



## ASI Impact Report 2024-2025

**Drafted and presented by Yahir Flores, ASI President at the May 15<sup>th</sup> Board of directors meeting**

The 2024-2025 academic year for Associated Students, Inc. (ASI) at Cal State LA marked a significant chapter of progress, innovation, and resilience in student advocacy and engagement. Despite state budget cuts, conversations with the CSU and our own Universities' budget cuts, institutional changes, and a shifting student landscape, ASI reaffirmed its role for the campus community. Through wide-ranging programs, student leadership development, campus partnerships, and transparent governance, ASI worked to meet student needs while laying the groundwork for a more inclusive and welcoming campus environment. This impact report outlines the key initiatives and accomplishments that defined the spring semester.

### **Student Representation & the Cabinet of College Representatives**

At the heart of ASI's work was the Cabinet of College Representatives, which functioned as a collective forum for student leaders from various academic colleges to coordinate initiatives, share insights, and elevate college-specific issues. Each representative contributed uniquely to the collective mission of building community, addressing student concerns, and fostering engagement.

In the College of Arts and Letters, Representative Victoria Montoya focused on bridging the gap between academic departments. Understanding the college's identity, they sought to create unifying experiences through thoughtfully planned events. One such initiative was a "Meet the Dean" event presented in an art gallery format—an innovative concept that, although affected by timing issues around Fall Break, reflected an intentional effort to make administration more accessible to students.

Valerie Urrutia, the College of Business and Economics representative, made measurable strides in integrating professional development with student life. She successfully executed the Spring Business Career Fair, the Deloitte Roadshow, and the Professor Talkback Series—each designed to provide students with real-world networking opportunities, mentorship, and exposure to potential career pathways. Simultaneously, she prioritized cultural and community-focused programs, including participation in the "Spill Tea, Get Tea" forum and the Cupid Social. These events fostered inclusive dialogue and connection among business students from all backgrounds. Valerie emphasized that consistent event marketing, physical visibility, and a genuine presence among students were



key to the success of her efforts. Her work demonstrated that holistic student engagement—blending academic, cultural, and emotional support—yields the most lasting impact.

In the College of Ethnic Studies, Representative Diana Rangel focused on restoring a sense of unity within a relatively new and still-developing academic college. Through town hall attendance, interdepartmental networking, and hands-on programming, Diana played a critical role in establishing the groundwork for a more connected student experience. She initiated a Graduation Frame Initiative, distributing custom frames to student speakers; organized book giveaways to promote cultural engagement; and began planning a college-wide mural under ASI's Legacy Project to visually represent the diversity and strength of her college's identity. Her proposal for a "Meet the Chairs" event—where students would gather with department heads in an accessible, informal format would provide an opportunity to bridge institutional gaps.

Additionally, Ananya Sharma, representative for the College of Natural and Social Sciences, participated in events such as Eddie Fest, the Honors Graduation Ceremony, and the Gold & Iron Grad celebration, taking care to ensure ASI's presence was felt in all major college-wide programs. Ananya also mentored students seeking to join ASI, thus contributing to the development of the next generation of student leaders. Her advocacy extended to elevating the needs of international and graduate students, particularly around study spaces and access to career resources—issues she championed in meetings with the Dean and Provost. Her dedication to uplifting student voices and consistent departmental partnerships were central to her leadership model.

## **Civic Engagement, Inclusion, and Cultural Empowerment**

Vice President for Civic Engagement Leslie Vega, alongside the Community and Engagement committee, led several transformative initiatives aimed at increasing civic awareness, fostering cultural pride, and building meaningful community spaces. Events such as *Floreciendo Juntas* brought together Latina students and allies in a Women's History Month brunch co-hosted with the Cross-Cultural Center. This event addressed challenges such as impostor syndrome, first-generation identity, and systemic gender inequality. With a perfect attendance match (150 expected and actual attendees), the program was widely regarded as one of the year's most empowering and well-received initiatives.

Other key events included the *You Belong Resource Fair*, which featured over a dozen support programs and activities like bracelet-making and painting. Although designed with modest expectations, the event attracted over 100 students and successfully connected



many of them to “hidden” resources such as Project Rebound, EPIC, and peer tutoring. The Earth Day celebration encouraged environmental stewardship through activities like succulent planting and arts-based upcycling. CEO played a central role in planning and executing the university’s largest *Eddie Fest* to date—an end-of-year community event that welcomed 784 participants and offered free food, interactive games, plushie giveaways, and communal stress relief prior to finals.

