

# UNION | WELL | INC

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SACRAMENTO STATE



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# Hello & Nice To Meet You.

## OVERVIEW

Union WELL Inc. (aka: University Union Operation of CSUS, Inc.), serves as the centerpiece of campus life for students, faculty, staff, alumni and guests on campus. Its general goals are to provide quality services to its users and to present and support outstanding educational, cultural, and recreational programs. Through programs and services, The Union and The WELL both strive to enhance the quality of campus life, which contributes to the college experience.

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## UNION WELL INC. SHARED VISION

The University Union and The WELL will be the centerpiece and campus home for students, faculty, staff and alumni of Sacramento State. The Union and The WELL will be the center of campus life and will actively promote school spirit and pride. As an integral part of the educational process, we will enhance student development through

involvement and interaction with the campus and surrounding community by providing superior programs, services and facilities. We will be sensitive to the needs and exceed the expectations of our diverse community. We will be recognized as leaders in the field of Unions, Recreation Wellness Centers and programs on the regional and national level.

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# Beliefs And Values

## INTEGRITY

We believe that honesty and principled action is the foundation of our professional and personal lives.

## RESPECT

We are committed to actions of inclusiveness, and appreciating and celebrating our diversity and differences, which leads to a unified Sacramento State community.

## SAFETY

We are committed to providing a safe, clean and welcoming environment, and being a place where people can try new things, engage in new activities and exchange ideas without feeling threatened or uncomfortable.

## TEAMWORK

We believe in collaboration, with each person cooperating and contributing to the highest level of his/her capabilities.

## EXCELLENCE

We are committed to the pursuit of excellence in everything we do while enhancing the learning process through experience.

## INNOVATION

We encourage and promote creativity, risk-taking and innovative problem solving. We are open to change and view challenges as opportunities for growth.

# Foundations of Union WELL Inc.

## GOALS FOR 2012–2014

- Customer Service is at the forefront of our entire operation. We strive to exceed expectations.
  - Collaboration and corporate relationships: Create and manage relationships/partnerships with various external and internal campus organizations in order to strengthen Union WELL Inc. as a whole.
  - Financial: Exercise financial control and sound management using acceptable business practices, maximize generated revenue production, maintain appropriate reserve levels while prudently monitoring all expenditures of the corporation.
  - Facilities: Operate and maintain facilities in a clean, safe and secure way.
  - Student Focused: Enhance students' interpersonal, leadership and critical thinking skills; develop nurturing and supportive networks; help prepare students for active citizenship beyond the Sac State collegiate experience.
  - Technology: Provide cutting edge and innovative technology offerings throughout all facilities through programs, services, and online/electronically.
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## The Two Years' Achievements

**During 2012–2014, Union WELL Inc., which operates both The University Union and The WELL, experienced a number of successes in relation to its goals, yet there remain several areas in which improvement is both possible and important if Union WELL Inc. is to continue to successfully serve the University community.**

# The University Union

We are proud to serve as the “living room of the University” for Sacramento State. Since 1975, we have provided our campus with the benefits of being a major hub for campus life. Dining, retail spaces, meeting rooms, lounge areas, UNIQUE Programs, Associated Students, Student Organizations and Leadership, and a myriad of activities now bring an average of over 20,000 people through our doors on weekdays during the academic year. Weekends are also very busy, especially with conferences and student organization meetings. In a survey, the top three reasons participants reported visiting were to eat (70%), socialize with friends (67%), and relax (49%). The top three services utilized while in the building were computers (53%), the information desk (35%), and Terminal Lounge (30%).

