



CALIFORNIA STATE UNIVERSITY, FULLERTON™

**A RESOLUTION TO ACCEPT THE AICA SOCIAL JUSTICE WEEK PROGRAM
ASSESSMENT REPORT**

Sponsor: ASI Programs Assessment Committee

WHEREAS, The Associated Students, Incorporated (ASI) is a 501 (c)(3) nonprofit organization that operates as an auxiliary organization of California State University, Fullerton; and

WHEREAS, ASI is governed by ASI Board of Directors, sets policy for the organization, approves all funding allocations to programs and services, and advocates on behalf of student interests on committees and boards; and

WHEREAS, the ASI Programs Assessment Committee is a designated standing committee of the ASI Board of Directors and is tasked with the assessment of existing ASI programs and services and consideration of new programs to be established; and

WHEREAS, during its first meeting of the academic year, the ASI Programs Assessment Committee selects established ASI programs for annual assessment, with findings to be presented by the Program Director; and

WHEREAS, the Association for InterCultural Awareness (AICA) Social Justice Week program was selected to be assessed and reviewed during the 2025-2026 academic term with findings shared and discussed by the Committee; and

WHEREAS, Austin Ysais, Director of Student Programs and Engagement (SPE), reviewed program offerings, hopeful outcomes and deliverables, and revenue and expenses with the ASI Programs Assessment Committee to share strengths, weaknesses, opportunities, and threats; therefore, let it be

RESOLVED, the ASI Board of Directors accepts the report provided to the ASI Programs Assessment Committee and approves continuation of the AICA Social Justice Week program; and let it be further

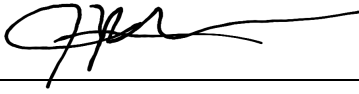
RESOLVED, the ASI Board of Directors encourages ASI management to review the following areas concerning improvements to the AICA Social Justice Week program:

1. Strengthen Strategic Campus Marketing Efforts
2. Evaluate Program Budget
3. Virtual Event Consideration; and let it be finally

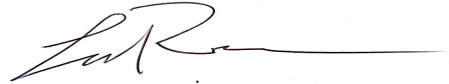
RESOLVED, that this Resolution be distributed to the ASI Executive Director and applicable departments and staff for appropriate action.

Adopted by the Board of Directors of the Associated Students Inc., California State University,

Fullerton on the second day of December in the year two thousand and twenty-five.



Joe Morales
2025-12-03 20:01 UTC
Chair, Board of Directors



Luca Romero
2025-12-03 02:54 UTC
Secretary, Board of Directors

AICA Social Justice Week Report

Programs Assessment Committee

I. SPE Director Recommendations

The Association for InterCultural Awareness (AICA) Social Justice Week (SJW) continues to demonstrate exceptional alignment with ASI's mission of advancing student learning, engagement, and inclusion. It is recommended that the program remains an annual ASI signature event, with continued support for expanding collaborations across academic colleges, Diversity Initiatives and Resource Centers (DIRC), and community partners. Increasing sponsorships or co-funding should be pursued to sustain program quality and reach.

II. Program Overview

Social Justice Week is an annual program hosted by Associated Students, Inc. (ASI) at Cal State Fullerton, designed to foster dialogue, reflection, and action around issues of equity, inclusion, and civic responsibility. The program began as a small series of student-led discussions and has since evolved into a university-wide initiative that engages thousands of students, staff, and community members.

Over the years, it has featured influential speakers such as Giancarlo Esposito and Diane Guerrero, each offering unique perspectives on leadership, advocacy, and systemic change. The week now includes keynote lectures, panels, and interactive activities that challenge students to think critically about social justice topics and their own role in shaping a more inclusive campus culture.

History Highlights:

- 2018 – Developed by AICA Chair and HRDI AVP as a collaboration between DIRC, HRDI, and AICA.
- 2019 – Expanded to 16 educational sessions including faculty, staff, and student presenters.
- 2020 – Transitioned to fully virtual format with over 30 sessions and inaugural keynote by W. Kamau Bell.
- 2021–2025 – Evolved into a signature annual initiative consistently featuring 20–30 sessions engaging students, staff, and faculty across campus.

