

Programs Assessment Meeting Minutes

Associated Students Inc., California State University, Fullerton

10/2/2025 2:30 PMPDT

@ ASI Boardroom, Titan Student Union

Meeting Details

Meeting Called By: Luca Romero

Meeting Type: Regular

Meeting Attendees: Members, Staff, Public

CSU, Fullerton students, and members of the public may submit comments regarding any item posted on this agenda, or matters of importance to the student body through the [Public Comment Form](#). Comments will be reviewed by the Board Leadership, and submissions received prior to the meeting that are applicable to the governing body will be read during the meeting.

1. Call to Order (Romero)

Chair Romero called the meeting to order at 2:31 p.m.

2. Roll Call

Members Present: Camarillo, Guzman, Mallareddygari, Romero, Salazar

Members Absent: None

Liaisons Present: Fehr

Liaisons Absent: Montano (E), Ryals (E)

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.

Motion:

(Camarillo-m/Mallareddygari-s) A motion was made and seconded to excuse members Montano and Ryals due to personal business.

The absences were excused by unanimous consent.

Motion moved by Luisa Camarillo and motion seconded by Yashwanth Mallareddygari.

3. Approval of the Agenda

 [Item 3 - prog 10 02 2025 age.pdf](#)

Motion:

The agenda was approved by unanimous consent.

Motion moved by Luisa Camarillo and motion seconded by Yashwanth Mallareddygar.

4. Approval of Minutes

9/4/2025 Programs Assessment Meeting Minutes

 [Item 4 - prog 09 04 2025 min.pdf](#)

Motion:

The 9/4/2025 Programs Assessment Meeting Minutes were approved by unanimous consent.

Motion moved by Armando Salazar and motion seconded by Luisa Camarillo.

5. Public Speakers

Members of the public may address Programs Assessment Committee members on any item appearing on this posted agenda or matters of importance to students.

There were no public speakers.

6. Reports

A. Chair (Romero)

Chair Romero reminded everyone that midterm season can be hectic and encouraged board members to lean on leadership and each other for support. He emphasized teamwork and communication, urging members to bring ideas or initiatives to the whole board rather than working in isolation. He asked them to pass this reminder along to others and wished everyone good luck on midterms.

B. Director of Student Government (Hesgard)

Chair Romero yielded to Jeff Fehr, ASI Chief of Organizational Operations.
Fehr yielded his time.

7. Time Certain

None

8. Unfinished Business

None

9. New Business

A. Discussion: Program #1 Titan Youth Summer Camp

The Committee will discuss the Titan Youth Summer Camp

Chair Romero yielded to JP Gale, Director of the Student Recreation Center.

Gale expressed excitement about presenting the Titan Youth Summer Camp, noting it was a major initiative that hadn't been reviewed by the Programs Assessment Committee in a long time. He highlighted that it was the first program evaluated under the Committee's new structure and hoped to set a high standard for future presentations.

Gale introduced Brooke Morgan, SRC Intramural & Camp Coordinator. Morgan outlined the presentation agenda, which included the camp's history, usage, and satisfaction data, followed by Gale's financial and program analysis. She explained that the camp was established in the early 1990s and has been operated by ASI since 2008. The camp serves children ages 5–12 from CSUF families and the surrounding community. The program resumed in 2022 after a pandemic hiatus and employed 30–40 student staff each summer. In 2025, the average weekly attendance was 120 campers, peaking at 168. Most campers (90.2%) were community members. Survey feedback revealed high satisfaction, with 30 of 33 parents indicating they would return; parents also expressed interest in hot lunch options and field trips, although most were unwilling to pay extra for the trips. She shared positive parent quotes highlighting the camp's themes and programming.

Gale explained that Titan Youth Summer Camp has been profitable since 2023, with 2025 seeing record revenue and enrollment, but also record expenses, primarily due to higher student wages, an increase in the number of younger campers requiring lower staff ratios, and an additional week of programming. Despite controlling other costs, profitability was lower than expected due to longer camper days and wage hikes. Participation and parent satisfaction have steadily grown since the camp's return in 2022. The new registration software improved communication, and better staff training significantly reduced complaints compared to previous years. Gale outlined key strengths: strong community engagement and student employment opportunities. Weaknesses included planning overlap with intramurals, high staff turnover, facility conflicts, logistical challenges with young children, and the camp's limited alignment with ASI's core mission. Opportunities involve earlier marketing, faculty/staff outreach, targeting child development majors, and pursuing American Camp Association accreditation to boost credibility. Threats include high liability, rising costs, subsidized competitors, coordinator burnout, and potential campus renovations disrupting operations. He concluded by recommending earlier planning, potential accreditation, evaluating long-term alignment with ASI's mission, and preparing for possible camp interruptions during the construction period.

