockingly.
00:20:01 Participant 6: Bring back myspace haha
00:20:04 Participant 5: Also when Social Network came out
00:20:54 Participant 3: that makes me feel old sheeeesh
00:21:36 Participant 6: I only watched the first 3 I think haha
00:22:20 Participant 6: I miss TRL
00:23:58 Participant 3: I know we all have super cringy videos of ourselves back when that song came out
00:24:16 Participant 6: Agree ^^
00:24:27 Participant 3: sitting in rest on our iPhone 4's
00:25:16 Participant 3: soooo goooooood
00:26:35 Participant 5: So tragic
00:28:08 Participant 5: the king in da north was my favorite
00:32:39 Participant 6: OMG GTL
00:33:18 Participant 6: No I would fall on my face
00:33:28 Participant 3: busted my ass on a hoverboard once lolol
00:33:40 Participant 4: Let's go, Jen!!!
00:34:02 Participant 3: why you gotta remind me mannnnnnnn
00:34:20 Participant 3: hurricane tortilla
00:37:44 Participant 3: saw civil war five times in theatres, good old days
00:40:03 Participant 3: it was all over when cap lifted the hammer
00:41:44 Participant 4: original six?
00:44:48 Participant 4: I saw it in totality in SC!
00:47:59 Participant 6: I hate this song haha my kids love it
00:50:07 Participant 1: It came out so late in the summer.
00:51:31 Participant 1: Dang, TikTok is old...
00:54:40 Participant 4: no way!
00:56:07 Participant 1: My great-grandma had this event on all the time at her house.
00:57:08 Participant 1: That's Big Ed from 90 Day Fiancé.
00:59:17 Participant 4: Let's go, Genius!!
01:00:11 Host: micwhite@csumb.edu
01:00:11 Participant 7: great job everyone
01:00:14 Participant 4: Congrats, everyone!
01:00:22 Participant 1: Great job, guys!
01:00:32 Participant 4: nooooo
01:00:37 Participant 6: Awww Good luck =)
01:00:42 Participant 4: Thanks!

Monte's Music

Monte's Music also continued into the spring semester and continued to see a steady wave of engagement throughout the semester.

Silver Screen Superheroes Series

Based on the success of the "Us" HBO Max movie night, four different superhero films were selected for the CSUMB community to watch together on the first Friday night of each month in the spring. Attendance at these movie nights turned out to be low to none.



#YouOtterKnow Flash Info Sessions

In advance of the new student union opening, staff put together 30 minute flash information sessions presented over the course of a few weeks aimed at sharing information with students, faculty, and staff at CSUMB.

Cooking with Chef Morando of Pure Love Food Co.

Partnering with CSUMB alum Christian Morando, OSU offered two cooking classes in the spring:

January: Ceviche
May: Mothers' Day Brunch

Aggregated feedback from participants upon seeing the final result from all cooking shows:

"Wow, amazing! Thank you!"

ONE TIME EVENTS

Reel Asian Podcast Movie Screening + Podcast Recording

After the success of the Bitter Brown Femmes podcast and the “Us” HBO Max watch party, OSU and OC3 reached out to the Reel Asian Podcast, a show focused on Asian and Asian-American films where they examine the themes and cultural impact of those same films, to coordinate a film screening and live podcast recording. The selected film was “Princess Mononoke,” and you can listen to the episode here: <http://bit.ly/reelasianpodcast>

We Want to do More Than Survive with Dr. Bettina L. Love

Dr. Bettina L. Love is an award-winning author and the Athletic Association Endowed Professor at the University of Georgia. Her writing, research, teaching, and educational advocacy work meet at the intersection of education reform, anti-racism, carceral studies, abolition, and Black joy. Her presentation for CSUMB focused on the role of abolitionism throughout the years and the fight for survival. This event was in partnership with Service Learning at CSUMB.

Understanding COVID-19 Through Comics

Dr. Christina Peralta continued our superhero theme for the year with an examination of the ways in which popular comics have dealt with pandemics in the past and what that might mean for our understanding of and engagement with COVID-19.

Inspiring Radical Creativity with Gabby Rivera

Gabby Rivera wrote the first Marvel comic featuring a Latin-American LGBTQ character, America Chavez. Gabby spoke about how she got started writing for Marvel, how she built America and America’s story, and how her work addresses issues of identity and representation for people of color and the queer community.

Earth Day Keynote with Dr. Robin Wall Kimmerer

In partnership with the Office of Inclusive Excellence and Sustainability, the Personal Growth and Counseling Center, and Applied Environmental Science, OSU and OC3 brought Dr. Robin Wall Kimmerer, author of “Braiding Sweetgrass: Indigenous Knowledge, Scientific Wisdom and the Teaching of Plants,” to speak for an Earth Day event. Dr. Kimmerer discussed the intersections between indigenous knowledge, environmental sciences, and movements.

Otters Got Talent

After the In partnership with Associated Students, First Year Experience, Recreation, and the University Center, OSU hosted the first-ever Otters Got Talent show completely virtually in late April. The competition was open to anyone in the Monterey Bay community. Everything was developed from scratch by the committee, including rules, scoring, submission requirements, audience member engagement, and the competition structure. Hosts Hamza Saleem and Palia Vang kept the show moving and judges included CSUMB staff member Bill Steacy, CSUMB student Daisy Barrett, CSUMB faculty Lanier Sammons, and CSUMB alum Christina Bailey. OSU's new livestreaming equipment allowed for a broadcast-quality production, complete with lower thirds, tiled videos, and live scoring updates. Check out the broadcast on our YouTube channel: <https://youtu.be/NYUHCrsEKg8>

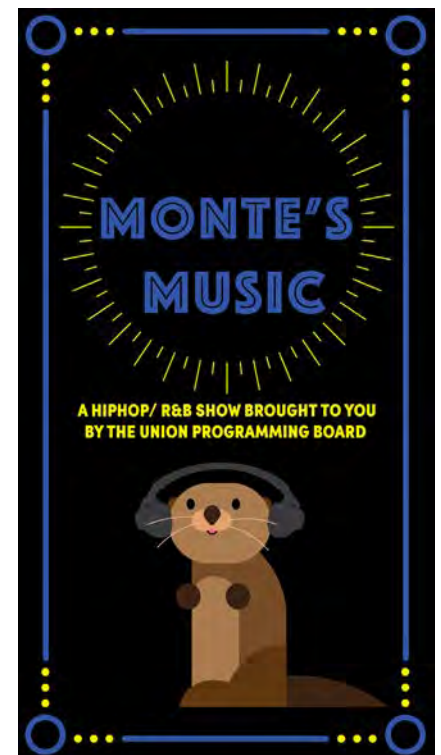


BUDGET

The Programming was assigned no specific budget for 2020-2021 due to the pandemic. You Otter Stay Fit was provided by staff member Michelle (Czarnecki) White; Monte's Music was run using free online software JQBX; Thursday Night Trivia incurred insubstantial prize costs after giving away otter masks and reusable plastic bags purchased from the Monterey Bay Aquarium. Most large events (An Evening with Dr. Ibram X. Kendi, An Evening with Laverne Cox) were funded by the Otter Cross Cultural Center and contractual/marketing/programmatic support was provided by OSU's programming staff.

MOVING FORWARD

As the OSU settles into the new facility, it is recommended to continue investing programmatic resources into the Otter Cross Cultural Center and develop an institutionalized budget for the work the center does.



SUMMARY

For 2020-2021, the Marketing & Communications Team included one professional staff member, two sets of two graphic design interns who served as generalists (one set for the fall semester and another set in the spring as those in the fall graduated), two social media interns, and one video production intern. This diversified team contributed towards creating new content for the Otter Student Union and Otter Cross Cultural Center as well as adapting annual events and programming into a virtual modality due to the restrictions still in place by COVID-19. This year placed greater importance on quality virtual programming and events, resulting in a higher than normal number of marketing requests to meet demands. We also worked with other CSUMB departments for events that they collaborated with the OSU or OC3 by providing marketing and design services, such as the Social Justice Dialogues and Writers From the Edge series.

Focus this year was also on social media including Facebook, Instagram, Twitter, and even TikTok. As part of Affinity Grads, the OSU created a Giphy account where custom GIFs were uploaded so that they could be used when graduating CSUMB students were posting photos to their Instagram accounts. The OSU and OC3 also managed weekly newsletters highlighting our upcoming events, programs, and resources. Video production was also instrumental this past year as they created content for a variety of needs. Such examples include Werk Witch Drag Show, Spring 2021 Event Highlights, and the virtual Affinity Graduation Celebration videos. Social media was key this past year due to the pandemic shutting everything down and people being remote. A benefit for this year though was that we were able to reach a much larger audience with our virtual programming. This resulted in participants from not just across the United States, but even a few from other countries.



