

Associated Students Inc.



Programs Assessment

Thu Feb 13, 2025 2:30 PM - 3:45 PM PST

1. Call to Order

Alvarez, Chair called the meeting to order at 2:34 pm.

2. Roll Call

Members Present: Alvarez, Her, Olivares, Solares

Members Absent: Brown

Liaisons Present: Hesgard, Syed, Ong

Liaisons Absent: None

According to the ASI Policy Concerning Board of Directors Operations, attendance is defined as being present prior to the announcement of Unfinished Business and remaining until the scheduled end of the meeting.

* Indicates that the member was in attendance prior to the start of Unfinished Business, but left before the scheduled end of the meeting.

** Indicates that the member was in attendance for a portion of the meeting, but not in attendance prior to the announcement of Unfinished Business.

3. Approval of Agenda

 **(Her-m/Solares-s) The agenda was approved with unanimous consent.**

4. Approval of Minutes

There were no meeting minutes to approve.

5. Public Speakers

Members of the public may address the Programs Assessment Committee members on any item appearing on this posted agenda.

There were no public speakers.

6. Reports

a. Chair, Alvarez

Chair Noah welcomed everyone to the first Programs Assessment Committee meeting of the semester. He expressed his appreciation for everyone's attendance. Noah stated that the committee would be making some minor adjustments. He encouraged members to bring forward any questions or feedback so the committee could either continue with the current plan for the following year or make changes as needed.

He explained that the process would involve selecting four programs—already chosen in the last program assessment meeting—and focusing future meetings on assessing these programs for the remainder of the semester. He emphasized that this was a pilot initiative and encouraged members to share both positive feedback and suggestions for improvement.

b. Director, Student Government

Director Rebecca Hesgard's echoed the chair's comments regarding the committee's role in piloting the new process. She stated that the intent was to ensure the Committee's efforts were purposeful and effectively communicated to the Board.

She noted that, as of now, only resolutions regarding the approval of new programs—such as the Student Recreation External Review were submitted to the Board. However, there was currently no formal reporting on the committee's assessment work.

The final meeting of the Spring semester would focus on reviewing, finalizing, and approving a draft report. This report would then be handed over to the ASI staff, who would use the summer period to review and respond to the document. The revised version would then be brought to the Board in the Fall semester to ensure the Committee's work continued into the next academic year.

Rebecca mentioned the Pachyderm Challenge taking place that night at the men's basketball game, the successful completion of the ASI Elections Candidacy Orientation, with over 40 students in attendance. Lastly, Rebecca issued a final reminder to continue promoting the ASI scholarships, noting that the application deadline was March 11th at 11:59 PM.

7. Unfinished Business

a. None

8. New Business

a. Discussion: ESports

The Committee will receive an update about the ESports program.

Kirstin Stava, Director of the Titan Student Union, shared that the CSUF Esports Program had evolved significantly since the opening of the Esports Lounge in the Titan Student Union in May

2023. It was noted that a minor expansion took place during the summer of 2023 to unify all gaming platforms within a single space. Although the lounge itself was new, Kirstin emphasized that Esports activities and student clubs such as CSUF Gaming, Titan Esports, and Melee had already maintained a strong presence on campus for many years.

The current program allowed student clubs to reserve the lounge space for free once per semester, while individual users could rent gaming stations by the hour. The program had attracted over 2,000 registered users, with approximately 200 new users joining each month. The presenters highlighted the Titan Cup as the primary Esports tournament series, held three times per semester, with both qualifiers and finals conducted in person and broadcast via Twitch. They also mentioned that the lounge hosted a variety of pop-up events and challenges, including informal competitions with other campuses. Titan Cup events typically brought in over 130 participants, with an average of about 50 viewers per event. Feedback from attendees was said to be largely positive, though some had suggested logistical improvements, such as providing warm-up time, enhancing seating arrangements, and offering snacks.

Kirstin shared that they were considering the development of a varsity-level Esports team. They also mentioned plans to integrate Esports into intramural programs and to expand outreach efforts to student clubs, campus departments, and even off-campus clients. Additional future plans included targeted marketing campaigns, such as organizing women-only tournaments in alignment with broader campus initiatives, and increased efforts in collecting data through surveys and observations to better assess program impact.