Chair Romero opened the floor to questions.

- Salazar inquired about declining profit margins and noted the program's positive image for CSUF. He also inquired about marketing efforts.
Gale explained that rising wages and the need for additional staffing make it difficult to boost profits without raising prices, which could deter families. Since ASI isn't profit-driven, covering costs and providing value are the primary focus, with accreditation helping to strengthen the program. He explained that ASI handles materials, staff attend community events, and school district email lists help reach parents. Salazar praised their efforts.
- Camarillo asked about camp costs and planning timelines.
Gale explained that weekly fees range up to \$330 for community members, with lower rates for students and staff. He noted planning could start earlier, similar to CSU Northridge, but staffing and time have been the main barriers.
- Chair Romero asked about staffing levels and potential improvements.
Gale explained that staffing has remained consistent at 30–40 students per year, but earlier planning is limited by time and coordination tasks, such as contracts, marketing, and outreach. Chair Romero suggested hiring a coordinator, and Gale noted the Program Assessment Committee is beginning those discussions.

Chair Romero opened the floor to discussion.

- Chair Romero noted the clear need for a dedicated coordinator and asked about the feasibility of adding the position.

- Salazar agreed, citing an external review recommending more directors, and asked how new positions could be proposed.
- Fehr explained the Committee can make recommendations, but adding a position would require further analysis and going through the budget process, since the camp's \$31k profit wouldn't cover a full-time salary. He also emphasized that ASI isn't profit-driven, so the decision is more about program value than revenue.
- Salazar weighed the benefits of student jobs and outreach against heavy workloads and funding concerns, feeling conflicted about sustainability.
- Mallareddygarri suggested focusing on outreach to passionate individuals and exploring a part-time coordinator role, with planning to begin earlier. Gale explained that workload peaks during camp and planning should begin by November; he also noted potential delays due to upcoming construction. Mallareddygarri asked about limiting the coordinator role to just peak months.
- Fehr clarified that no decisions were needed immediately; the Committee could make recommendations for Gale to research further.
- Collins outlined the resolution process, stating that recommendations would be formalized and sent to the Board.
- Chair Romero suggested examining fee competitiveness and part-time staffing as key recommendations.
- Guzman raised financial concerns, noting low student participation and suggesting a shift in focus to renting facilities to external camps instead of running their own. Chair Romero confirmed and acknowledged that this was a fair viewpoint. Guzman elaborated that partnering with existing programs could reduce workload.
- Salazar supported the rental model as a practical alternative.
- Camarillo asked whether there was data on space rental demand. Gale explained that requests exist, but the market is untested because the camp occupies the space.
- Chair Romero proposed recommending market research on rentals as a realistic next step, given construction impacts.
- Fehr summarized the three key recommendations: exploring rentals, evaluating a part-time coordinator, and reviewing fee structures.
- Salazar confirmed upcoming fee discussions at the finance meeting.

 [Item 9.A TYSC.PAC.10.02.25.Final.pdf](#)

10. Announcements / Member's Privilege

None

11. Adjournment (Romero)

Chair Romero adjourned the meeting at 3:26 p.m.



Luca Romero
2025-11-04 16:58 UTC



Erika Perret-Martinez
2025-11-05 05:05 UTC

Roll Call 2025-2026

10/02/2025 PROGRAM ASSESSMENT Committee Roll Call

Attendance	Board Members			
			Present	Absent
HHD	CAMARILLO	LUISA	1	
COMM	GUZMAN	JENNY	1	
ECS	MALLAREDDYGARI	YASHWANTH	1	
CHAIR	ROMERO	LUCA	1	
ECS	SALAZAR	ARMANDO	1	
			Present	Absent
			5	0

QUORUM 4

Majority 3

Attendance	Liaisons			
			Present	Absent
ADVISOR	FERHN	JEFF	1	
PRES. DESIGNEE *	MONTANO	AVA		1
CHAIR DESIGNEE *	RYALS	LIAM		1
			Present	Absent
			1	2

*Recording Secretary: Erika Perret-Martinez

Chair Designee* Liam Ryals

President Designee* Ava Montano

Titan Youth Summer Camp Programs Assessment Committee October 2, 2025

JP Gale, SRC Director

Brooke Morgan, Interim IM & TYSC Coordinator

Learning Outcomes

- History of Titan Youth Summer Camp (TYSC).
- Usage Data
- Satisfaction Data
- Financial Impact
- SWOT Analysis
- Program Recommendations



Titan Youth Summer Camp History

- Program has been in existence since the 1990's, with earlier iterations going back further.
- Program came under ASI Recreation prior to the SRC opening and continued under "Titan Rec" after the SRC opened in 2008 and became known as TYSC.
- Program ran up until Summer 2019 and resumed Summer 2022 following the pandemic.