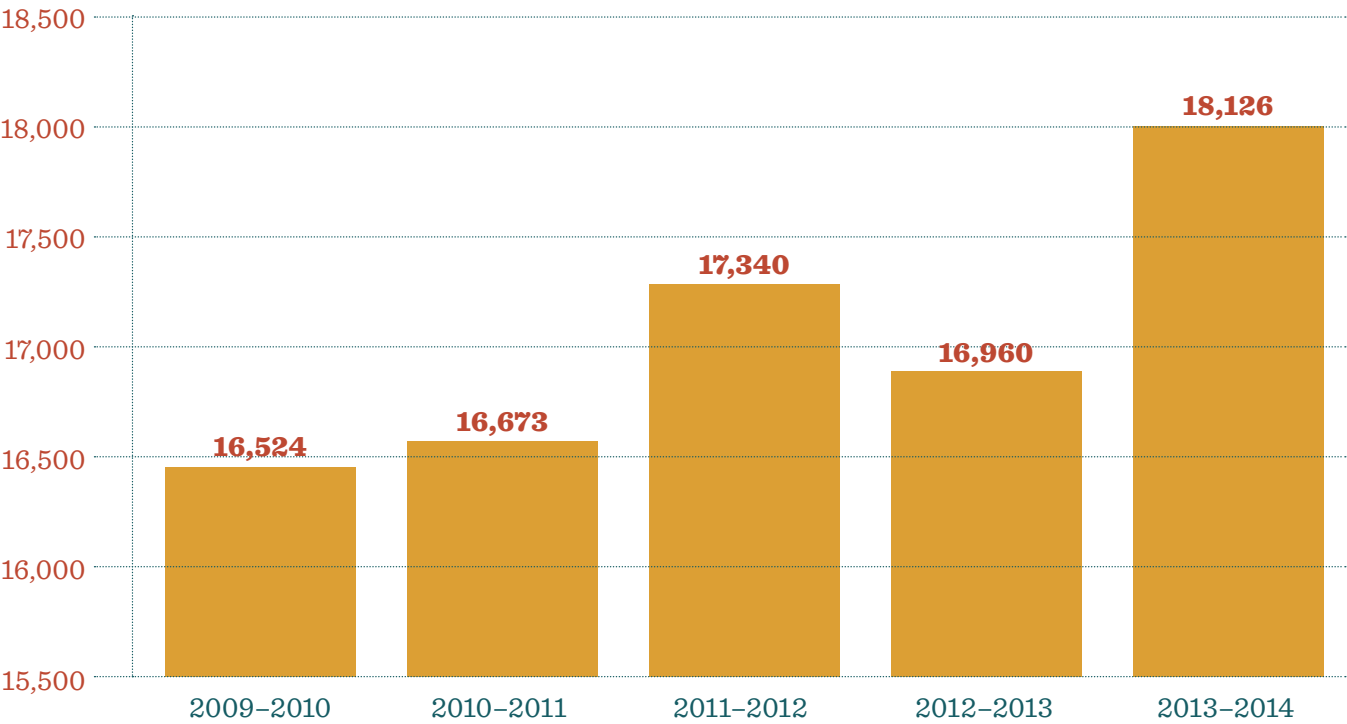


Nearly 40 years old, The Union continues to deliver exceptional programs, services and enhancements that meet the needs of students, the campus, and the greater community in new and innovative ways. Next year we will be celebrating our 40th anniversary of The Union on campus!

Highlights of The Union for the years 2012–2014 include a complete staff reorganization with a renewed focus on communication, customer service, daily operations and programs, and marketing.

We also completed major Event Services room and equipment upgrades, such as replacement and upgrade of the full inventory of meeting room tables; sound systems overhauls of Forest, Orchard, and Foothill Suites; flat screen retrofits of Delta and Green & Gold Rooms; air wall replacement in the California Suite and track repairs in Foothill and Valley Suites; and portable large flat screens for use throughout the building.

UNION DOOR COUNTS: AVERAGE DAILY VISITORS



There was also a major infrastructure upgrade of Terminal Lounge, (music, videos, games etc.) to better accommodate current and future audio and video technologies, as well as partition it from the building’s audio system. Additionally there was a complete redesign of the website and new URL: [www.theuniversityunion.com](http://www.theuniversityunion.com). The new site has a cleaner aesthetic and is more user-friendly. It also hosts dynamic, fresh content. The Union implemented a new “Meditation Room,” which has been appreciated and well utilized. There was a resurgence in, awareness of, and participation in,

our Union Gallery art program, including a record number of submissions to our Student Purchase Award competition in 2014 (67) and collaborative programs between UNIQUE and academic classes. A major challenge that exists in The Union is that there is not always enough space for the daily users of The University Union. Casual and food service seating is always at a premium, and often we turn away a large number of events daily due to a lack of available meeting space. Expansion of The Union is urgently needed to meet the demands of a growing campus.

UNIVERSITY UNION GOALS:

1. Create special, welcoming, and satisfying interactive experiences between customers and staff that result in unsurpassed dedication and loyalty to The Union as the most approachable place on campus to get help and support.
2. Provide relevant, robust programs and services for our customers that consistently exceed their expectations and encourage them to utilize The Union as an essential destination, with offerings that are integral to a vibrant campus life.

# Event Services

The University Union's Event Services team takes great pride in offering our customers superior service and creative solutions to assist in the planning of successful events. Staff work closely with clients to determine event dates, best venue options, and equipment needs leading to a quality event experience. Our facility has over 30,000 square feet of dedicated conference and meeting space that is available to the campus community and non-profit (501c3) community organizations.

Whether you need a small conference room for 15, a banquet space for 800, or something in-between, The Union can accommodate you. With the 14,000+ square foot University Ballroom, the 180 seat Hinde Auditorium and up to 19 breakout rooms, there is room for a variety of meetings, conferences and special events. Unfortunately, availability can be challenging due to high demand of the meeting spaces.

## BOOKINGS MADE IN THE LAST FOUR ACADEMIC (FISCAL) YEARS

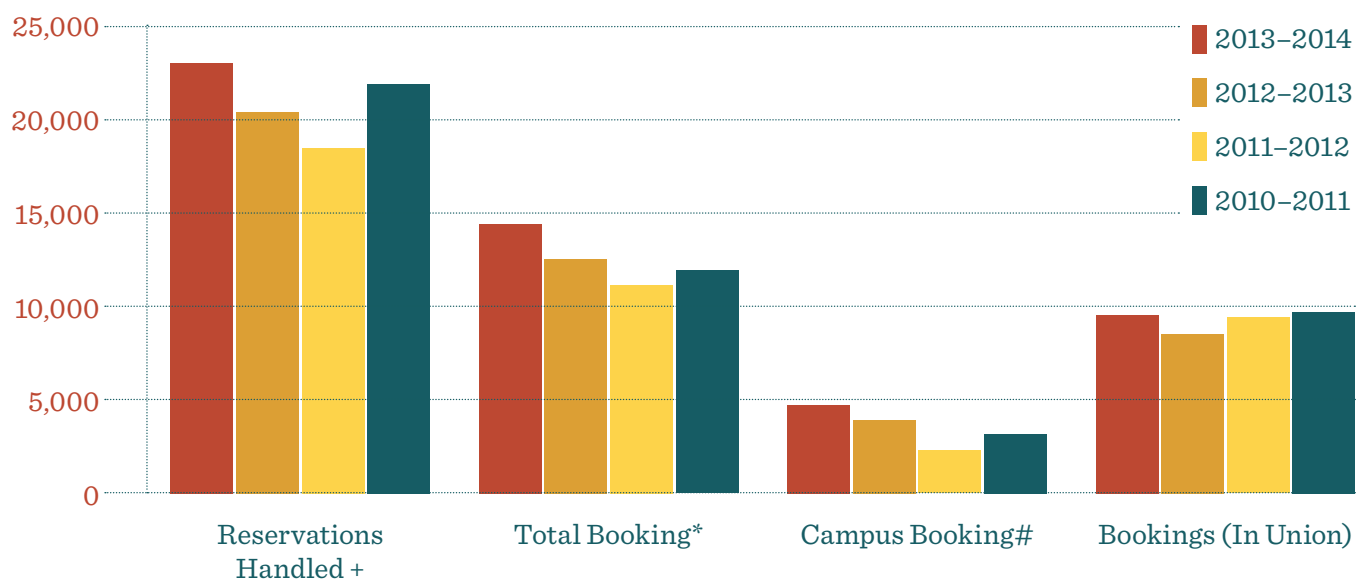
Category	2010-2011	2011-2012	2012-2013	2013-2014
Bookings (in Union)	9,045	8,989	8,632	9,081
Campus Bookings#	2,910	2,596	3,573	4,948
Total Bookings*	11,955	11,585	12,205	14,029
Reservations Handled+	21,506	18,652	20,347	22,339