A major undertaking for the MarComm Team this year were the virtual Affinity Graduation Celebration videos. It was decided early on that the OSU would do all aspects ourselves rather than subcontract the videos and audio. By doing so, we had complete control of every element that went into each of the eight Affinity Grad videos and not just the marketing for registrations. This ensured that not only was everything to our standards, but everything was consistent. The resulting videos, which are hosted on the OSU's YouTube channel, were a major success.

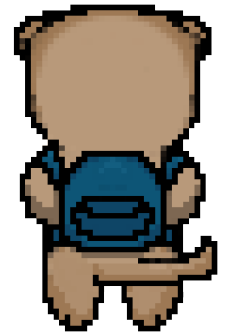
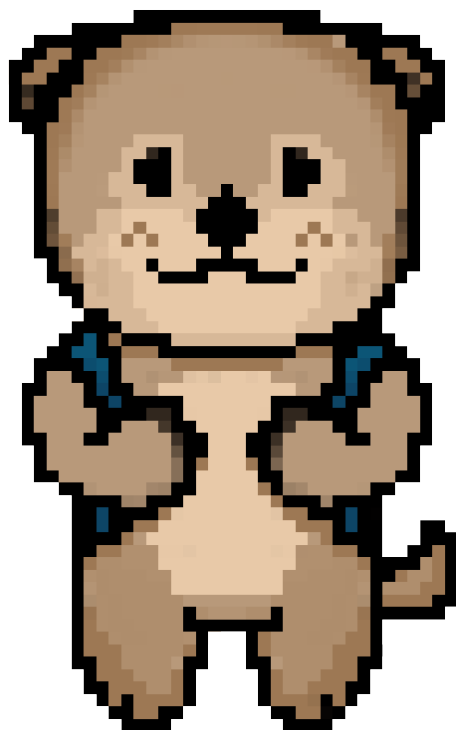
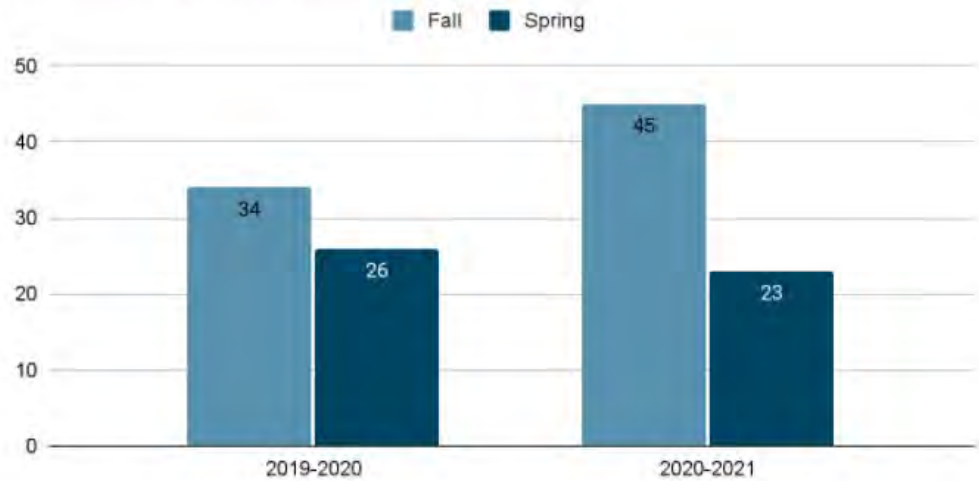
If this past year has taught us anything, it's just how resilient and adaptable the professional and student staff of the OSU and OC3 are. Our extremely talented interns were instrumental in our success. We rose to the challenges presented to us and we look forward to what the next year brings.

2020-2021 REQUESTED PROJECTS

WITH COMPARISON TO 2019-2020

OSU and OC3 Projects

Submitted via Marketing Request Form



Does the artwork appear pixelated? Perfect! These were created to be used as part of the OSU's Spring 2021 Event Highlights video which featured a video game theme similar to Pokemon. The pixelated Monte traveled across a matching background map of the CSUMB campus. As he reached each building throughout the map, pops-ups displaying upcoming events showed. This was just one of many times where multiple staff members, pro and student, worked cohesively together to produce an amazing end result.

SAMPLE PROJECTS

COMPLETED BY PROFESSIONAL STAFF

WHO WATCHES THE WATCHMEN

Discussions on the intersections of heroism, culture, and collective identities.

Every third Tuesday starting **Aug. 4 at 4:30pm**
csumb.edu/watchmen

Social Justice Dialogues Presents

Dribbling Down Barriers: Clearing Misconceptions with Bilqis Abdul-Qaadir

Learn about the intersections of faith and sports as Bilqis shares her experiences with pursuing a career in basketball.

April 14 at 12PM
csumb.edu/osu/sjd

Writers from the Edge Presents: **STAR FINCH**

PLEASE JOIN HCOM's WRITERS FROM THE EDGE SERIES AS THEY HOST SAN FRANCISCO BASED PLAYWRIGHT, STAR FINCH. STAR WILL SHARE EXCERPTS OF HER WORK, ENGAGE WITH PARTICIPANTS AND HAVE TIME FOR CONVERSATION AND Q + A.

THURSDAY, MARCH 25th
6:00PM - 7:30PM PST
CSUMB.EDU/STARFINCH

Co-sponsored by the Office of Inclusive Excellence, Office of Multicultural and Community, Equity, Access & Inclusion, Office of Cultural Diversity, Equity, and Inclusion, and Office of Arts, Humanities and Global Studies

The 24th Annual Social Justice Colloquium Presents:

A Roundtable on Trauma and Healing

From the individual to the cultural and collective, trauma and its aftermath profoundly impact the lives of those who directly or indirectly experience trauma. Join us for this special roundtable featuring Cinnamon Spear, Killa First, Elizabeth Reston, Catalina Valdez, Alison Thomas, and Communities Healing and Transforming Trauma (CHAT). The roundtable will be moderated by CSUMB professor of Psychology, Dr. Shannon Snapp.

April 14th at 6-7:30pm
csumb.edu/sjc

Sponsored by the Colleges of Arts and Behavioral Sciences, the School of Humanities and Communication, the School of Social Behavioral, & Global Studies, Equity & Public Aff., Special Events, Learning, the Center for Cultural Center, and Office of Inclusive Excellence

FEMINIST FITNESS FRIDAYS

SIGN UP AT
CSUMB.EDU/DANCE

DANCE AND LEARN ABOUT FEMINIST ICONS, CONCEPTS, AND POWERFUL HISTORIES.

PRINCESS MONONOKE

REEL ASIAN PODCAST

Screening + Podcast Recording

Join us January 28 for a screening of Princess Mononoke and then on January 29 to hear a live recording of the Reel Asian Podcast as they discuss the film!

January 28th - Screening
 January 29th 6pm-7pm - Live Podcast
csumb.edu/podcast

Co-sponsored by the Office of Inclusive Excellence, Office of Multicultural and Community, Equity, Access & Inclusion, Office of Cultural Diversity, Equity, and Inclusion, and Office of Arts, Humanities and Global Studies

UNDERSTANDING COVID-19 THROUGH COMICS

WITH **DR. CHRISTINE PERALTA**

MARCH 15, 2021 4PM

CSUMB.EDU/COMICS

COMPLETED BY STUDENT STAFF



OC3
Otter Cross Cultural Center
OTTER CROSS CULTURAL CENTER

HBO MAX WATCH PARTY
FRIDAY 10/23 AT 7PM
CSUMB.EDU/US

STUDENT UNION
OTTER STUDENT UNION



A Night With
KRISTINA WONG
APRIL 29 8PM

Register at:
<https://csumb.edu/oku-night-kristina-wong>

For questions and accommodations please email oc3@csumb.edu

OC3
Otter Cross Cultural Center
OTTER CROSS CULTURAL CENTER

STUDENT UNION
OTTER STUDENT UNION



OC3'S CULTURAL GAME NIGHTS PRESENTS

GO!

MON FEB 8 | 12-1PM
csumb.edu/culturalgames

Join the Otter Cross Cultural Center and Otter Student Union for a fun lunchtime game of Go!

OC3
Otter Cross Cultural Center
OTTER CROSS CULTURAL CENTER

STUDENT UNION
OTTER STUDENT UNION



California State University
MONTEREY BAY

CSUMB STUDENT JOB INFORMATION FAIR

Tuesday March 16
11:30am — 1:00pm

Learn about potential and anticipated student positions for summer/fall 2021!

Register at csumb.edu/jobfair



ART-STROLOGY:
An arts-based workshop exploring zodiac signs, our relationships, & ourselves.