History

- Program serves children aged 5-12 and is open to CSUF Students, Faculty/Staff and community.
- TYSC employs 30-40 students each summer.
- Camp Training takes place from mid-May to mid-June.
- Campers are on site from mid-June to early August.
- TYSC averaged 120 campers per week in 2025.
 - 168 campers week 4 was highest enrollment.



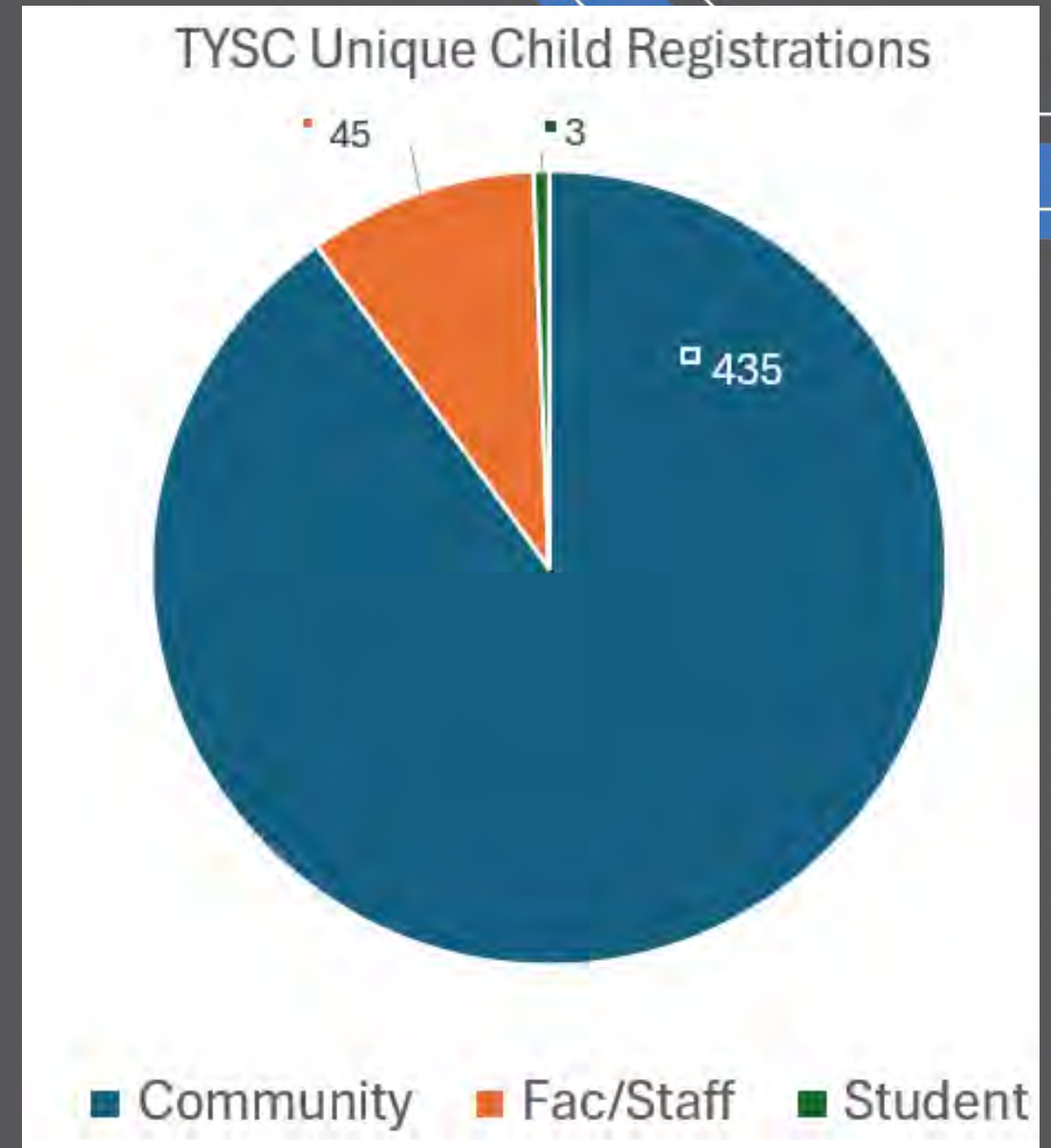
History

- Program is broken into three age groups:
 - Tuffies – 5 to 6 year olds
 - Mammoths - 7 to 9 year olds
 - Titans - 10 to 12 year olds



TYSC Usage 2025

- 90.2% of TYSC users are community members with no ties to CSUF.
- 9.3% are Faculty/Staff.
- Only 3 students had children in TYSC.