# Events that took place outside The Union facilities

\* Events In The University Union and around campus

+ Included bookings that occurred or were declined, wait listed or subsequently canceled

## BOOKINGS MADE IN THE LAST FOUR ACADEMIC (FISCAL) YEARS





## BOOKINGS MADE IN LAST FOUR ACADEMIC (FISCAL) YEARS

Category	2010-2011	2011-2012	2012-2013	2013-2014
Total Union Events	9,045	8,989	8,632	9,081
Attendance at Union Events	600,020	609,884	531,217	573,560
Ballroom Events *	713	721	594	685

\*Event times are getting longer, limiting the number of events that can take place.

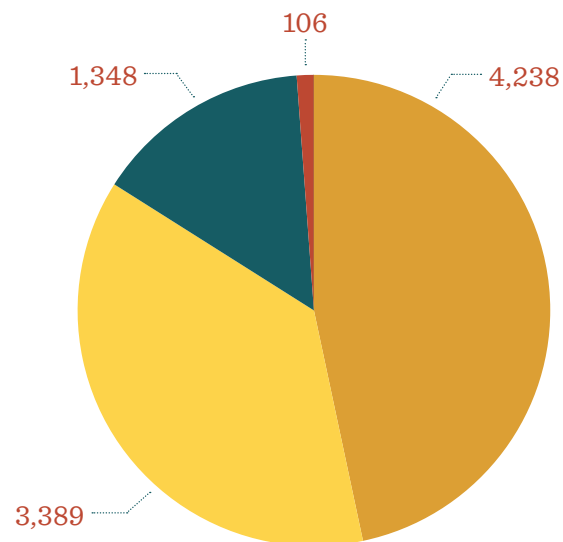
## SPONSOR TYPE USAGE AND DISTRIBUTION

Within the five categories of event sponsors, the overall division of usage normally remains consistent.

Category	2012-2013	%	2013-2014	%
University departments:	3,632	42.07%	4,238	46.60%
Student organizations:	3,413	39.54%	3,389	37.50%
Auxiliary organizations:	1,468	17.01%	1,348	14.80%
Off campus organizations:	119	1.38%	106	1.10%
Non-University	0	0	0	0
Total Reservations	8,632	100%	9,081	100%

## 2013-2014

- University Departments
- Student Organizations
- Auxiliary Organizations
- Off Campus Organizations
- Non-University



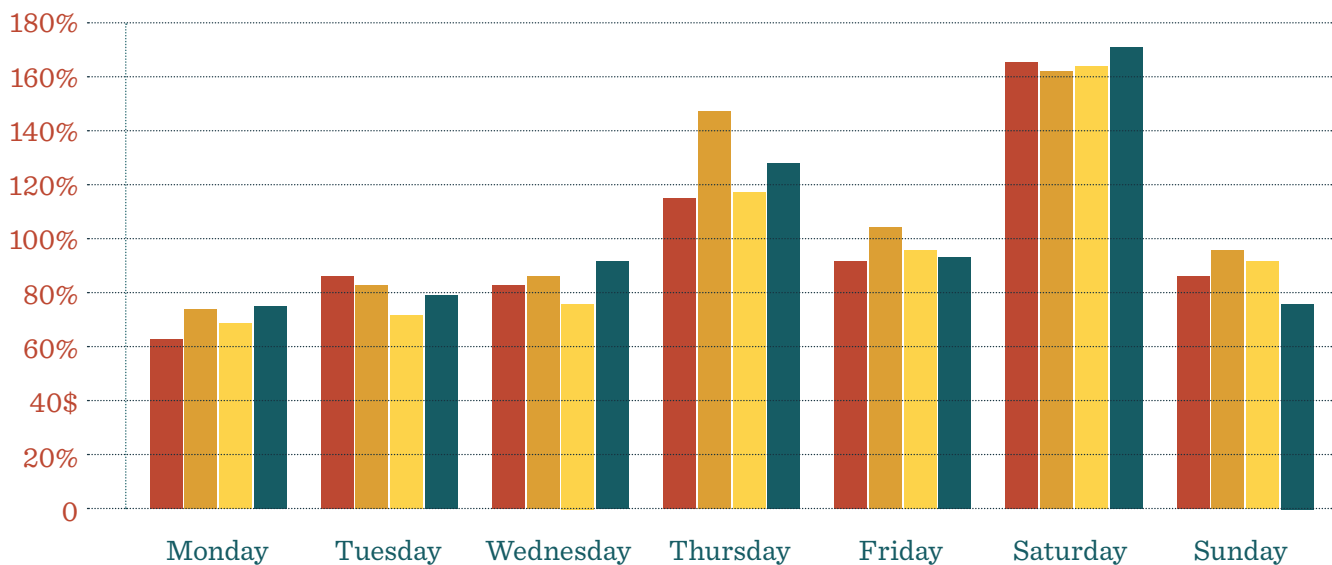


## UNION MEETING ROOMS: SPACE UTILIZATION

Day	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
Monday	54	56	61	57	64
Tuesday	53	55	59	54	58
Wednesday	64	60	63	56	63
Thursday	60	61	69	61	65
Friday	66	64	73	67	66
Saturday	77	89	98	92	98
Sunday	59	71	73	71	67

