

ANNUAL REPORT 2024-2025

TRANSFORMING THE STUDENT EXPERIENCE

SINCE 1978

SANTOS MANUEL STUDENT UNION AND CSUSB
RECREATION & WELLNESS



CAL STATE SAN BERNARDINO



ABOUT THE SMSU AND RECWELL

The academic year began against a national climate of change and uncertainty, shaping both the challenges and opportunities our students encountered. In this landscape, the **Santos Manuel Student Union (SMSU) and Recreation & Wellness (RecWell)** rose to meet the moment, creating welcoming spaces and innovative opportunities for students to gather, connect, and grow.

We continued to serve as the campus's heart of community — adapting programs to meet evolving student needs while maintaining our commitment to excellence. Students engaged in thousands of hours of programming across wellness, leadership, and cultural initiatives, finding grounding in spaces designed for joy, connection, and growth. Our numbers reflect this impact: 222,457 total facility visits across SMSU North, SMSU South, and Rancho Mirage Student Success Center at the Palm Desert Campus, 2,537 spaces reserved, and 197 students employed. More than statistics, this year represented resilience, empathy, and the shared belief that student wellbeing and development remain at the core of the collegiate experience.

LETTER FROM THE BOD CHAIR



CHAIR,
BOARD OF DIRECTORS
JOCELYN PAZ

This past year the SMSU has prioritized reciprocity and co-creation. Through leadership transitions, the Board has decided to reassess how to better communicate both internally and externally. Internally the board has stood strong for more communication and honest feedback from student leaders and leadership who responds with action. Externally, the Board highlights the need for more visibility of our resources that may be under used in times where students are asking for safety and solidarity.

I dedicated two months to mobilizing students and encouraging them to critically evaluate how well their institutions support them. In that time, I heard personal stories from students who often fall through the cracks, navigating challenges tied to immigration status, struggling to find safe spaces where their identities are respected, and facing hunger on a daily basis. These stories continue to guide our goals for the 2025–26 year, inspiring efforts to create policies and initiatives that meet students where they are and help them move beyond the barriers that stand in the way of their growth.

My own experience has deeply shaped why I fight for students. I've struggled to balance academics while facing setbacks such as losing financial aid, and my path to success has been non-traditional. I was able to recover and continue because I had a support network to lean on but I know that without this position, I might not still be in school. Many students don't have that same safety net, and too often their struggles in the most nuanced areas go unseen. That is where my focus lies: making sure students who face barriers, whether financial, academic, or personal, are not pushed out, but instead supported to stay, succeed, and thrive at CSUSB.

My time as chair centered on issues such as addressing basic needs, maintaining affordability, advocating at the state level, preserving the quality of education, and challenging performative advocacy. This effort helped create a more politically engaged climate on campus and brought greater attention to the systems that shape the student experience.

LETTER FROM EXECUTIVE DIRECTOR



INTERIM EXECUTIVE DIRECTOR,
SANTOS MANUEEL STUDENT UNION
VILAYAT DEL ROSSI

It is my pleasure to present the Santos Manuel Student Union and Recreation & Wellness Annual Report for 2024–2025. This past year has been a testament to the strength, creativity, and dedication of our campus community. Together, we have continued to create spaces and opportunities that foster belonging, promote wellness, and empower students to thrive both inside and outside the classroom.

Our commitment to student success has been reflected in the expansion and enhancement of programs that celebrate our community's diversity, support academic achievement, and promote holistic well-being. Across our facilities, we have welcomed thousands of students, faculty, staff, and guests to events, programs, and services designed to inspire connection, leadership development, and personal growth.

The Affinity Centers have delivered culturally relevant programming, identity-affirming events, and resources that engage the broader campus in equity and inclusion initiatives. Our Recreation & Wellness team has expanded opportunities that promote physical, mental, and social well-being. Our Student Services team has enhanced our engagement through dynamic programs, educational initiatives, and community-building efforts. And our Operations teams have ensured our facilities remain safe, efficient, and welcoming, supporting everything from large-scale events to daily student use.

As always, our student employees have been at the heart of our success, serving as leaders, innovators, and ambassadors for the university. Through their dedication, they have gained skills and experiences that will serve them well beyond their time at CSUSB.

Looking ahead, we will continue to build upon our successes while embracing opportunities for growth and innovation. Guided by our mission and values, we will work collaboratively to enhance our role as a central hub for campus life and a champion for student success.