APRIL 26TH, 2021
5pm-6pm
RSVP: csumb.edu/astroart

OC3
Otter Cross Cultural Center
OTTER CROSS CULTURAL CENTER

FACEBOOK SOCIAL MEDIA ANALYSIS

The 2020-2021 year saw an increase in the average daily reach on the OSU and OC3 Facebook accounts compared to the previous year. However, we didn't see much movement regarding to how many likes our posts were receiving. This is in part due to the fact that the majority of our target audience, the students, either do not use or even have a Facebook account and instead are on Instagram.

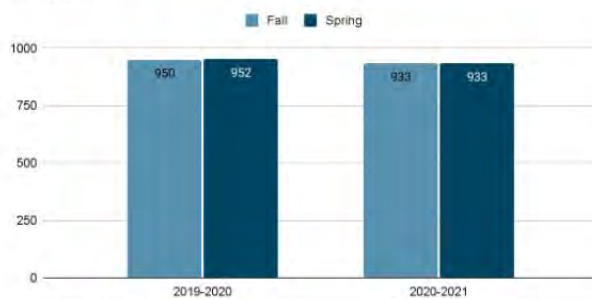
The top performing posts tended to happen towards the beginning of each semester. This could be due to a combination of things such as the excitement of a new semester turning to burnout as finals would near. Another consideration could be the time of day that posts went live. As our social media interns primarily were the ones that were posting content, there were times when their posts went live later in the day, possibly missing some of our followers. It is important to note that the people that use Facebook tend to use it at different times of the day when compared to those that use Instagram.

The plan for 2021-2022 is to increase our likes on Facebook by using better targeted and varied content that speaks to the audience members who do use this social media platform. By also better timing when posts go live, we can increase the virtual foot traffic. Engaging with our followers will help build stronger bonds and relationships with them and also their followers too. We can also try a focus on different anti-racism resources or developing content regarding intersectionality.

ANALYTICS WITH COMPARISONS TO 2019-2020

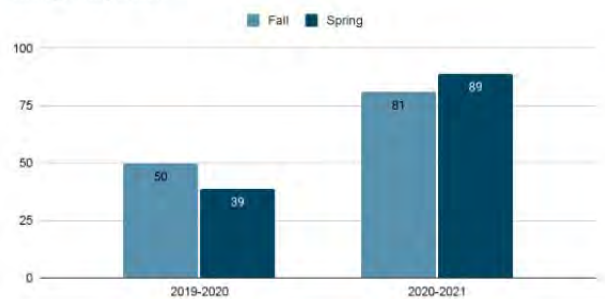
Otter Student Union

Total Likes



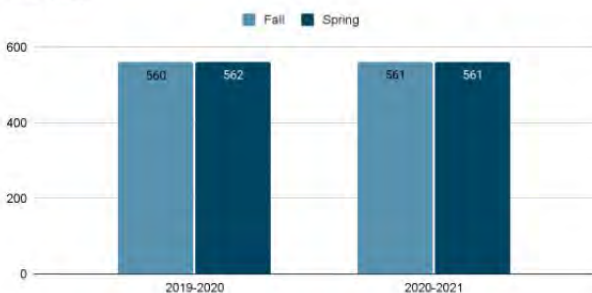
Otter Student Union

Average Daily Reach



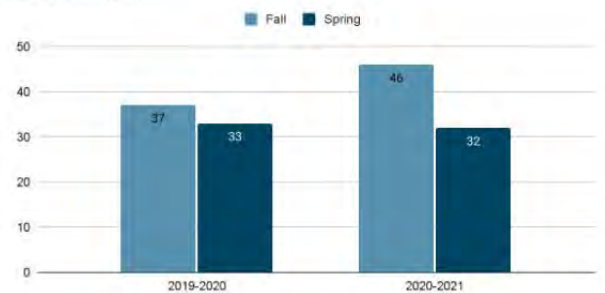
Otter Cross Cultural Center

Total Likes



Otter Cross Cultural Center

Average Daily Reach



FACEBOOK TOP PERFORMING POSTS - OSU

JULY - DECEMBER

Otter Student Union
Posted by Michelle White
Jul 31, 2020 · Instagram · 🌐

Next Friday, August 7 is the @uroc_csumb Summer Research Symposium and three amazing OSU students are presenting!

@uhmeliaparker at 10:25am, on COVID-19 messaging in U.S. college campuses;

@doseofdarchelle at 11:10am, on comparison of Afro Indigenous to African American student research models in higher education;

@captainwharuz at 1:40pm, on analysis of small-scale, spatial variability within high-density arrays of passive fog collectors to determine optimal location for collection

Go support them and the rest of the amazing scholars!



👍❤️👍 6 5 Shares

👍 Like 💬 Comment ➦ Share

766 people reached > Boost 

Otter Student Union
Posted by IG Otter Student Union (OSU)
Aug 20, 2020 · Instagram · 🌐

These tasty ingredients are missing one key one... YOU!! Help us complete the recipe by hopping in the easy vegan dessert cooking class at 10pm tomorrow! Register at CSUMB.edu/latenight



👍❤️👍 4 1 Share

👍 Like 💬 Comment ➦ Share

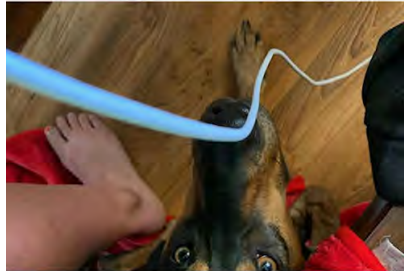
123 people reached > Boost 

Otter Student Union
Posted by IG Otter Student Union (OSU)
Aug 24, 2020 · Instagram · 🌐

HAPPY FIRST DAY OF CLASS, OTTERS! Hopefully your favorite furry friend is cheering you on just like Apollo is!


Check our story for some tips from OSU pro staff on how to create structure! We will share ideas all week.

Also, submit photos or video of your favorite animal companions for our Otterly Cute #CSUMBPets event at CSUMB.edu/pets!



👍❤️👍 8 2 Comments

👍 Like 💬 Comment ➦ Share

114 people reached > Boost 

JANUARY - JUNE

Otter Student Union
Posted by IG Otter Student Union (OSU)
Mar 24 · Instagram · 🌐

The Otter Cross Cultural Center and Otter Student Union are incredibly excited to announce a keynote on Trans Visibility and Representation in the Media by Laverne Cox! April 8th at 6! Rsvp csumb.edu/lavernecox



👍❤️👍 You and 6 others 2 Shares

❤️ Love 💬 Comment ➦ Share

269 people reached > Boost 


Otter Student Union
Posted by IG Otter Student Union (OSU)
Mar 23 · Instagram · 🌐

Get ready with Kochina Rude and learn about drag hstory! Proudly sponsored by the Otter Cross Cultural Center and Otter Student Union. Kochina Rude is an Oakland-based drag queen from the San Francisco Bay Area. April 7th at 1:00! RSVP at csumb.edu/draghstory



👍❤️👍 2 2 Shares

👍 Like 💬 Comment ➦ Share

261 people reached > Boost 

Otter Student Union
Posted by IG Otter Student Union (OSU)
Mar 12 · Instagram · 🌐

We are excited to present activist Dolores Huerta! Join for an Ignite! Social Justice Keynote and Q&A! TODAY (3/12) at 12:00, rsvp at csumb.edu/ignite2021



👍❤️👍 3 3 Comments 1 Share

👍 Like 💬 Comment ➦ Share

160 people reached > Boost 

FACEBOOK TOP PERFORMING POSTS - OC3

JULY - DECEMBER

OC3 Otter Cross Cultural Center
 Posted by IG Otter Cross Cultural Center
 Sep 17, 2020 · Instagram · 🌐

Join us for a keynote with Dr. Danielle Fuentes Morgan from Santa Clara University. We will be discussing the history of Black horror movies and their relationship to illuminating systems of racism. Register for Laughing to Keep from Dying at noon on October 27th at csumb.edu/laughing or in our bio!



👍❤️ 2 2 Shares

👍 Like 🗨️ Comment ➦ Share

185 people reached > [Boost OC3](#)

OC3 Otter Cross Cultural Center
 Posted by IG Otter Cross Cultural Center
 Oct 26, 2020 · Instagram · 🌐

Otter Student Union, Otter Cross Cultural Center, and College of Health Sciences & Human Services will host a talk on depictions of diseases in comic books as a means to understand our current health crisis in terms of migration, race, and citizenship on November 10th at 5:30pm. Register at csumb.edu/comics or in our bio!