## UTILIZATION OF THE BALLROOM ONLY

■ 2010-2011 ■ 2011-2012 ■ 2012-2013 ■ 2013-2014



Day	2010-2011	2011-2012	2012-2013	2013-2014
Monday	62%	74%	67%	74%
Tuesday	83%	81%	71%	80%
Wednesday	82%	85%	78%	93%
Thursday	116%	147%	118%	129%
Friday	92%	103%	97%	96%
Saturday	166%	161%	162%	171%
Sunday	87%	96%	93%	77%

^ The utilization report is based on building hours therefore numbers over 100 do not mean that we have do not have Thursdays or Saturdays available (however very few are available) but rather that a good percentage of our Thursdays and Saturdays are utilized beyond our regular operating hours.

# Operations



This area includes the daily operational oversight of The University Union's public spaces, including the open lounges and our service areas such as Information Desk, Terminal Lounge, and the Games Room. Our Building Supervisors open and close the building and act as our daily, front-line interface with customers and staff during all operating hours. Our Information Desk acts as our communications hub for the building and offers a wide variety of information and assistance to all. The Games Room offers hourly and special event rental of Xbox and PlayStation video games & consoles, table

tennis, billiards tables, and foosball tables as well as regularly scheduled tournaments throughout the academic year. The Terminal Lounge has a selection of hundreds of music videos using Vevo or our iTunes Music & Music Video Library (or using their own iPod) in any one of our six private listening rooms that are equipped with Apple TVs and comfy bean bags. They also offer a wide selection of board games and magazines for checkout and a main general lounge with music videos. Our new Meditation Room is a peaceful area for silent reflection, prayer, and meditation.





Additionally, the Wish Upon a Star program is our annual community outreach program, where we solicit gifts from the campus community to give to families impacted by HIV/AIDS through Sunburst Projects. In 2013, over 500 gifts were donated and

over 70 volunteers wrapped gifts. In 2012 over 400 gifts were donated, and over 35 volunteers wrapped gifts. Participation and campus support for this program continues to grow each year.

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### **CAMPUS PRIDE PROGRAMS**

Lastly, Operations staff implemented our campus pride programs, such as Homecoming and the Causeway Classic football game. We also show our school spirit with decorations and rally-like banners throughout the building on our “Spirit Fridays” where we patrol for building patrons wearing

Sac State attire and reward them with minor prizes and feature them in our social media.

Staff of this unit also serves as a liaison to offices, retail vendors, and staff in daily interactions with Union management.

# Programs and Marketing



## UNIQUE PROGRAMS

UNIQUE Programs is The Union's volunteer group that brings innovative, quality entertainment to campus. Student volunteers work hard each semester to plan, promote and produce all UNIQUE events. Created in 1978 with the central goal of creating outstanding entertainment and educational opportunities that take place in The University Union, UNIQUE Programs started with one professional staff member and a handful of students

putting on comedy shows and special events. They have grown to produce concerts, "nooners," lectures, performing arts, and multicultural programs. Some highlights in the last two years included the Divas of Diversity, *The Vagina Monologues*, a comedy show by Erik Griffin, a Tim Wise lecture, a Michael Franti and Spearhead concert, a Terry McMillan Lecture, and the Pacific Mambo Orchestra (a 2014 Grammy Winner).

## EVENTS HOSTED

Events Hosted	Fall	Spring	Total
2012-13	28	28	56
2013-14	30	28	58

## EVENTS HOSTED

Attendance at events	Fall	Spring	Total
2012-13	37,358	10,358	47,716
2013-14	37,625	8,005	45,630





## PROGRAMS & MARKETING

The Union's Programs and Marketing staff served as the lead in marketing support and collaboration on and off campus for the Causeway Classic Blood Drive, which is an annual Blood Source-sponsored competition with UC Davis in the donation of life saving pints of blood. Fall 2013 was the third year in