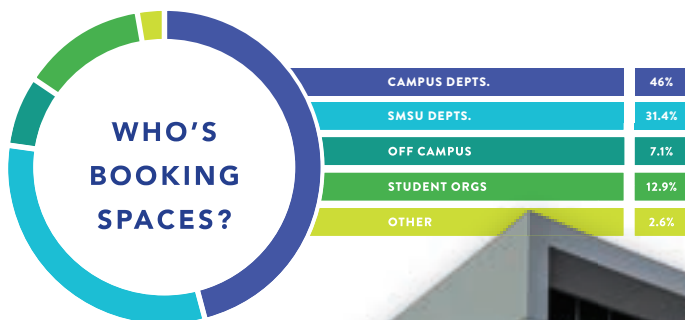
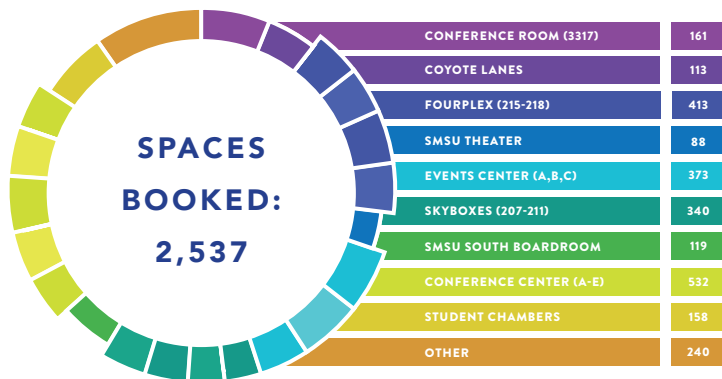
I extend my heartfelt thanks to our students, professional staff, faculty partners, and the Board of Directors for their unwavering support and commitment to our shared vision. Together, we are shaping an environment where every student feels seen, supported, and inspired to succeed.

2024-2025 IN REVIEW

The academic year began against a national climate of change and uncertainty, shaping both the challenges and opportunities our students encountered. In this landscape, the Santos Manuel Student Union (SMSU) and Recreation & Wellness (RecWell) rose to meet the moment, creating welcoming spaces and innovative opportunities for students to gather, connect, and grow.

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BY THE NUMBERS



TOTAL FACILITY VISITORS

SMSU NORTH	130,722
SMSU SOUTH	70,118
SRWC	119,706
RMSC	2,537

GROWTH IN PERSONNELL

NEW HIRES/REHIRES	118
FULL-TIME STAFF	38
STUDENT (RECWELL)	92
STUDENT (SMSU)	105



FOSTERING COMMUNITY

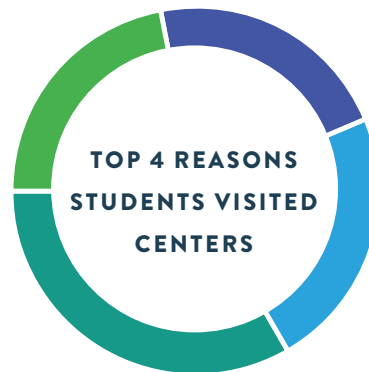
Community has always been the foundation of the SMSU, and this year it became more essential than ever. In a time of national division, our facilities and programs served as common ground where dialogue, celebration, and belonging could flourish.

Through our centers and cultural programming, we created spaces for students to explore identity, strengthen cultural competence, and advance social justice. Students came not only to study, socialize, and recharge but also to participate in conversations and activities that built bridges across differences.

This year, we invested \$ 1,449,924 in community and belonging programming, resulting in 21,081 visits across our affinity centers, inclusive of Asian Pacific Islander & Desi American Center, Financial Literacy Center, First Peoples Center, Graduate Student Success Center, Latinx Center, Osher Adult Re-Entry Center, Pan-African Student Success Center, Queer and Transgender Resource Center, Rancho Mirage Student Center, and Women's Resource Center. These spaces offered more than services; they provided affirmation, healing, and connection that extended far beyond campus walls.

\$1,449,924 INVESTED IN
COMMUNITY & BELONGING PROGRAMS

106 COMMUNITY & BELONGING EVENTS
HOSTED WITH **11,101** ATTENDEES



TO STUDY: 21.8%

TO SOCIALIZE: 22.9%

TO DESTRESS: 33.3%

TO USE SERVICES: 22%



PROMOTING WELLNESS

The Student Recreation and Wellness Center welcomed 119,706 visits with 84% of those visits coming from students. Every class, trip, and event helped reinforce that wellness is not a luxury, but a vital part of thriving academically and personally.

WHO IS USING THE STUDENT RECREATION AND WELLNESS CENTER?