👍❤️ 1 1 Share


👍 Like 🗨️ Comment ➦ Share

160 people reached > [Boost OC3](#)

OC3 Otter Cross Cultural Center
 Posted by IG Otter Cross Cultural Center
 Sep 1, 2020 · Instagram · 🌐

Today is National Poll Worker Day! Due to the pandemic, there is a need for poll workers as most are older and are now at-risk. We encourage you, if you are able and eligible, to register as a poll worker! Find out more on the Monterey County Elections page. There are stipends available and eligibility requirements include:

- Be either 18 years of age, a U.S. citizen and registered voter in California or a lawful permanent resident, or
- Be a high school student, at least 16 years of age and in good academic standing
- Read, speak and write English
- Work on election day from 6:00 a.m. until all duties are complete, approximately 9:30 p.m.
- Attend a 2 ½ hour mandatory training class, per election
- Have transportation to and from the polling place



👍❤️ 1 1 Share

👍 Like 🗨️ Comment ➦ Share

103 people reached > [Boost OC3](#)

JANUARY - JUNE

OC3 Otter Cross Cultural Center
 Posted by IG Otter Cross Cultural Center
 Feb 26 · Instagram · 🌐

Ignite! will look a little different this year! We are excited to welcome activist Dolores Huerta for a special keynote and Q&A on March 12th at noon. Register and find out more at <http://csumb.edu/ignite2021>. For the first 50 registrants, you will receive a free facemask!



👍❤️ 3 4 Shares

👍 Like 🗨️ Comment ➦ Share



👍❤️ 3 4 Shares

👍 Like 🗨️ Comment ➦ Share

569 people reached > [Boost OC3](#)

OC3 Otter Cross Cultural Center
 Posted by IG Otter Cross Cultural Center
 May 25 · Instagram · 🌐

Bittersweet news, Otters. Today is Bianca's last day with the OC3 and CSUMB. She's landed an amazing opportunity to serve as the Associate Director of Diversity, Equity, and Inclusion at Stanford University! We are so grateful to have shared so many wonderful experiences with you. We're going to miss your beautiful spirit here at the OC3 and OSU. You will always have a home with us here. Stanford is so lucky to have you.

🎶 Shine bright, shine far, don't be shy, be a star! 🎶

Tag/comment below with some of your favorite memories or well wishes for Bianca 💕



👍❤️👍 You and 13 others 1 Comment

👍 Like 🗨️ Comment ➦ Share

104 people reached > [Boost OC3](#)

OC3 Otter Cross Cultural Center
 Posted by IG Otter Cross Cultural Center
 Apr 8 · Instagram · 🌐

TONIGHT AT 6:30PM join us for our FREE special event with Laverne Cox! Known for her role in Orange is the New Black, Laverne Cox will be giving a keynote on Trans Visibility and Representation in the Media! Grab your friends and register at csumb.edu/lavernecox



👍❤️ You and 3 others 1 Share

👍 Like 🗨️ Comment ➦ Share

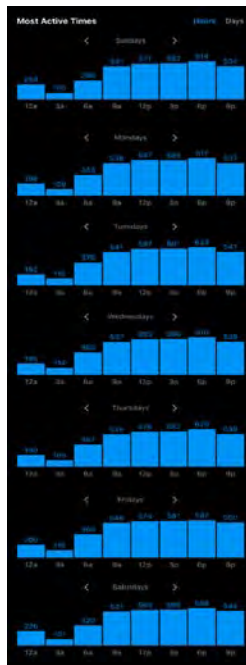
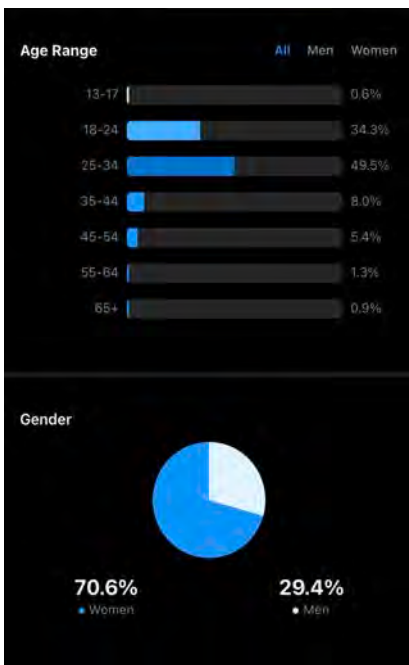
99 people reached > [Boost OC3](#)

INSTAGRAM SOCIAL MEDIA ANALYSIS

The Instagram accounts for the OSU and OC3 shows that this is where we are reaching the majority of CSUMB students rather than other social media platforms such as Facebook and Twitter. We see this in the steady increase of new followers for both accounts. As seen in the analysis below, majority of our followers are females between the ages of 18 and 34. We also see the most traffic to our pages later in the day, especially at night, whereas Facebook sees more traffic in the late morning to early evening. We've also been seeing more interactions as it's easier

for individuals and other campus groups and departments to easily tag the OSU and OC3 in their posts. One thing that we have noticed is that our posts that include videos tend to do better than ones with just photos. Of posts that include photos, ones that highlighted both our professional and student staff were more successful.

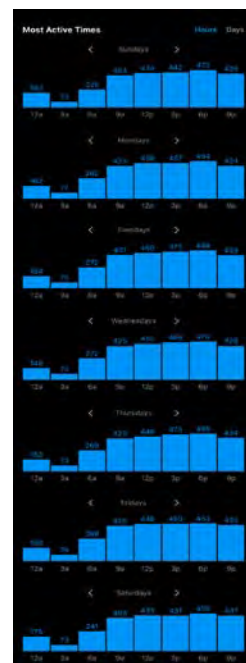
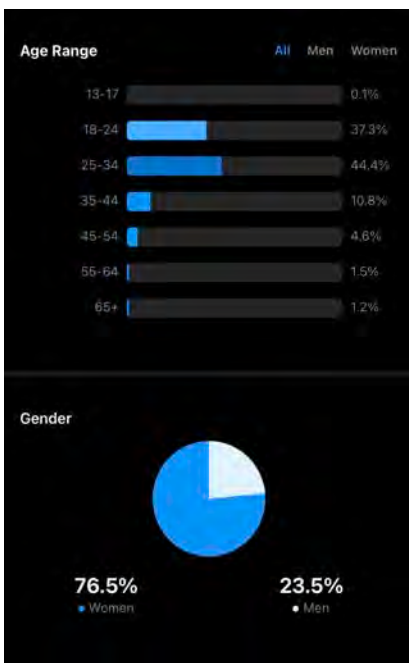
OTTER STUDENT UNION



The overall goals for 2021-2022 include:

- Engaging more on the platform by liking and commenting on our followers posts
- Tagging other campus departments and groups where appropriate
- Proper and consistent use of hashtags for better reach
- Increase the number of male followers for both accounts

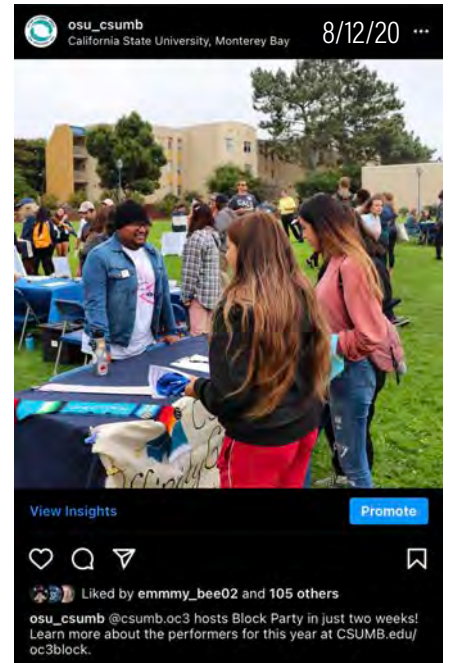
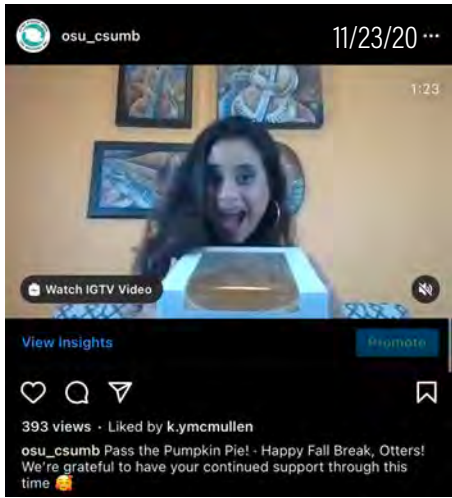
OTTER CROSS CULTURAL