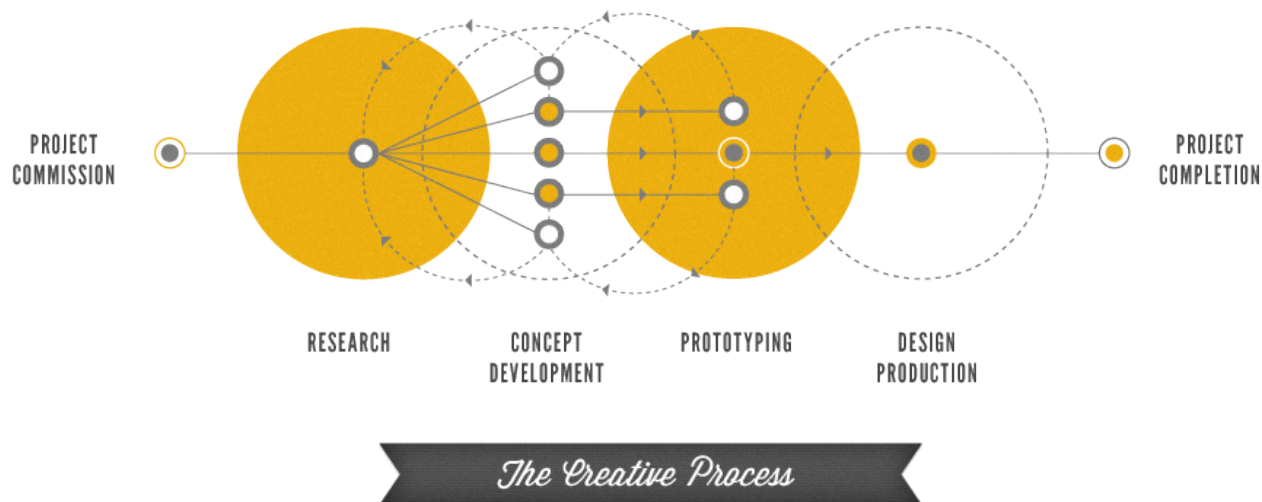
a row Sacramento State was named the winner of the competition, with 1,768 participants and nearly 1,400 pints collected. Programs and Marketing also led marketing efforts for the two blood drives hosted in Spring 2014, which collectively saw 1,947 participants with 1,532 pints collected.

## DESIGN AND VISUAL COMMUNICATION

Our graphic design and production studio is located on the first floor of The University Union at Sacramento State. They specialize in various types of print media, digital design, motion graphics, and photography and producing collateral for our entire corporation. Their goal is to take each project and experiment with unique concepts in order to deliver fresh and innovative solutions in the design and pro-

duction process. They also offer fee-based services to other individuals and entities under the dba of “The Lab” (<http://thelabatsacstate.com>). This department also curates our permanent art collection and coordinates The Union Gallery on the 2nd floor, which offers student, departmental, community, alumni, and special traveling exhibits.

# CREATIVITY IS A CHEMICAL REACTION



*The Design process is often viewed as a linear process. It begins with formative research—defining the problem—then progressing through concept development, prototype, production, and delivery. The process as depicted above, focuses on the creation of a singular artifact or campaign.*



# Facility Updates



The Hornet's Nest Food Court underwent a major aesthetic renovation over the Summer of 2013. All aspects of the facility were replaced or upgraded. Furnishings, flooring and lighting were among the many items that were updated.

Through a series of tenant improvements and office moves, several entities within The Union have new spaces which will be more conducive to serving students and promoting campus life. KSSU radio, the ASI Hot Spot, and the State Hornet newspaper have all made space transitions which will make better use of the available space in the building.

Thermal door counters were installed on the University Union East and West entrances. The initial thermal door counters provide more accurate counts of the amount of traffic that enter and

exit the facilities. These door counters replaced the older beam break detection system which did not account for multiple crowds of people walking in at once or direction of traffic.

The Union facility continues to present challenges as the need for repairs and updates increases. In addition to ongoing repair and maintenance of furnishings, fixtures, plumbing, etc., we are starting to see an increasing amount of needs in the area of technology. Though state of the art at the time of construction, The Union is looking at potential wiring upgrades in order to interface with the current and next generation of equipment being brought in by our users. The lighting control system and old network cabling are also on the list for attention in the coming year.





The Union replaced nearly all aging furniture in the public lounges, some of which dated back to 1976 purchase dates. There was an emphasis on modern style, comfort, variety, and “paving the goat paths” to providing what customers wanted by observing their usage patterns/preferences and using them to dictate the project’s design.



As of January 2014, CSG (Contract Services Group) has become the full time custodial contractor for both The University Union and The WELL. Many customers have noted the positive impact of their service.

# The WELL

The WELL, as a division of the auxiliary Union WELL Inc., serves as the campus recreation and wellness center for the Sacramento State community. The WELL is a membership facility open to students, faculty/staff, alumni and campus

affiliates by providing fitness, informal recreation, rock climbing and intramural sports programs for all members. The WELL is also the home for Student Health and Counseling Services and Peak Adventures.

## MISSION OF THE WELL

# Lifetime wellness through collaboration, education and innovation

The WELL is committed to providing a wide variety of outstanding and cutting edge programs, services, facilities and equipment to the Sacramento State campus, in pursuit of our mission to encourage a habit of lifetime wellness through collaboration, education and innovation. There is something for everyone.

The WELL's Campus Recreation staff manages four different divisions: Member Services, Facilities and Informal Recreation, Fitness, and Intramurals associated with student staff development and assessment. Our partners and building tenants include Peak Adventures, and Student Health and Counseling Services. The WELL provides all program

services and shared events for Sac State Campus Recreation and is comprised of 10 full-time staff and 200 part-time staff.

The highlights for The WELL include a complete staff reorganization, which began in late spring and will carry into 2014-15. In addition, a minor facility renovation was completed to increase the amount of usable fitness space that was desperately needed to meet demand. The demand still exceeds the amount of space available, so expansion of The WELL is necessary.

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Wellness is defined by the Seven Dimensions of Wellness, crafted with input from the campus community. These dimensions help guide decision making and long range goals for our programming, services and facility enhancements.