The presentation concluded with a SWOT analysis. It was reported that the program's strengths lay in its strong community, campus support, and dedicated staff, while weaknesses included limited space and staffing challenges. Opportunities were identified in areas such as career development, academic partnerships, sponsorships, intramural expansion, and specialized programming. Kirstin also acknowledged potential threats, including the risk of stagnation and a lack of clear identity apart from the Titan Bowling and Billiards program.

Chair Alvarez, opened the floor to questions.

Olivares asked if there had been specific marketing to inform student organizations about room reservations and whether those reservations were free. Kirstin Stava responded that they do include this information during their annual LEAD presentations for the TSU and UCC, and that the presentations are also available online. She acknowledged that better advertising could be beneficial, such as using digital monitors around campus to promote the free reservation opportunity for student organizations.

Her then asked how games are chosen for tournaments and whether the same student groups participate each time. Kirstin explained that some students attend nearly every tournament regardless of the game, while others participate only in specific ones. She said game selection is primarily based on student survey responses, noting that Valorant and Super Smash Bros. have been the most popular choices. Additionally, students can suggest games directly at the Titan Bowl & Billiards desk, and those requests are considered.

Alvarez emphasized that better outreach could significantly increase awareness and participation in the program. He believed that if students involved in organizations were more informed about the available opportunities, attendance and engagement could improve. Alvarez highlighted the potential impact of targeting students in housing.

Alvarez asked if there had ever been concerns about access to the lounge area due to the increased number of users, such as a shortage of consoles or controllers. He also inquired about how this information is being gathered. Kirstin Stava responded that they track this information with a software system, which allows them to monitor how many consoles are in use at any given time. They also rely on visual checks and customer counts, which provide valuable insights, especially during peak times like 4:00 PM. Stava explained that this data, along with trends, helps assess the demand for consoles. They also plan to expand their assessment approach beyond surveys, which can sometimes be unreliable.

Stava mentioned that if they see a significant increase in usage, such as higher revenue or more consoles in use, it becomes a strong indicator for future decisions. This data would help justify arguments for expanding the facility or purchasing additional equipment. Additionally, they are working on improving the transparency of usage data, like the rec center, so that people can see how busy the esports lounge is in real-time. They are exploring ways to refine this system further.

Gavin Ong asked if there had been any promotions for students to gather in the esports lounge to watch the Super Bowl over the past weekend. Kirstin Stava responded that there was no specific event organized for the Super Bowl in the Esports lounge or throughout the building. She explained that they have to be cautious about promoting Super Bowl parties due to the nature of the event, as it typically involves a lot of food, which is something they try to avoid promoting in certain spaces. In the past, similar events were not well-attended. Stava acknowledged that with the growth of housing, it may be something they should consider for the future. She also mentioned that they should make it clearer for students how they can reach out with ideas or questions, as it isn't always easy to find a clear contact point, especially with the app no longer being active.

Alvarez opened the floor to discussion. There was none.

b. Discussion: Student Program & Engagement "Niche Nights"

The Committee will receive information about the Student Programs & Engagement "Niche Nights".

Austin Ysaïs, the Assistant Director of ASI Student Programs and Engagement, explained that the idea for Niche Nights stemmed from a conversation he overheard after students returned to campus post-pandemic. He recalled hearing students express disappointment over not getting Taylor Swift tickets and discussing her upcoming album *Midnights*. He said that upon seeing a social media announcement for a midnight preview of the album, he spontaneously suggested to his team the idea of hosting a listening party on campus. He assumed only a few students would attend, but was surprised when over 120 students showed up for the event, which included karaoke and songs from other albums, despite having only minimal refreshments.

He stated that this overwhelming turnout marked the beginning of the Niche Night series. . Austin emphasized that this success confirmed they had found a strong programming concept and led him, Andrea (the coordinator), and a former Graduate Assistant to begin developing the program further. He mentioned that they wanted these events to feel intentional and appropriate for a university setting, ensuring they centered around community-based engagement. Austin explained that events like Olivia Rodrigo or Beyoncé nights were meant to offer students an accessible version of a concert experience they might not otherwise afford, while fostering a shared sense of identity and enjoyment among peers.