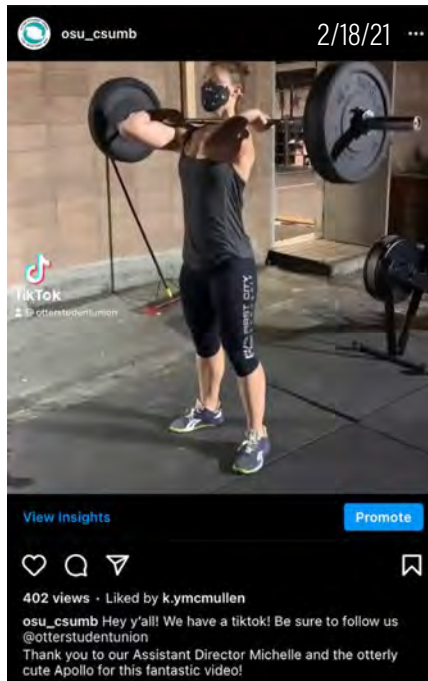
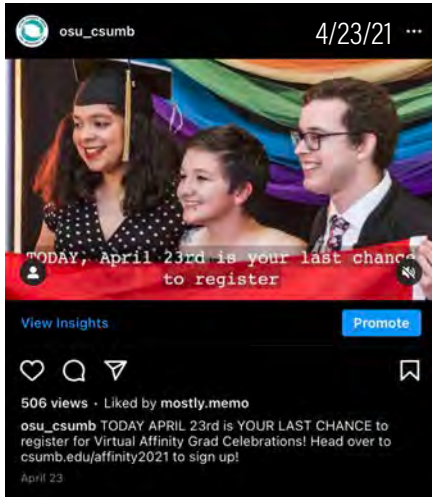
Further research needs to be conducted to see what sort of content better draws the male student attention that the OSU and OC3 can implement. This can be done by surveying our male OSU student interns. We can also reach out to other campus groups and departments, reviewing what types of content are the most successful for them and find ways to translate that for our needs. While gaining more followers and interactions is important on social media, it is paramount that the content posted reflects the mission, vision, and values of the OSU and OC3.

INSTAGRAM TOP PERFORMING POSTS - OSU

JULY - DECEMBER



JANUARY - JUNE



INSTAGRAM TOP PERFORMING POSTS - OC3

JULY - DECEMBER

11/30/20

GIVEAWAY
TAG TO ENTER TO WIN!

Winner will be chosen on December 12th!

View Insights Promote

Liked by osu_csumb and 105 others

csumb.oc3 GIVEAWAY!! We are excited to announce an end of the year giveaway for some of our favorite books!

To enter:

- Must be following @csumb.oc3
- Like this post
- Tag a friend! (Each tag is one entry)
- Share on your story for one additional entry!

The giveaway closes December 11th and the winner will be drawn on December 12th! Good luck!

More info about the books: (the winner will receive all three!)

On September 9th, we brought Dr. Ibram X. Kendi to CSUMB to talk about how to build an anti-racist world. "How to be an Anti-Racist" by Ibram X. Kendi dives into concepts of racism and Kendi's proposals for anti-racist individual actions and systemic changes.

Author of "Biased: Uncovering the Hidden Prejudice That Shapes What We See, Think, and Do," Dr. Jennifer Eberhardt is a renowned expert on where unconscious racial bias comes from and how to address it. She joined us on September 3rd and gave a keynote on the psychological associations between race, crime, and police brutality.

"A Field Guide To Climate Anxiety" addresses issues environmental advocates face and is considered "Gen Z's first existential toolkit" for combating eco-guilt and burnout while advocating for climate justice." Author Sarah Jaquette Ray is a professor at Humboldt State University.

8/25/20

View Insights Promote

Liked by osu_csumb and 105 others

csumb.oc3 The deadline for our Internship Program is Friday, Sept. 11th! The internship is great way to get involved on campus and learn about the OC3 while also having support from the OC3 prostaff and student coordinators! Feel free to reach out with any questions about the program or the application; more info can be found on our website or in our bio

11/5/20

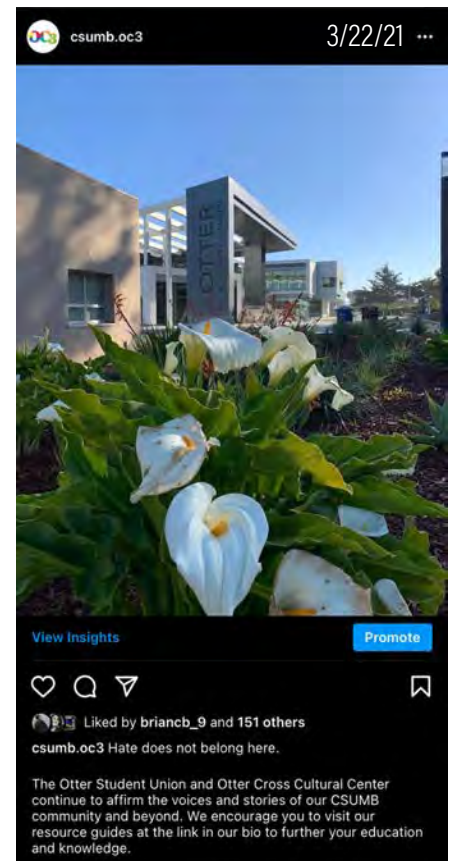
View Insights Promote

Liked by yztlsmcs and 82 others

csumb.oc3 We have our next artist featured in our series Art With Color: Focusing on Queer and BIPOC individuals in Art, curated by Yazmin Marcias!

Chella Man is a visual and performing artist that uses the uniqueness of his identity composing of Chinese, Jewish, deaf, genderqueer and transmasculine as a driving force for the content in his art. Having lost his hearing completely by the time he was sixteen while also coming to terms with his gender identity, Chella Man has spent his entire life building a space where he feels he can truly be himself. In his art, he often deals with problems surrounding the conflicting parts of his identity and how he navigates the world with these conflicting identities. One of his biggest advocacies is towards carving out your own space in the world to fit your unique identity. Chella Man is also known for his work as a model and an advocate for LGBTQ+ issues of representation in media.

JANUARY - JUNE



TWITTER SOCIAL MEDIA ANALYSIS

The Twitter accounts for the OSU and OC3 both demonstrate that even though the same content is cross posted among all of our social media accounts, each platform reaches a different audience demographic and we receive the least amount of engagement on Twitter. While Twitter had been very popular at one point, many of its users have navigated to other sites such as Instagram. The OSU and OC3 will continue to use Twitter however as it is still a valid social media platform that gets use.

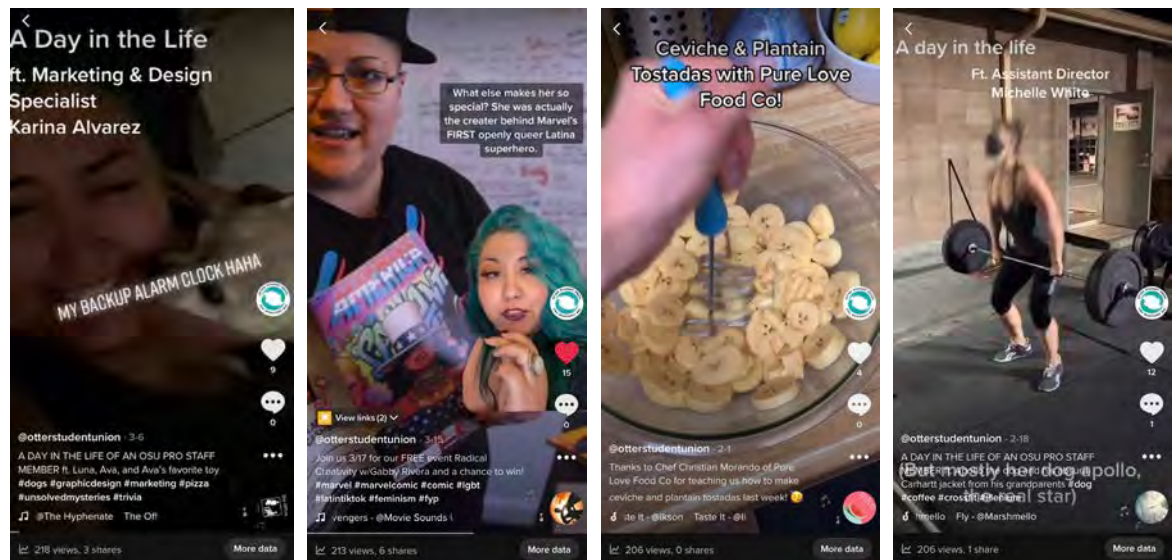
TIKTOK SOCIAL MEDIA ANALYSIS

While TikTok has been around for several years, there was a surge of its use this past year as people were looking for new ways to interact virtually and to find a source of quick entertainment. Even those who originally were disinterested in the platform soon found themselves glued to the screen. Creators are able to upload videos up to 60 seconds long and reach a wide variety of viewers based on the content and hashtags used. The OSU and OC3 each created an account towards the end of the 2019-2020 academic year and so far have minimal followers.