Under Diversity and Inclusion Officer Briana Goytizolo, ASI deepened its presence in identity-affirming and accessible programming. From her introductory presence at *Eddie’s Rodeo Round-Up* to facilitating events like *Spill Tea*, *Get Tea* and *Spirit Week*, Briana helped ensure that ASI remained a visible, open, and responsive resource to all students. She led conversations around reevaluating lower-turnout events like Sneaker Ball and advocated for weekday scheduling to boost attendance. Briana’s work also included leadership in the spring semester for *Floreciendo Juntas*, the *You Belong Fair*, and *Gold & Iron Grad*, where she recommended culturally responsive touches such as cap decoration with flag cutouts and more equitable raffle structures.

## **Financial Impact and Student Organization Support**

The Finance Committee, under the leadership of the Vice President for Finance, was instrumental in supporting more than 100 student organizations. Through strategic allocation of over \$85,000, the committee empowered students to host academic conferences, cultural showcases, professional development workshops, and advocacy events. By revising Funding Policy 204 and simplifying the application process, the committee emphasized clarity, transparency, and access, particularly for underrepresented RSOs. ASI also took on RSO banking, overseeing \$140,000 in funds and making reimbursements more timely and less confusing for RSOs. These changes significantly improved the student experience in accessing and managing event finances.

## **Legislative Advocacy and University Committee Engagement**

ASI Senators held key roles in university governance bodies such as the Academic Senate, Shared Governance Council, Fiscal Policy Committee, and the University Academic Appeals Board. They advocated for student-centered policies around academic integrity, AI tool usage in graduate programs, mental health access, and course availability. Issues such as wildfires displacing students, lack of transparency in budget cuts, and student awareness of the campus health center were brought forward to university leadership through these



forums. Their presence in the university's policy-making process ensured that student concerns were not only heard but actively addressed.

## **Marketing, Outreach, and Student Engagement**

ASI's marketing team, Studio47, significantly expanded the organization's visibility and reach. Through 27 days of tabling, over 1,200 direct student engagements, and the distribution of thousands of flyers and QR-enabled materials, ASI established a consistent presence across campus. Their efforts and Diego, Outreach assistant, led to record-breaking student leadership application numbers (74 for ASI and 27 for the U-SU Board) and the highest-ever ASI election turnout of 1,893 votes. Their campaign strategies—anchored by the "You Belong" theme—spanned physical signage, sidewalk decals, Instagram reels, digital flyers, and Linkin.bio integration. The team's commitment to storytelling and design also extended to broader campus partnerships, elevating wellness and career events through graphic design and print assets.

## **Operational Enhancements and Strategic Planning**

Internally, ASI executed multiple organizational improvements. It transitioned to independent payroll processing using ADP, increased locker rental revenue through program expansion, and created a dedicated TIAA retirement account for full-time staff. The Board of Directors consolidated key committees to eliminate redundancies and launched a leadership development framework in collaboration with CSI. A notable highlight was the student leadership retreat in Twentynine Palms, which provided three days of teambuilding, reflection, and strategic planning in a co-living format. Despite a significant drop in student fee revenue and a budget gap of \$188,000, ASI prioritized service continuity by drawing from reserves and exploring new revenue opportunities. The Board also approved a campus-wide strategic analysis project with Brailsford & Dunlavey to guide long-term planning.

## **Conclusion: Leading With Purpose**

The 2024–2025 academic year challenged and inspired ASI, from building stronger college communities to hosting some of the most inclusive and well-attended events in recent years, ASI proved that authentic, student-led leadership can transform the campus. Through programs that empower identity, advocacy, and funding that allows for opportunity, ASI has helped make Cal State LA a place where students not only belong but also lead, grow, and thrive.



Looking ahead, ASI encourages future leaders to plan proactively, listen with empathy, and never underestimate the power of showing up. Every small effort, every tabling conversation, every budget allocation, and every policy proposal carries the potential to make a lasting impact. Together, we continue to build a student government that is bold, transparent, and rooted in the lived experiences of the students we serve.

In Solidarity,



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