He reported that Niche Nights typically attracted 300–400 students per event over the past three years. He clarified that the programming ideas come directly from students, not from him, and that the selection of featured artists happens through team discussions early in the academic year. He cited examples like Sabrina Carpenter and Chappell Roan in the fall, and Nicki Minaj (referred to as Barb's Night) in the spring, explaining that the latter was intended to engage a demographic that hadn't yet been served by past music-focused events.

He added that they continually assess student interest through social media feedback, tabling at the campus farmers market, and reviewing suggestions from students. This input helps shape future events. He explained that the budget for each Niche Night event is around \$2,500 to \$3,000, aiming to stay under \$10 per student, with about 6–8 student workers and two graduate assistants helping with each event.

Austin noted the importance of collaboration with other campus groups. He cited examples such as partnering with the Black Student Union for Beyoncé night, the LGBTQ Resource Center for Chappell Roan night, and LBSA for Bad Bunny night. He said that working with other departments is a key area for growth.

He suggested future improvements could include turning the program into a recurring series each semester and involving local community vendors or fan clubs to enhance the experience—though not opening events to the general public. He also proposed using different venues on campus, such as the Laurel space in housing, and considering different days of the week to accommodate growing interest.

Chair Noah opened the floor to questions.

Ong suggested the idea of reaching out to alumni, particularly those in the entertainment industry, to potentially connect with them for future events or collaborations. Austin acknowledged was a great idea. He recalled that many alumni attended the Bad Bunny event and that it would be worth exploring further connections with alumni. He also suggested that there could be opportunities to connect with local businesses and bring them into future events.

Her asked about the general breakdown of the budget for the events. Austin Ysais explained that the budget is typically divided into categories like DJ services, food, and activities. The DJ usually costs between \$500 and \$1000 for the event. Food is often the most expensive part.

Olivares asked whether the idea of increasing publicity within Orange County included events outside of CSUF, suggesting a venue like the Anaheim House of Blues, recalling their experience at a Taylor Swift night there. Austin Ysais responded that the primary goal is to keep events on campus to ensure they are accessible and equitable for students. While they aim to keep events on campus, they might consider bringing representatives from places like the House of Blues to table at events, offering free tickets or promoting their shows to students. The main focus, however, is to bring those opportunities to students rather than having them go off-campus.

Noah Alvarez, the Chair, expressed appreciation for the connection between events and campus resource centers, especially noting the impact artists like Chapel Rhone have within the LGBTQ+ community. He asked about how events are promoted to students who may not have easy access to technology or social media, such as Instagram. Austin Ysais responded that traditional, non-digital methods are used, including handing out handbills in different departments, using foam cores at events like the farmers market, and distributing stickers. He also mentioned working with community groups to help promote events within their teams.

Ong asked about the integration of campus clubs like the radio and DJ clubs into Niche Nights, especially since events like Boiler Room Nights are very popular. Austin acknowledged that such events are successful and expressed a desire not to overshadow existing club programs. However, he mentioned that if the clubs, such as Titan Radio or the K-pop Club, wanted to collaborate, they are open to supporting them in promoting their events. He emphasized their goal to avoid overlapping or competing with established programs, instead allowing them to take center stage while still offering support where needed.

9. Announcements/Member's Privilege

There were none

10. Adjournment

Alvarez adjourned the meeting at 3:25 pm

Noah Alvarez

Noah Alvarez (Apr 29, 2025 13:20 PDT)

Noah Alvarez, Chair

Erika Perret-Martinez

Erika Perret-Martinez, Recording Secretary

Roll Call 2024-2025

02/13/2025 PROGRAM ASSESSMENT Committee Roll Call

Attendance	Board Members			
			Present	Absent
CHAIR	ALVAREZ	NOAH	1	
HHD	BROWN	JARED		1
ARTS	HER	BENJAMIN	1	
EDU	OLIVARES	RENATA	1	
HHD	SOLARES	ANDREA	1	
			Present	Absent
			4	1

QUORUM 4

Attendance	Liaisons			
			Present	Absent
ADVISOR	HESGARD	REBECCA	1	
PRESIDENT	SYED	HANEEFAH	1	
CHAIR	ONG	GAVIN	1	
			Present	Absent
			3	0

*Recording Secretary: Erika Perret-Martinez

Chair Designee* Brian Rubio

President Designee* Andrea Ramirez-Rivera











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Final Audit Report

2025-04-30

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2025-04-30 - 0:08:53 AM GMT

ASI - ESPORTS

**PROGRAM
ASSESSMENT**

FEBRUARY 2025



TABLE OF CONTENTS



HISTORY

History of Esports with
ASI



CURRENT

Programming and user
overview



THE FUTURE

Growth Options

HISTORY

- ASI Resolution March 2023 for the creation of an Esports Lounge
- Grand Opening May 2023
- Minor expansion Summer 2024

Esports organizations such as CSUF Gaming, Melee, and Titan Esports active on campus for many years prior to the Esports Lounge construction.