As of June 25, 2021 the OSU has 28 followers and 167 likes, and the OC3 has 11 followers and 5 likes. This is partly due to the fact that content being posted this past year was done so solely on the OSU account. Even then, it was difficult creating the content itself due to the restrictions of the pandemic

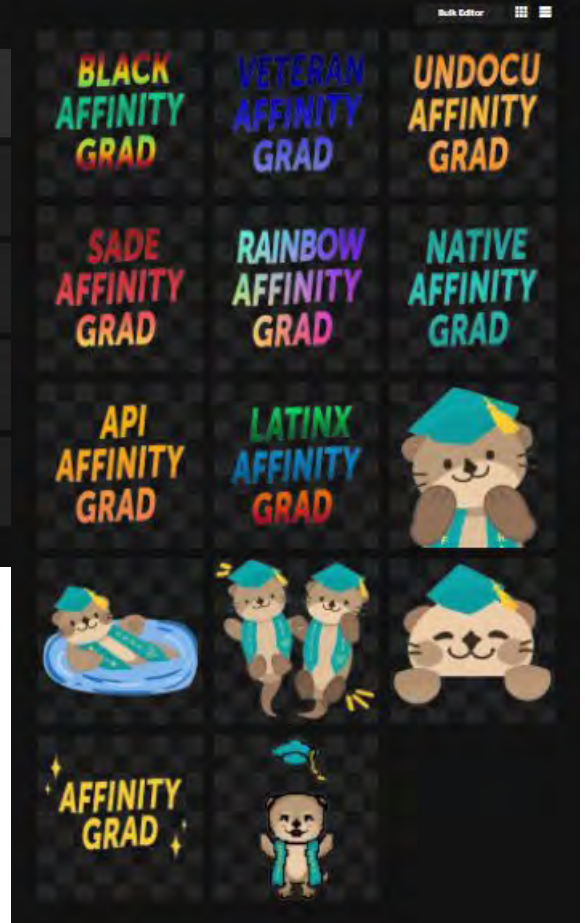
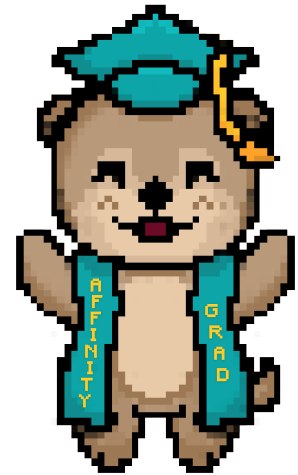
Moving forward, it is important to regularly create and schedule content to boost views and followers for both accounts. TikTok allows creators to easily save drafts on their accounts that can be saved for extended periods of time and be ready to post when ready. This can be a great advantage to create a reservoir of ready-to-post content that can be utilized during times when other higher priority projects are going on. The type of content found on TikTok greatly varies with theme and style. A good area to explore would be doing more “fun” and “funny” type TikToks as those tend to get higher views. Another popular form of videos are the TikTok Challenges where creators pose various challenges from dances to more funny and personable ones. Now that restrictions are being lifted and we are able to be in-person again, it will be easier to create content for this social media platform. The use of hashtags is also very important and needs to be carefully considered when posting.

TOP PERFORMING POSTS



GIPHY

New for the OSU and OC3 this past year was the creation of a Giphy account during the spring semester. Used as a means to attract attention to the upcoming Affinity Graduations, the MarComm team designed and uploaded custom GIFs that are easily searched for by typing “CSUMB” in the search bar. Moving forward, we are looking to create additional GIFs that highlight the OSU, OC3, and some of our larger events and programs such as Werk Witch Drag Show.



VIDEO PRODUCTION

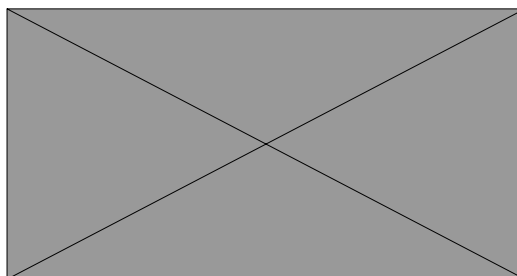
Our team successfully supported transitions of programming to virtual spaces through video production and livestreaming including Late Night with OSU, TikTok production of vegan dessert recipes, Werk Witch Drag Show, and Otters Got Talent that consisted of complete video production of competitor performances and livestreaming via YouTube. Many of the projects completed this year included collaborating with other team members to ensure project success.

VIDEO PRODUCTION PROJECTS

A sampling of some of the projects completed during 2020-2021:

- **Virtual Affinity Graduation Celebrations** - Produced all eight videos within a tight timeframe and had to redo one quickly due to errors made with the student participant list
- **Werk Witch Drag Show** - Complete video production of competitor and host drag performances, later on produced wrap up video clips
- **OSU Flash Info Session Video Clips** - Produced a series of video clips that answered who the OSU is, what we do, and questions regarding the new OSU Building geared towards students and their support members
- **OSU Facility Sustainability Video** - Highlighted features of the new OSU Building geared more for professional use
- **Updated OSU Welcome and Values Video for 2021** - As we prepared for occupancy in the new building, the opportunity was taken to update these videos
- **Created Wrap-up Videos per Month and Semester** - These videos highlighted OSU and OC3 events during the designated timeframes
- **“Pass the Pumpkin Pie” Video** - A fun video featuring pro and student staff during the holiday season
- **“Whoa” Student Thank You Video** - Student staff directed, videotaped, and produced video based on a TikTok trend

VIDEO PRODUCTION SAMPLES



SELECT SIGNATURE PROGRAMS AND EVENTS

WERK WITCH DRAG SHOW

The MarComm Team first began work on Werk Witch during the summer by redesigning the logo and artwork to be used in the fall. The redesigned logo and artwork better illustrate the spirit of Werk Witch while paying homage to the designs before it. Once it was established that CSUMB would not be returning to in-person for the fall semester, the challenge then became transitioning one of our historically most popular in-person events to a virtual format. This also posed the challenge of not only generating interest in the event itself, but also to entice people to submit their entries into the competition.



A series of marketing designs was created highlighting both the call for submissions and the event itself. In the past, there had been issues where artwork for these two closely resembled each other and would cause some confusion. The new artwork addressed the issues that would cause the confusion while still creating a cohesive marketing campaign. This was further expanded into the designed title slides used for the main event including a welcome, judging, individual performer slides, thank you, and even a “Technical Difficulties” slide just in case issues arose during the live event. One of the methods used in drawing attention to the main event on social media included highlighting one of the guest judges, Jujubee. A smaller video consultant event was held prior to the main event in order to help contestants with any questions they might have with their video submissions.

Post event, there was an overwhelming amount of positive feedback and the want of hosting the event as a hybrid format in the future. The full event can be viewed on the OSU’s YouTube channel.



Evolution of the Werk Witch logos used in 2018 and 2019, respectfully.

SPECIAL PERFORMANCE BY



JUJUBEE
AT WERK WITCH 2020!
CSUMB.EDU/WERK

WELCOME TO
WERK WITCH 2020



STUDENT UNION
CLUB AND SOCIETY BLDG

OC3
Orange County Center for the Arts

NEED SUPPORT? EMAIL AATRERO@CSUMB.EDU



WERK WITCH DRAG SH?W

#WERKWITCH2020



2020
WERK WITCH DRAG SH?W
AUDITI?NS

WANT TO AUDITION FOR WERK WITCH BUT NOT SURE HOW TO PUT YOUR BEST HEEL FORWARD?

SCHEDULE A TIME WITH OUR VIDEO CONSULTANT WHO WILL HELP YOU SHINE!

VISIT CSUMB.EDU/WERK FOR MORE INFORMATION!