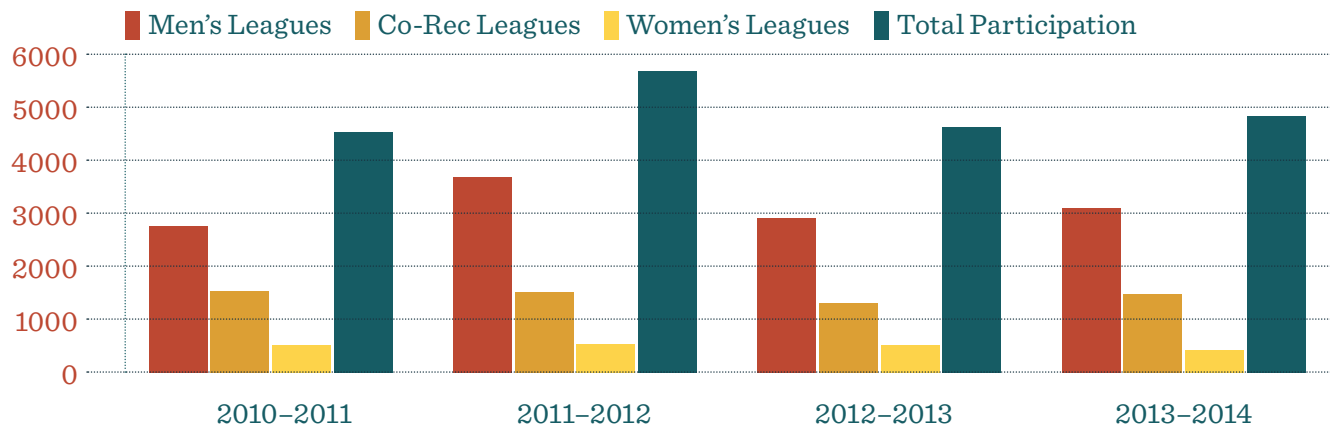
1. Intellectual: Developing and utilizing one's knowledge
2. Socio-Cultural: Effectively relating to others, your community and the world
3. Emotional: Awareness, acceptance and healthy expression of one's feelings
4. Environmental: Caring for the earth
5. Physical: Developing and utilizing one's knowledge
6. Career/Financial: Engaging in meaningful work and responsible monetary practices
7. Spiritual: Exploring value and meaning in one's life

# Intramurals

The Intramural Sports division is comprised of two full time staff, four student program supervisors, two event supervisors and over 40 student officials. Intramural programming includes wide variety of individual and team sports offering schedule which includes 13 league sports and 10 special events which included 623 teams and over 4,800 participants. The Intramural program had a highly successful 2013-2014 academic year seeing significant growth in the number of teams (14.7%). Additionally, Intramurals saw a significant rise in revenue 30.7% for their department due to

partnerships we created both on Sac State's campus and in the Sacramento community. A highlight for the two year period is the increased participation within the Resident Hall All-Campus Championship Series (RACC Series). Participation grew by 337% from the previous year going from being nearly non-existent in 2012-2013 (8 teams and over 90% forfeit rate) to robust in 2013-2014 (42 teams and less than a 10% forfeit rate). In addition, two of our intramural officials for basketball were honored and selected to officiate at the NIRSA NCCS National basketball tournament in 2013-2014.

## TOTAL INTRAMURAL PARTICIPATION (ACADEMIC YEAR)



Years	2010-2011	2011-2012	2012-2013	2013-2014
Men's Leagues	2,865	2,942	2,946	3,071
Co-Rec Leagues	1,336	1,136	1,331	1,480
Women's Leagues	448	354	456	343
Total Participation	4,649	4,432	4,733	4,894

### FALL 2013

#### Leagues

Tennis  
Flag Football  
Volleyball  
Wiffleball  
Indoor Soccer  
3 on 3 Basketball

#### Special Events

Dodgeball (Throwdown)  
Futsal  
Ultimate Frisbee  
Bowling

### FALL 2014

#### Leagues

5 on 5 Basketball  
Indoor Soccer  
Wallyball  
Outdoor Soccer  
Volleyball  
Racquetball  
Arena Football

#### Special Events

Dodgeball (Get Rec'd)  
Kickball  
Bracketology  
Bench Press  
Foot Golf  
Golf

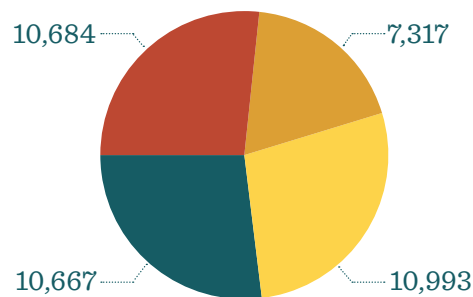
# Fitness

The WELL is confident we can meet each person's fitness needs! There are over 65 group fitness classes offered weekly and over 200 pieces of cardio and strength equipment and 17,550 square feet, available for use. The Fitness division is comprised of three full time staff, three Student Supervisors and over 85 part-time staff including attendants, personal trainers and group fitness instructors.

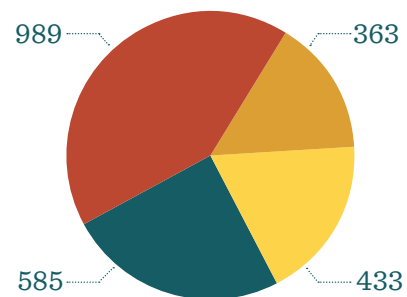
In its fourth year of operation the Fitness department opened the circuit training area 2 which resulted in an increase in fitness area and a reorganization of fitness equipment on the fitness floor and circuit area. The result of this change has enhanced the customer experience for exercisers that desire a workout away from music and a crowded fitness floor. This next year we will continue to enhance fitness offerings and also begin the third phase of the equipment replacement schedule.