USERS AND PROGRAMS



BE OUR GUEST

STUDENT ORGANIZATIONS

- Esports clubs such as CSUF Gaming and Titan Esports - for practice or tournaments
- All student clubs - semester free rental

INDIVIDUAL USERS

Stations and consoles available for hourly rental by students, faculty/staff, and community members.



USER STATS



**CURRENTLY OVER
2000 REGISTERED
USERS**

**AVERAGE 196 NEW
USERS/MONTH
SINCE SEPTEMBER
2024.**

THE PROGRAM(S)



TITAN CUP

Monthly tournament challenges
open to all CSUF students.



CHALLENGES

Contests involving external
collegiate teams

Titan Cup Feedback

Participants

**Over 130
Fall 2024**

Viewers

**Avg. 50 per
event in-
person or
via Twitch.**

Participant Feedback

**Satisfied to
extremely
satisfied.**

Recommend

**Minor
logistical
changes**

FUTURE PLANS

- CSUF Varsity Esports team
- Integrating with Intramurals
- Increased marketing for event space
- Targeted outreach and programs
- Increased assessment



SWOT ANALYSIS

STRENGTHS

- Existing community
- campus support

OPPORTUNITIES

- career development
- sponsorships
- intramural expansion
- specialty programs

WEAKNESSES

- Insufficient resources to expand.
- marketing

THREATS

- Stagnation
- Identity crisis



The background image shows a dimly lit gaming cafe or esports arena. Several people are seated at long tables, focused on their computer monitors. In the foreground, a young man with blonde hair is wearing a large black headset with a microphone and is typing on a keyboard. He is sitting in a red and black gaming chair. The room is illuminated with blue and purple ambient lighting, and the monitors show various game interfaces. A semi-transparent purple rounded rectangle is overlaid on the left side of the image, containing white text.

QUESTIONS?

Kirsten Stava
TSU Director
kstava@fullerton.edu



ASI Niche Nights Programs



ASI Student Programming & Engagement

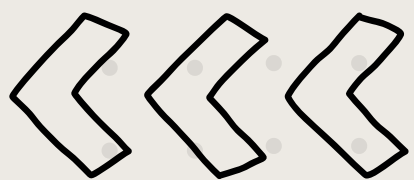




Program Overview & History

ASI SPE Niche Nights programs have been created in Fall of 2022.

We have on average of 4-5 Niche Nights
held each academic year since 2022 .



2022-2023

Bad Bunny Night
Norteño Night
Taylor Swift Listening
Party
K-Pop Night

2023-2024

Harry Styles Night
K-Pop Night
Beyonce Night
Olivia Rodrigo Listening Party
Taylor Swift Listening Party

2024-2025

Sabrina Carpenter Night
Chappell Roan Night
Barbz Night
K-Pop Night





Overall Usage of the Program

We have about 300–400 student attendees on average that attend the Niche Nights





Process & Satisfaction of the Program

Process:

- Create and submit an event proposal
- The Artist/Genre are chosen by the programming board
 - Approval of proposal
 - Program planning initiates
- Student satisfaction on average is 3.5 out of 4

Plans for Development:

- SPE reviews social media posts and comments of students preferences
 - We plan to initiate surveys at events
 - Improve our utilization of social media

Budgetary Overview of the Program

Staffing for Niche Events

6–8
Student
Employees

1–2:
Graduate
Assistants

2
Pro Staff

- Takes approximately 10 working weeks to plan and execute
- We have a set budget of \$2,500



Recommendations for the Program's Future

Recommendations

- *I recommend to further assessment, connect/implement more departments on campus.*
- *The likelihood of these departments continuing is very likely*

Ideas for improvement would be to:

- *turn into a series and/or gain more public publicity within Orange County*
- *reach out and tap into different communities/student populations have foster more sense of belonging on campus*



THANK



YOU