WERK WITCH DRAG SH?W

NEXT UP:
K?CHINA RUDE
VENM? CARY-ESC?VED?
CASHAPP: \$CARYESC?VED?
PAYPAL.ME/K?CHINARUDE



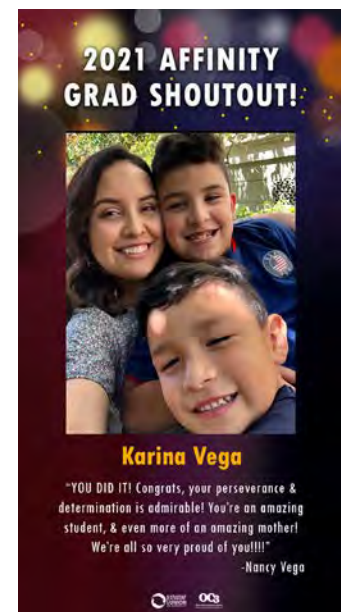
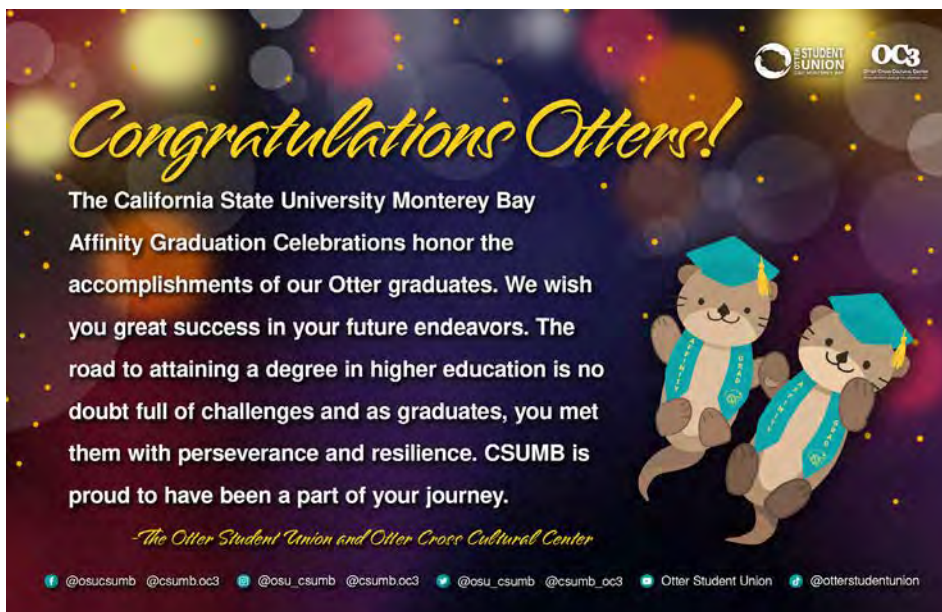
WERK WITCH DRAG SH?W

HANG ?N T? Y?UR BROMS!
WE'RE EXPERIENCING SOME TECHNICAL DIFFICULTIES AND WILL BE RIGHT BACK!

AFFINITY GRADUATION CELEBRATIONS

In its second year as a virtual, asynchronous ceremony, the OSU staff was tasked with the entire production of the Affinity Graduation ceremonies, from recording the name voiceovers, design and formatting of all slides, and the video editing process. Not only was artwork needed for each celebration, but supplemental marketing materials were created encouraging graduating students to apply and a congratulations postcard that was included with the mailed stoles. A submission form was also created for loved ones to give a shout out to graduates participating in the ceremonies that were featured on a social media post. The MarComm Team also started creating our own Affinity Grad GIFs for use on Instagram when sharing photos.

Each of the eight Affinity Grads has their own individual theme that reflects the students participating in the ceremonies. An overall design had to be established for each Affinity Grad resulting in a series of title slides to be used in the finished videos. These included slides for Dr. Ochoa's welcome speech, a keynote speaker, individual student slides, and a special thanks at the end of each video. As there were 431 graduates who participated in the virtual ceremonies and they were able to register for multiple ceremonies, it was imperative to find a solution when it came to creating each individual student slide. After researching and testing various tools, the decision was made to use DataPoint to export all the student information from Excel into PowerPoint. This program allowed for quick creation of each graduates slides for each of the ceremonies, needing only minimal corrections. While it saved a lot of time transferring the data, it was not able to input the graduate photos since not every graduate submitted one. The MarComm team was able to turnaround beautifully designed slides and produced the completed videos. The completed videos can also be found on the OSU's YouTube channel, however due to the Keynote's contract, the Rainbow Affinity Grad video is unlisted. Access can be granted by emailing a request to admin@otterstudentunion.org.



The postcard that was included with the mailed stoles and an Instagram story shout out from a loved one to their graduate.

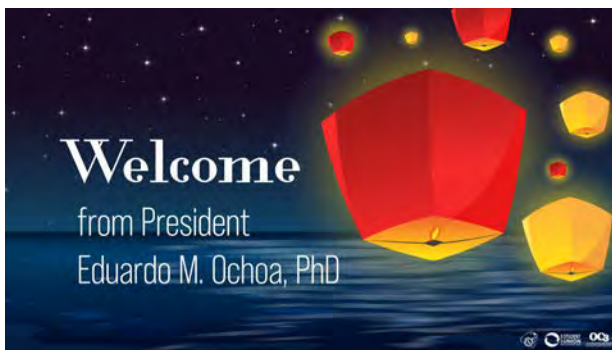
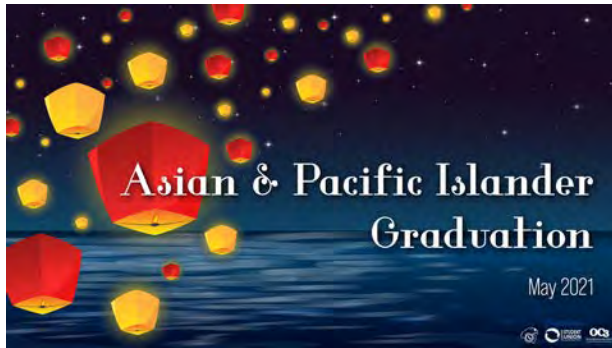
Main Title Slides for Each Affinity Graduation Celebration

It was important to not only those participating on the Affinity Grad committees, but also to the MarComm Team, that each celebration had artwork that was truly reflective of their identity and were given the same level of attention regardless of the number of graduates participating. Each is just as important as the next.



Sample of Select Affinity Graduation Celebration Slides and GIF

The Asian Pacific Islander Affinity Grad Celebration was overseen by the API Affinity Grad Committee. They decided on the overall look of the slides and also asked to include a slide with a special quote. Overall the designs were a success and only very minimal changes were requested from the original concepts. In order to demonstrate what the graduate slides would look like, a mock slide was created using pro staff member Karina Alvarez.



**API
AFFINITY
GRAD**

MOVING FORWARD

- Creation of “Mini Monte” as a means to attract and engage with students
 - Will primarily be used for social media purposes, Mini Monte will have his own story and personality
 - Will serve as an unofficial OSU staff member and mascot
- Continue generating interest in new OSU building itself and also in the Grand Opening happening Fall 2021 through social media
 - Mini Monte can be utilized to highlight different areas of the new building
- As we prepare to open the new building, it is important to highlight our video and photo services for events held in the building
- Replenish stock photo collection with new photos and videos of the new building, OSU and OC3 events, the CSUMB campus, and the Monterey area as most were used this past year
 - Assign MarComm student interns to attend OSU and OC3 events specifically to take photos and videos
 - Encourage both professional and student staff to be aware of their campus and community surroundings and take advantage of any photography opportunities
- Implement use of MyRaft
 - Market upcoming events and programs
 - Distribution of newsletters
 - Engage with students, faculty, and staff through the MyRaft dashboard
- Creation and implementation of guidelines for sharing content on OSU/OC3 social media accounts/newsletters
- Further develop and strengthen online presence on social media
 - Increase the number of followers and interactions on all accounts
 - Use of each social media platform’s analytics to gauge success
 - Special focus on growing TikTok accounts and gaining more male followers on Instagram
 - Be active and engage with current social media followers
 - Take advantage of using Instagram LIVE while attending OSU and OC3 events and programming
 - Tag CSUMB departments and groups in posts where appropriate
 - Consistent use of hashtags
- Expand on GIF collection to include OSU and OC3 logos, Mini Monte, and our larger events and programming such as Werk Witch Drag Show

SUMMARY

The Otter Student Union Audio, Video, and Technical Services department grew over the 2020-2021 school year. We added two line array speakers into our audio gear lineup and debuted our new 250 amp three phase power distribution rack. We also purchased 125 feet of five wire cam-loc feeder cable with tails.



The new power distribution rack in use in the OSU Ballroom and its debut at the 2021 "Car-mencement".

For lighting we added four intelligent moving lights and eight more Chauvet Slimpar T12USB LED par-can lights. The new lighting allows for the ultimate customization for events.



An example of the new lights being used in the new OSU Ballroom.

SELECT EVENTS



The production room for the Otters Got Talent Show.

OTTERS GOT TALENT

Despite the restrictions of COVID-19, the A/V Tech team was able to provide production for virtual events such as Otters Got Talent. The Otters Got Talent show was a great success and allowed us to hold a high-end, TV broadcast quality event. The production end of the show required a very complex setup using seven computers. This allowed for two hosts, four judges, eight contestants, and sixteen videos to be played with lower third titles and scoreboard overlays. The production crew was able to talk to the host, judges, and contestants separate from what was audible on the main broadcast. This was made possible with the new broadcast-quality reference speakers, computer, video switcher (Vmix), and the X Keys keypad controller.

AFFINITY GRADUATION CELEBRATIONS

Audio recording production training was provided for the OSU to produce the eight 2021 virtual Affinity Graduation Celebrations on its own. Training consisted of creating a 25 minute informational video demonstrating how to set up the microphone, how to run the recording software, and best practices to gain the highest level audio files. The A/V Tech team was also available for as needed assistance.