STUDENTS: 101,018

FACULTY & STAFF: 9,391

ALUMNI: 2,640

119,706

 TOTAL SRWC VISITS

INTRAMURAL LEAGUE PARTICIPANTS

BOWLING	214	PICKLEBALL	26
SOCCER	119	BADMINTON	21
BASKETBALL	126	POWERLIFTING	20
FLAG FOOTBALL	106	TABLE TENNIS	19
VOLLEYBALL	95	FIFA	12
		CORNHOLE	11
		FRATERNITY	85
		SORORITY	40



PROMOTING WELLNESS

This year underscored the critical importance of wellness as a foundation for student success. Rising stressors made holistic wellness support indispensable.

At RecWell, we expanded our approach to include physical, mental, and social wellbeing. Students engaged in fitness programs, outdoor recreation, and mindfulness activities designed to strengthen resilience and reduce stress. Partnerships with local organizations broadened our reach, ensuring equitable access to wellness opportunities for the CSUSB and surrounding community.



FOR THE 6TH YEAR, THE AMERICAN COLLEGE OF SPORTS MEDICINE EXERCISE IS MEDICINE AWARDS CSUSB "GOLD CAMPUS" RECOGNITION FOR THEIR COMMITMENT TO HEALTH AND WELL-BEING.

44 HEALTH AND WELLNESS EVENTS
WITH **8,371** ATTENDEES

BY THE NUMBERS



650 ADVENTURE TRIP PARTICIPANTS



300 EQUIPMENT RENTALS



828 CLIMBING WALL PARTICIPANTS



1761 LEADERSHIP CHALLENGE CENTER PARTICIPANTS



11 ADVENTURE TRIP LEADERS



223 SPORT CLUB PARTICIPANTS



1,467 GROUPX PARTICIPANTS



352 GROUPX CLASSES HELD



DEVELOPING LEADERS

In 2024–2025, leadership development took on new urgency. Students are navigating a world that calls for strong, compassionate, and inclusive leaders — and SMSU and RecWell answered that call by creating intentional opportunities for growth.

Through student employment, board service, and leadership programs, students practiced collaboration, critical thinking, and advocacy. Our training emphasized not only professional development, but also empathy, equity, and civic engagement. Students learned to use their voices effectively, advocate for change, and foster inclusive communities both on and off campus.



SASHA BALTAZAR -
RMSC COORDINATOR
2023-2024 CSUSB
OUTSTANDING STAFF OF
THE YEAR AWARD WINNER



YEARS OF SERVICE AWARDS

- JARED FISK: 5 YEARS
- JASMINE BUSTILLOS: 10 YEARS
- ALICIA URESTE: 15 YEARS
- RICH STRAWTER: 20 YEARS
- ELIZABETH JUNKER: 20 YEARS

 **99,213**

TOTAL HOURS WORKED BY STUDENT UNION AND RECWELL STUDENT ASSISTANT EMPLOYEES

 **\$1,661,551**

INVESTED
IN STUDENT
SALARIES



197 STUDENT
EMPLOYEES, WITH
26 ONBOARDED



\$964,271

IN SMSU
STUDENT SALARIES



25 STUDENTS
COMPLETED THE
ADVENTURE LEADERSHIP
PROGRAM



\$697,279

IN RECWELL
STUDENT SALARIES



27 STUDENT BOARD
AND COMMITTEE
COHORT MEMBERS



DEVELOPING LEADERS

This year, we employed 197 student employees investing \$1,661,551 in salaries and training. Students reported overwhelmingly that their experience improved their education, confidence, and career readiness, with 90% affirming that their employment enhanced the overall value of their college education.

STUDENT EMPLOYEES REPORTING GAINS IN LEADERSHIP SKILLS

STUDENT EMPLOYEES REPORTED THAT THEIR EXPERIENCE AS AN SMSU RECWELL EMPLOYEE HAD A POSITIVE IMPACT ON THEIR ABILITY:

SELF KNOWLEDGE AND SKILL



94%

TO THINK CRITICALLY



97%

TO PROBLEM SOLVE



100%

TO EFFECTIVELY MANAGE THEIR TIME



100%

TO COMMUNICATE EFFECTIVELY

"I appreciate the flexibility and being able to have a job that helps me learn valuable skills but allows me to take the time I need to also do well in my studies. I also enjoy the people and the connections I have made being employed for RecWell and SMSU."

EMPATHY AND DIVERSE INTERACTIONS



88%

TO MANAGE CONFLICT



94%

TO SUCCESSFULLY ESTABLISH PROFESSIONAL RELATIONSHIPS



94%

TO CONSIDER ALTERNATE POINTS OF VIEW



97%

TO WORK COLLABORATIVELY WITH OTHERS



93%

TO VALUE AND RESPECT PEOPLE WHO ARE DIFFERENT THAN THEM

OVERALL

"In my student employment experience, I got to create and build new relationships with my coworkers and other students. I consider them now my lifelong friends. I also like that I got to grow in my communication, practice, and being able to deal with stressful situations on my own but also with the team I'm a part of."