■ 2010–2011 ■ 2011–2012 ■ 2012–2013 ■ 2013–2014

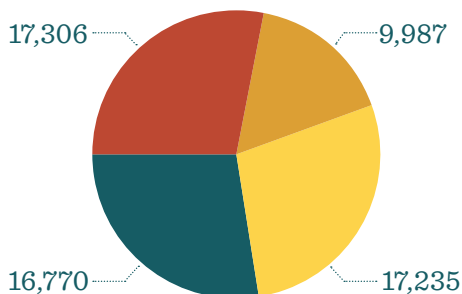
### TOTAL FITNESS PARTICIPATION



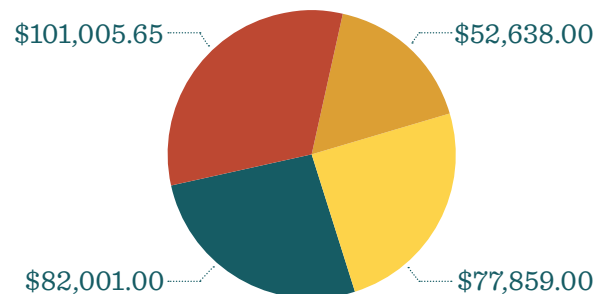
### PERSONAL TRAINING SESSIONS



### GROUP FITNESS PARTICIPANTS



### TOTAL FITNESS REVENUE





# Member Services and Marketing



The Member Services & Marketing Division is supervised by the Member Services Manager. The team includes approximately 25 Student Attendants and a Front Desk Student Supervisor who are dedicated to providing excellent customer service and a positive lobby experience. In addition, a Social Media and Marketing Student Supervisor and two Marketing Assistants oversee six social media

platforms and provide outreach to promote WELL programs & services and support campus initiatives and events. Our number of member check-ins at The WELL is growing each year. An illustration of the need for additional space comes when members are waiting to use equipment. Membership has grown an average of 4% annually since The WELL opened in 2010.

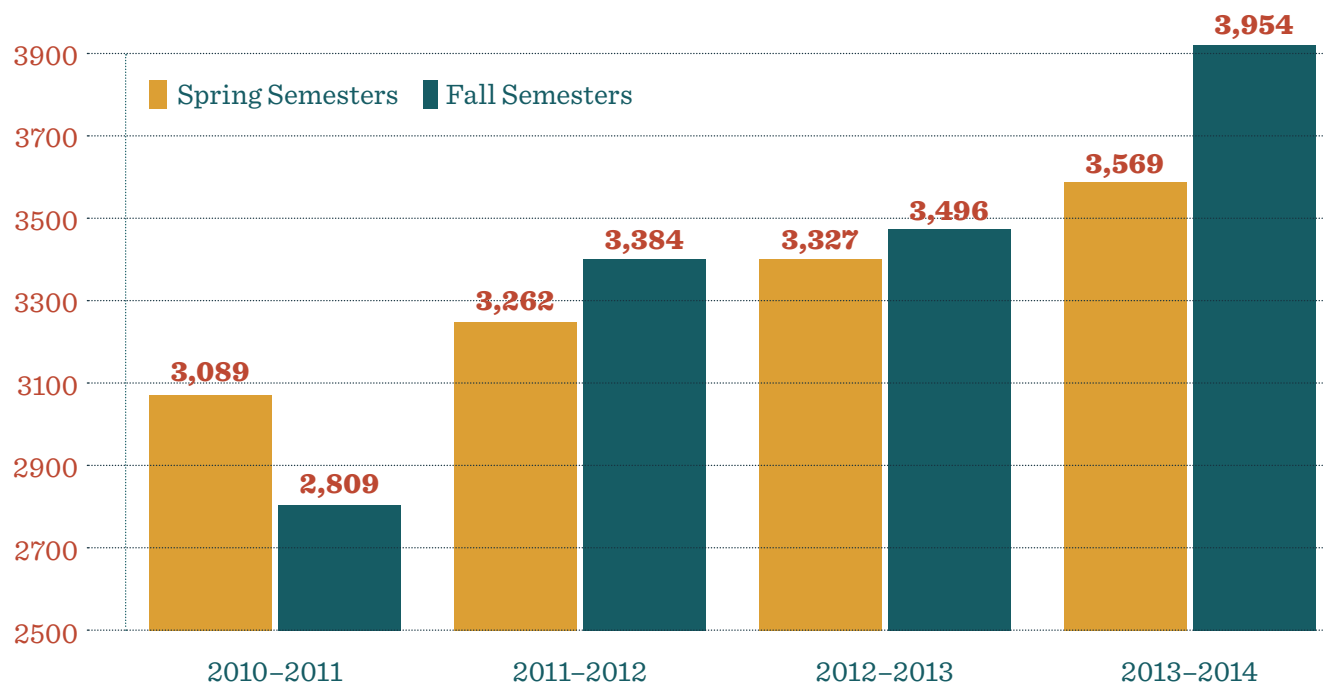
## FALL 2013 ATTENDANCE

- Daily average–1,799 check-ins
- Daily high–3,954 check-ins
- # of days over 3,000 check-ins: 11 days
- # of days over 2,500 check-ins: 34 days
- # of days over 2,000 check-ins: 51 days

