

ANNUAL REPORT

FOR FISCAL YEAR
2018-2019



2018-2019 STAFF ASSEMBLY BOARD MEMBERS

Kevin Baldwin - President

Geno Mehalik - VP Programs

Lucy Tseng - President-Elect & VP Events

Jessica Alexander - VP Strategic Communications

Walén Ngo - Immediate Past President

Mandy Muenzer - VP Wellness

Kevin Halladay-Glynn - VP Creative Production

Djoko Setiyawan - VP Special Projects

Leah Brown - VP Development

Natalie Noravian - Secretary/Historian

Melysa Vander Mel - VP Digital Engagement

Scott Alexander - Treasurer

Ayumi Pantell - VP Information Systems

Stephanie Margolin - Member At Large

Rex Delos Santos - VP Outreach

LOOKING BACK, LEAPING FORWARD

A Message from Staff Assembly President Kevin Baldwin

As we close the chapter on another inspirational year at UCLA, I would like to take a moment to reflect on the tremendous achievements our campus community has had over the last twelve months. It is with great pleasure that I am able to share with you that UCLA Staff Assembly, a campus organization founded on the principle “for staff, by staff,” has continued its upward trajectory with tremendous vigor.

New events such as the Invest in U Summit and Universal Studios Holiday Event matched the continued demand from staff to balance the need for work life integration. New positions focused on Wellness, Digital Engagement, and Creative Production continued to help the organization evolve to engage staff in new and innovative ways. New strategic partnerships helped forge the first Staff Assembly Financial Endowment (SAFE) Scholarship Fund, marked by signature investments from the University Credit Union and the Office of the Chancellor.

Not only has this academic year been marked by so many new opportunities, it had the ultimate backdrop of UCLA’s Centennial Celebrations. UCLA Staff Assembly deftly planned three marquee events to celebrate the past, present, and future of the university. Most notably, Staff Assembly revealed that

100 Staff Centennial Scholarships would be awarded over the course of UCLA’s 100th year. It truly amazes me what an impact a diverse team of dedicated, creative, and resourceful community members can accomplish. The sheer ingenuity of our executive board is only matched by U –our campus community. I am indebted to our partners, colleagues, and the university in general for giving me the opportunity to serve in this fulfilling role. Through this experience, I saw the campus grow closer in more ways than I could have imagined. As I look toward another year of memorable experiences and timeless opportunities, I am certain that the incoming executive board will take this great university to new heights, yet again.

Go Bruins!

YEAR’S HIGHLIGHTS

Event/Engagement
Opportunities
page 3

Expanded Digital Communication
page 4

Raised over \$280,000
towards staff scholarships
page 4

EVENTS

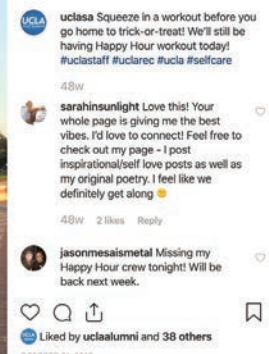
More events, higher turnout, stellar reception

WELLNESS

Happy Hour Workouts
8 classes, 70+ participants

Couch to 5K Training Classes
24 classes, 200+ participants

Virtual 5k
250 virtual participants, global engagement
+ 100s of FITWELL partner events



LEARN AT LUNCH

20+ Learn at Lunch events
1283 total registrants

New collaborative “30-Minute Success” series established with Campus HR Training

1 gallery tour, 3 garden tours, and 2 noontime concerts

“*The mere fact that it was offered - brilliant to set up a staff tour of the hammer. It’s nice that we are encouraged to take advantage of events/ programs offered throughout Westwood.*”

- March Hammer Gallery Tour

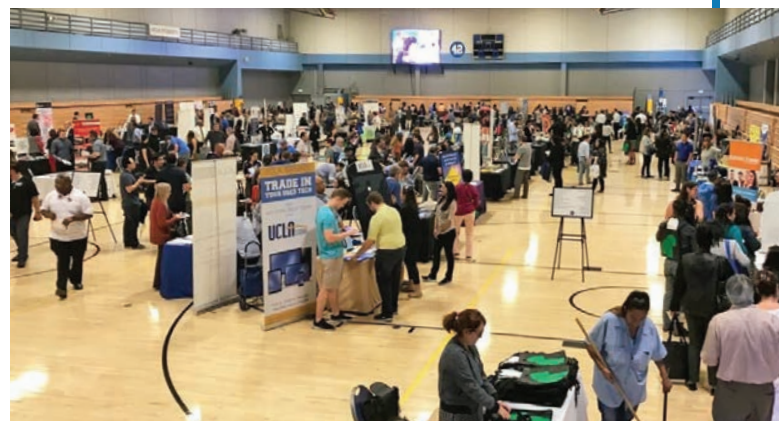
PROFESSIONAL DEVELOPMENT

Emerging Research Speaker Series
Re: Depression Grand Challenge, 200 attendees

Small Business Resource Fair
65 vendors, 500+ staff/faculty

Inaugural Invest in U Summit
5 breakout sessions, 200+ attendees

Awards Reception
50 Centennial Scholars, [Newsroom Writeup](#)



STAFF ENGAGEMENT

Staff Picnic
5500+ staff attendees

Universal Studios Holiday Event
Inaugural, 1200+ tickets sold in 2 weeks

Breakfast with the Chancellor
3 breakfasts + 2 lunches with Dean/President

Mrs. Block Events
120+ unique participants across Lakers/Mo Ostin tour, woman’s soccer and softball events

Staff Engagement Survey Task Forces
Staff members representing 22 different departments served on 4 volunteer task forces

COMMUNICATION

Enhanced partnerships, improved design, expanded reach



SOCIAL

- Facebook
16.3K reached, 488 event responses
- Livestreams
4 events - 2 on Facebook Live and 2 on Zoom
- Social Content Partnerships
37 promoted departments and community organizations



EMAIL

- 40+ newsletters & promo emails
- Featured 200+ events, programs, activities, and opportunities
- Shared content/partnered with 50+ campus partners



PROCESS

- Switched to MyUCLAForms for easier and more intuitive voting
- Migrated to more user-friendly event management system

DESIGN

- Coordinated new logo creation with Strategic Communications
- Updated design processes leading to elevated artwork and turnout

FUNDRAISING

New sponsors, minimized cost, endowed scholarships

EVENT SPONSORSHIP/AMOUNT RAISED

Universal Studios Holiday Event \$15K	Inaugural Invest in U Summit \$6K
Small Business Resource Fair \$25k	Inaugural Octoberfest Social \$1K
Virtual 5k \$12k	Staff Assembly Financial Endowment (SAFE) Scholarship Fund \$150k gift from University Credit Union \$75k gift from the Office of the Chancellor



**THANK YOU FOR AN
EXTRAORDINARY YEAR!**



UCLA Staff Assembly

staffassembly.ucla.edu

[f](#) [t](#) [i](#) @uclasa