90%

REPORTED THAT THEIR EXPERIENCE AS AN SMSU/RECWELL STUDENT EMPLOYEE IMPROVED THE VALUE OF THEIR EDUCATION

ENRICHING STUDENTS



16,159

STUDENTS, FACULTY, STAFF, AND COMMUNITY MEMBERS
ATTENDED CAMPUS ENGAGEMENT PROGRAMS



2,500

TOTAL
LATE NIGHT
ATTENDEES



142

CAMPUS
ENGAGEMENT
PROGRAMS OFFERED



3,321

TOTAL
COYOTEFEST
ATTENDEES



2,851

E-SPORTS ARENA
CHECK-INS



6,902

TOTAL
RETREAT YO' SELF
ATTENDEES



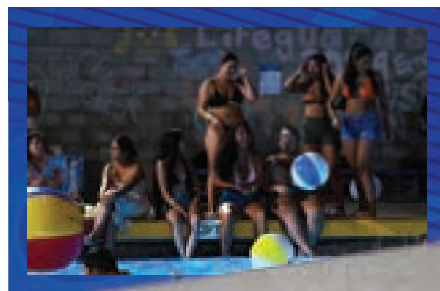
16,909

BOWLERS PLAYED
27,731 GAMES

The collegiate journey is shaped not only by academics, but by the memories and connections students carry with them long after graduation. At SMSU and RecWell, we remained committed to creating those moments of joy, engagement, and belonging.

This year, students bowled at Coyote Lanes, connected in the Esports Arena, recharged at the Retreat, and engaged in enrichment programs that lifted spirits and fostered connection. These activities reduced stress, increased awareness of campus resources, and nurtured an enduring connection to CSUSB.

We invested \$1.8 million in student engagement programming and \$2.1 million in student support services, holistically contributing to a nurtured student experience.



FINANCIAL STEWARDSHIP

We remained steadfast in our responsibility to steward resources with integrity and transparency. Our financial strategy this year focused on ensuring sustainability while investing directly in programs and services that foster student success.

With total operating revenue of 12,314,827 and operating expenses of 11,135,819, SMSU and RecWell strategically balanced investment in current student needs with planning for long-term resilience. Every dollar spent reflects our commitment to enriching the student experience, fostering wellness, and preparing the next generation of leaders.

OPERATING REVENUES

Return of Surplus Revenue Bond Funds (Student Union Fees)	\$ 10,565,911
Local Reserves	\$ 361,523
Program Revenues	\$ 290,366
Facility Lease and Rental	\$ 447,209
Personnel Services Reimbursement Revenues	\$ 361,936
Miscellaneous Reimbursement Revenues	\$ 287,882
Total Operating Revenues	\$ 12,314,827

OPERATING EXPENSES

Student Services

Program Board	\$ 96,606
Women's Resource Center	\$ 119,200
Student Centers	\$ 822,929
Cross Cultural Center	\$ 202,415
Adult Re-Entry Center	\$ 134,756
Bowling	\$ 60,164
Esport Arena	\$ 56,790
Pride Center	\$ 82,391
Palm Desert Campus	\$ 200,373

Support Services:

Administration and Personnel Services	\$ 592,444
Scheduling	\$ 276,121
Maintenance	\$ 545,570
Board of Directors	\$ 51,334
Graphics	\$ 269,120
Student Union Operations	\$ 4,202,191
Event Operations	\$ 255,015
Technology	\$ 115,896

FINANCIAL STEWARDSHIP

OPERATING EXPENSES CONT.

Rewcell Support Services

Rec Sport Administration	\$ 925,961
Office	\$ 60,505
Membership Services	\$ 188,774
Marketing	\$ 57,180
Building Operations	\$ 846,437
Group Exercise	\$ 109,918
Fitness	\$ 116,773
Rec Classes	\$ 70,524
Climbing Wall	\$ 115,381
Outings	\$ 138,034
Aquatics	\$ 30,558
Intramural Sports	\$ 143,543
Sport Clubs	\$ 37,326
Special Events	\$ 101,167
Wellbeing	\$ 110,423
RecWell Total Operating Expenses	\$3,052,504
Total Operating Expenses	\$11,135,819

OPERATING INCOME

Operating Income	\$ 1,179,008
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NONOPERATING REVENUES

Investment Income	\$ 288,919
Other Nonoperating Revenues	\$ 112,451
Total Nonoperating Revenues	\$ 401,370

NET POSITION

CHANGE IN NET POSITION	\$ 1,580,378
Net Position - Beginning of Year	\$ 9,486,487
NET POSITION - END OF YEAR	\$ 11,066,865