Satisfaction

- 33 surveys completed Summer 2025.
- 30/33 said they would be back next year.
- 30/33 said they were satisfied with TYSC.
- 15/33 said they would be willing to pay more for hot lunch.
- Parents expressed a desire for field trips, but were unwilling to pay more for field trips.



Satisfaction

- “MY kids are ages 6 and 9, they really enjoyed camp so you all are doing something right!”
- “They liked the reptile day a lot. It helps a lot to accommodate the friend requests for groups!”
- "My child had a great time and easily made friends."



Financial Impact

- TYSC has been profitable since 2023.
- The largest expense is student wages.
- 2025 was the highest enrollment, highest revenue and highest expense in program history.



Financial Impact

TYSC Revenue	Summer 2022	Summer 2023	Summer 2024	Summer 2025
Total Revenue	\$127,528.10	\$146,655.98	\$189,322.20	\$231,950.93
Student Wages	\$127,934.36	\$84,063.66	\$97,277.29	\$166,031.00
Other Expenses	\$32,167.77	\$29,399.57	\$35,125.08	\$34,685.65
Total Expenses	\$160,102.13	\$113,463.23	\$132,410.62	\$200,716.65
Profit/Loss	(\$32,574.03)	\$33,192.75	\$56,911.58	\$31,234.28



Financial Impact

	Summer 2022	Summer 2023	Summer 2024	Summer 2025
Item Sold	Sales			
Half Day Registrations	161	280	255	296
Full Day Registrations	445	472	438	545
Extended Care	67	49	69	34
Counselor in Training	42	0	0	0
Total Sales	715	801	762	841
Camp Duration in Weeks	8	6	6	7
Unique Users	356	430	441	483





Managing Risk in Youth Programs

Resource Guide



SWOT - Strengths

- TYSC enrollment and revenue has been on the upward trajectory since 2022.
- Feedback from parents show users are mostly satisfied with programming.
- New registration software was well received.
- Counselors were better trained than 2024, but that came with added wages.



SWOT - Strengths

- The number of complaints from parents were far fewer than 2024.
- TYSC offers meaningful employment and student development to 30-40 students each summer.
- Program offers meaningful community engagement.
- 35% of campers had a sibling in TYSC.



SWOT - Weaknesses

- Planning can be rushed going into the summer, which affects program quality.
- There is high turnover for TYSC counselors.
- TYSC Operations impact SRC Membership access.
- Program has a large footprint and requires significant walking and transition for campers.
- Age groups need varying levels of support, making projected costs difficult.
- TYSC is not core to the mission of ASI.



SWOT - Opportunities

- More work could be done to market to CSUF Faculty and Staff.
- American Camp Association Accreditation would provide a national framework to follow.
- Partnership/collaboration with the Children's Center has not taken place.
- More work needs to be done to market job postings to Child and Adolescent Development Students.



SWOT - Threats

- Working with minors is the riskiest programming in ASI.
- City and County subsidized programs can offer similar programming for less.
- The IM and TYSC Coordinator position has had high turnover.
- Minimum wage increases continue to increase the cost of doing business.



SRC Director Concerns:

- TYSC is one of the most high-risk programs conducted in the SRC and within ASI.
- There have been three different Intramural and Camp Coordinators in the position since August 2024.
 - In exit interviews, workload of the position has been cited as a reason for departure.
 - The Intramural and Camp Coordinator supervises over 80 student employees in an academic year.



Program Recommendations

- To Grow TYSC:
- #1 – Pursue American Camp Association accreditation.
- #2 – Begin program planning and marketing earlier in the calendar year.
- #3 – Additional resources will be needed as the program grows.



Program Recommendations

- To Maintain:
- #1 – Reduce the weeks of operations for TYSC and the size of the program. With the possibility of programming being impacted by ASWI renovation and expansion of the SRC in the coming years.



Program Recommendations

- To End the Program:
- #1 – Abandon TYSC as a program and pursue other revenue generating programs like facility rentals during the summer. Only one other CSU Rec Center is in the summer camp business.





Thank You!

STUDENT RECREATION CENTER | FULLERTON, CA.



@TITANRECREATION