III. Social Justice Weeks Program Operations and Participation

The 2025 program featured over 25 educational sessions, a major keynote by Giancarlo Esposito, and collaborations with DIRC and various campus departments. Titan TV provided livestreaming and post-production coverage, extending program reach. The week involved students, faculty, and staff from all eight colleges, representing diverse disciplines and perspectives.

IV. Participant Satisfaction

A post-event survey conducted March 10–17, 2025, received 310 responses. Results indicated 91% of participants rated the event as “Excellent” or “Good.” 91% were students, 8% staff, and 1% faculty.

Top majors represented included: Communications (18%), Education (15%), and Humanities & Social Sciences (13%)” The keynote session drew over 700 attendees, and post-event Titan TV replays exceeded 1,200 views.

Qualitative feedback emphasized appreciation for the diversity of voices, engaging discussions, and actionable takeaways: “I appreciated the mix of student and faculty voices.” “The keynote was powerful and relatable.” “I’d love to see more workshops focused on action steps and allyship.”

V. Financial Data

Social Justice Week is primarily funded through ASI’s annual programming allocation, supplemented by in-kind and co-sponsorship support from DIRC, campus departments, Titan TV, and Student Affairs Marketing.

Category	Description	Amount
Keynote Speaker Fees & Hospitality	Giancarlo Esposito – fee, travel, and on-site hospitality	\$20,000.00
Educational Sessions & Panels	Supplies, print materials, giveaways	\$2,850.00
Marketing & Promotion	Digital and print materials	\$2,175.00
Production & A/V Support	Sound, lighting, stage setup, livestreaming	\$3,400.00
Hospitality & Catering	Refreshments for attendees and presenters	\$1,275.00
Supplies & Printing	Handouts, signage, evaluation materials, décor	\$624.00
Post-Event Evaluation & Media	Post-production, survey incentives	\$1,500.00
Total		\$31,824.00

VI. SWOT Analysis

Strengths: Strong institutional support from ASI and CSUF Student Affairs. Established reputation as a signature ASI educational program. Alignment with ASI’s mission, Student Affairs strategic plan, and Diversity & Inclusion goals.

Weaknesses: Heavy reliance on a small planning team (Program Coordinator, GA, student staff).

Opportunities: Expand cross-campus partnerships (DIRC, academic colleges, faculty integration). Increase sponsorships or co-funding from departments and community partners.

Threats: Budget constraints or university-wide cost reductions could limit programming scale. Risk of controversy or misunderstanding around sensitive social topics.

VII. Conclusion and Recommendations

Social Justice Week continues to be a flagship initiative fostering critical thinking, inclusivity, and civic engagement at Cal State Fullerton, and ASI Management recommends continuation of the AICA Social Justice Week program.

To ensure continued growth and sustainability, ASI management recommends that ASI maintain SJW as a standing annual initiative, explore semester-based programming opportunities, and develop a campus marketing plan to enhance awareness and participation. Expanding hybrid and virtual opportunities could further increase accessibility and engagement for the broader Titan community.

Suggested Areas for Management to Address

To sustain growth and mitigate identified challenges, the following areas are recommended for ASI Management to examine concerning program improvements:

1. **Strengthen Strategic Campus Marketing Efforts:** Develop alignment in marketing strategies that focus on visibility of the program, awareness as a signature campus event, and expansion of campus engagement.
2. **Evaluate Program Budget:** Review funding levels to ensure the program can continue hosting impactful, high-profile keynote speakers and high-quality educational sessions that resonate with students and support strong learning outcomes.
3. **Virtual Event Consideration:** Analyze the availability of incorporating livestreamed, recorded, and hybrid session formats to improve accessibility for commuter students, working students, and campus partners while extending the program's digital reach.