THURSDAY NIGHT TRIVIA

The A/V team also assisted in creating trivia questions and gathered additional facts for the OSU's virtual Thursday Night Trivia events.

Samples of trivia themes created by the A/V team:

- **World Records** - The trivia questions were based on world record achievements
- **April Fools** - Trivia theme based on jokes and April fools themes
- **What Is That?** - Contestants had to guess what the item was
- **Poisonous Plants & Animals** - Explored all sorts of different Poisonous Plants & Animal and theories about Poisonous Plants & Animal
- **You Can Eat It?** - Tested the contestants on items you can and can't eat

“CAR-MENCEMENT”



The main PA setup with the front of house location behind the PA.

Due to the pandemic, commencement for the 2020 CSUMB graduates had been postponed. This much anticipated event was held in parking lot 59 and had a main production area with an audio delay tower 265 feet ahead of the main PA System. Held for both 2020 and 2021 graduates, over 950 students had participated by the end of the event.



The delay tower 265 feet in front of the main PA System.

NEW STUDENT UNION BUILDING

This year the team received ownership of the newly completed student union building and with this came new gear and space. There is new staging with 21 stage panels to build a stage up to 16'x32' with a 8'x12' front of house riser and either two 4'x8' sound risers or camera risers.



Also included with the staging was an ADA access ramp, four stairs, guardrails, and skirting. The stage has a height range from as low as four feet to as high as almost seven feet. Additional gear included two large laser projectors and screens that are capable of being flown. The OSU also purchased a new podium with a digital display. This will be a great add-on to events.



With the facility coming online this year, the A/V Tech department was busy testing and programming all the new equipment in each room throughout the entire building. Every available conference room has been equipped to allow for hybrid events as CSUMB prepares to return to in-person learning for the fall 2021 semester. While things may not completely return to a pre-pandemic normal, having these spaces already set for hybrid events allows for more options for groups looking to reserve space within the new building.

The new digital displays located throughout the building will allow the OSU to post advertising of upcoming events, broadcast live events happening in the building throughout the building, display current event information, and share maps of the student union building and CSUMB. This also presents a much more environmentally friendly option compared to using printed materials.



The new 200 amp 3 phase 5 wire company switch located in the ballroom to feed power to the new power distro.

MOVING FORWARD

Overall the 2020-2021 school year was busy for the A/V Tech team as the campus and OSU continues to grow. We were able to quickly adapt to the changes that COVID-19 challenged us with. The expansion into virtual production was a great bridge into building opportunities for hybrid events as we make the slow transition back to face-to-face. This will open many new doors into recorded and live video production for events and promotional services.



The large space of the new OSU Ballroom is able to transform for many different event needs.

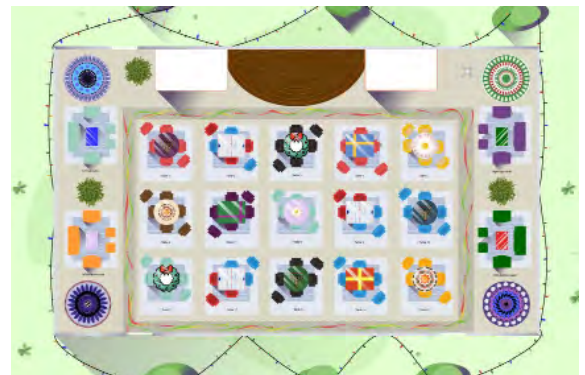
SUMMARY

Campus remained closed during the 2020-2021 academic year due to COVID-19, which meant that the Student Center, Black Box Cabaret, and the new facility had no formal operation.

Our facilities and operations team was far from without work, though. In August, the OSU purchased a yearlong license for Remo, an online event platform that mimics the feel of attending a live conference. OSU students tested the platform in advance, remarking that they enjoyed the ability to hop from table to

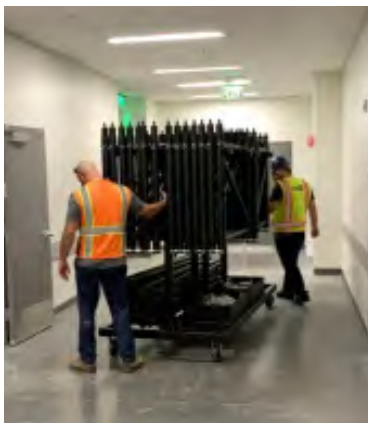


table to connect with various folks. The OSU utilized the platform to host staffed virtual union lounge hours throughout the day – 8-10am, 12-2pm, and 4-6pm – for students, faculty, and staff to connect in a less formal setting than a typical Zoom meeting. Our graphic design team even built special floorplans for the “facility” for Halloween and the end of the semester.



The OSU operated Remo just like our normal facilities and partnered with several groups across campus for them to use the space, including Associated Students, University Affairs & Special Events, and the College of Health and Human Services. Several OSU and OC3 events also utilized the space, which allowed for interactivity on a different level than a Zoom meeting or Zoom webinar.

THE NEW STUDENT UNION BUILDING



While campus was closed, construction of the new Otter Student Union facility continued and began to close out, reaching completion in November. Operations staff began working in the building on a semi-regular basis in the spring, attending trainings on HVAC systems; plumbing; specialty doors; kitchen equipment; ballroom equipment; Lutron lighting system; Calsense irrigation system; and Genetec keycard system, among others. Staff also followed up on punchlist items in coordination with Ausonio project managers and began to bring systems online, such as the digital signage throughout the facility and conference room A/V systems.

OSU staff even coordinated the unloading of several large freight trucks to bring our new equipment inside. Later in spring, operations staff coordinated the move for OSU and OC3 from building 12 to the new student union. They drafted tenant agreement documents; reservation guidelines; suggested building policies; and began supporting the move-in of all tenants. There was continued follow up with equipment and operations of the facility as equipment experienced challenges and other items came to light, such as figuring out there was a need for outdoor tables for tabling reservations.

Operations staff worked to develop complete understanding of upcoming costs such as:

- Utilities
- Maintenance
- Custodial
- Staffing
- Tenants

Staff also wrote tenant agreements for state entities moving in based off estimated assignable square footage and made recommendations for rent to be provided to OSU to help cover utilities, maintenance, custodial, etc.



THE BLACK BOX CABARET AND BUILDING 12

The Black Box Cabaret and the soon to be former Student Center, building 12, both stood empty this year with no folks on campus. Reports done by an engineer on the BBC and its HVAC system in conjunction with federal, state, and local health mandates indicate that the facility will not be online in the fall due to its lack of HVAC system and appropriate air flow venting capacities.



A major highlight this year was the completion of the new Otter Student Union building.

RECOMMENDATIONS FOR 2021-2022

- Evaluation of student hiring—did we hire enough students? Were they hired to do the appropriate work/work that needed to be done?
- Evaluation of reservations—who is making the reservations? When are most reservations taking place? How can we engage folks in reserving times/spaces that are regularly open?
- Fiscal evaluation of custodial, maintenance, and utilities—how close were we to our numbers? Where can we adjust?
- Tenant agreement/MOU with Corporation develop
- Assess true assignable square footage

SUMMARY

The Otter Student Union planned its budget and resources for the 2020-2021 year expecting smaller enrollment numbers and no cost recovery from services provided for events.

Steps taken include:

- Running almost all OSU-driven programs as low-cost/no cost programs
- Minimized student staffing as a result of no in-person facility operations/ event management to support
- Minimal professional development funding—approved on a case-by-case basis

2020-2021 Budget	Budgeted	Actuals as of 5/31/2021
Student Union Fee	\$4,793,600.00	\$4,640,587.22
Student Union Fee Waiver	-\$15,000.00	-\$19,690.00
Cost Recovery	\$15,000.00	\$2,130.04
Fund Equity	\$381,444.43	\$1,014,156.87
	\$5,175,044.43	\$5,637,183.63

The OSU is ending the 20/21 year in a good financial place due to our consistent focus on our budget over the last year and in part due to unfilled professional staff positions which we will need to fill to be successful next year.

Developing a budget for a year after a pandemic with uncertain costs of the new facility looming overhead was quite a challenge. In partnership with Starr Lee of the Corporation, the OSU transitioned its budgeting model to match the Corporation's.

Extensive research and projections were done in the following areas:

- Tenant rental costs
- Utilities projections for both 552 and 81
- Custodial projections for both 552 and 81
- Staffing modeling and projections
- Internal cost of doing business projections
- Facility rental and package pricing recommendations
- Maintenance projections for both 552 and 81
- Insurance projections for both 552 and 81

RECOMMENDATIONS FOR 2021-2022

- Keep an eye on student staffing costs, utilities, custodial, and maintenance costs to ensure we are staying within allocated projections.
- Analyze facility use and conduct additional research in the local community regarding pricing models



The Information Desk located in the Second Floor Quad Level will primarily be staffed by OSU student interns.



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