



May 15, 2025

To: ASI Board of Directors  
From: Barnaby Peake, Executive Director *BP*

**Regarding: Requesting approval for the Student Programs, Services, Fees, and Experience Analysis**

### SUMMARY

At the Board meeting on May 8, 2025, Matt Bohannon from Brailsford and Dunlavey presented a scope of work for a seven-month comprehensive analysis of the student experience with the goal to identify the synergies between programs, services, and spaces resulting in recommendations to stabilize ASI's financial foundation. This research and analysis are essential steps in strategically planning for ASI's future. ASI's fee income is critically low due to years of inflation and recent declining enrollment with no fee increase since 1996. As a result, ASI has been slowly reducing our support for important services and programs students need and want to see on campus. To ensure ASI remains a strong advocate for students for the years to come and restore the programs and services we were once known for, like the establishment of the Children's Center, EOP, basic needs, and community engagement, ASI needs your support and approval of this proposal.

### ABOUT BRAILSFORD AND DUNLAVEY

B&D is a leader in the industry with 30 years of experience assisting in the development of \$45 billion in projects across 50 States. They have worked with over 850 college campuses including almost all of the CSU's. Matt Bohannon is a Vice President with the company and will be working directly with ASI and U-SU on this project. Matt was the Chair of the Union Board and an ASI representative at Cal Poly San Luis Obispo in college and knows the Auxiliaries very well.

An external consultant provides an objective analysis of ASI's operations and future potential, following the data and research they collect to draw their conclusions and develop recommendations. Third-party consultants provide viability to proposed action items before the Board and garners support from the University President and the Chancellor, both of which are required for any changes to Auxiliary functions and funding. The second benefit to having an external firm do this work, is the staff support for a large and in-depth analysis. ASI's staff already have responsibilities that keep us busy throughout the week and do not have the time to engage in the amount of work that is required to obtain the necessary research and data points.

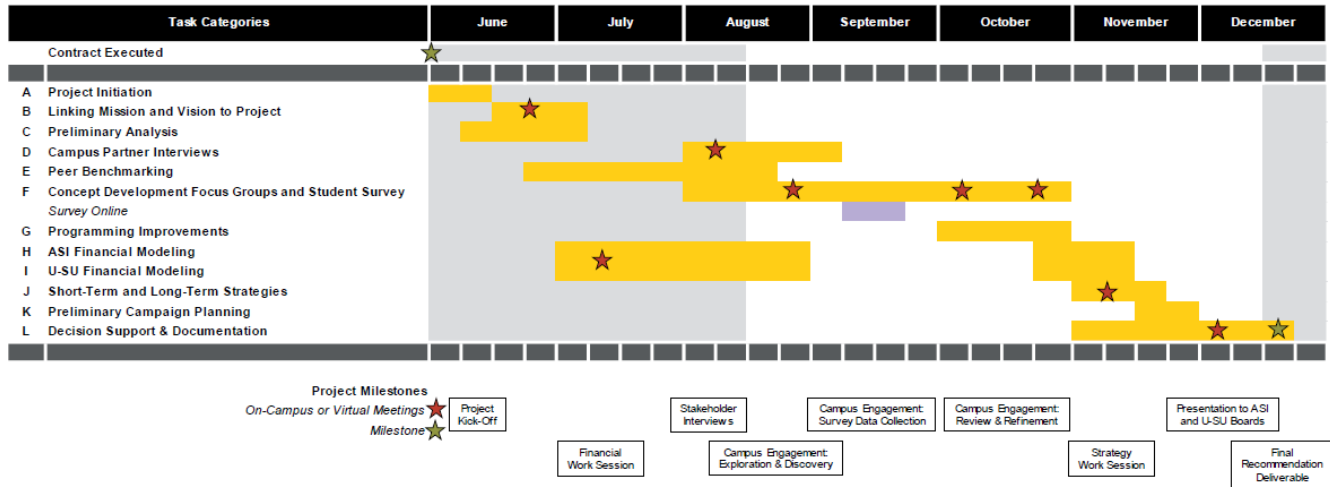
### SCOPE OF WORK

The work would begin this June and continue through December 2025. Over the summer, the B&D team would focus on gathering background data, peer benchmarking, and reviewing ASI documents and finances to understand the Auxiliary. The Fall semester would include engaging students, faculty, and staff to gather feedback firsthand, while working with ASI's Board as initial concepts and findings emerge. By the end of the semester, long and short-term action items will be presented for the Board's consideration as well as financial modeling that reflects the aims and goals for the organization. A proposed timeline and stages are illustrated below.



## Student Program, Services, Fees, and Experience Analysis **2**

### PROPOSED TIMELINE



### FUNDING APPROVAL

The proposed analysis is a joint effort between ASI and the U-SU and the Auxiliaries will split the cost outlined in the proposal (linked to the 5/8/25 BOD agenda). The amount reflected in the proposal was negotiated and reduced at ASI and U-SU's request and represents a comprehensive study of the two organizations. ASI's share of the B&D fee is as follows:

- \$70,205 professional fees
- \$2,500 reimbursable expenses
- \$12,500 reserve in case additional needs (only used if necessary)

**Total reserve request not to exceed \$85,205**

The ASI staff request the approval of the Board of Directors to authorize an allocation from ASI's reserves under the New Operations and Acquisitions line in an amount not to exceed \$85,205. The purpose of the New Operations and Acquisitions reserves is to, "provide funding for new operations, campaigns, or development projects adopted by the Board."

The ASI reserves held in the Local Agency Investment Fund (LAIF) are currently \$1,965,922. The total amount of unallocated reserve is \$347,732. The balance of unallocated reserves remaining, if this proposal is approved, would be \$177,322.

In accordance with [ASI Reserves – Policy 207](#), the planned use of reserves requires a 2/3 vote of the Board of Directors for approval.