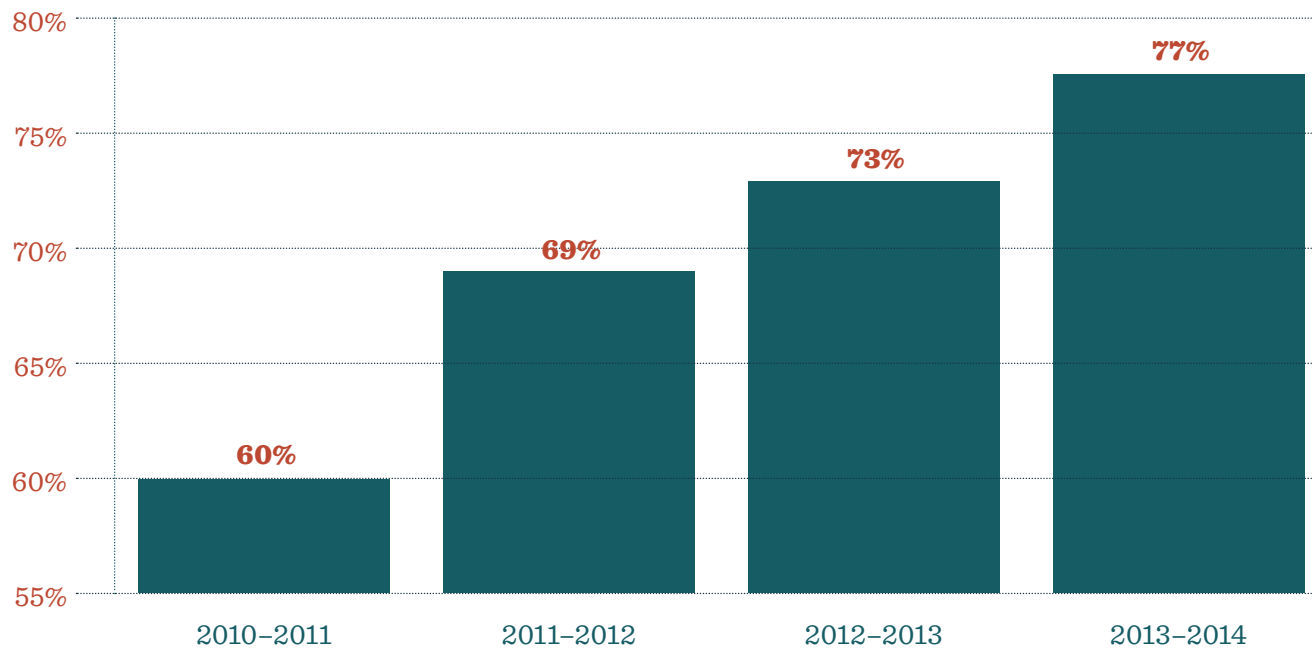
## SPRING 2014 ATTENDANCE

- Daily average–1,743 check-ins
- Daily high–3,569 check-ins
- # of days over 3,000 check-ins: 24 days
- # of days over 2,500 check-ins: 46 days
- # of days over 2,000 check-ins: 58 days

## DAILY CHECK-IN



## % OF STUDENT POPULATION WITH ACTIVE MEMBERSHIP

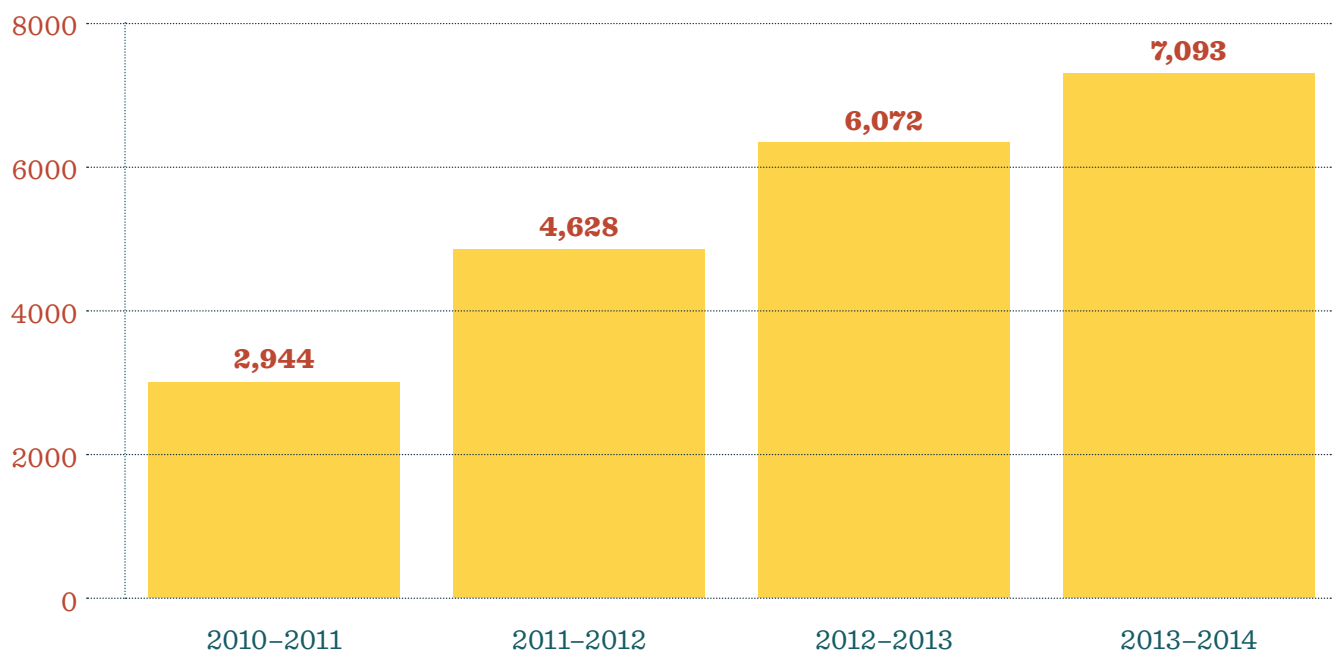




## SOCIAL MEDIA

The WELL increased its Facebook followers by 17% to 7,093 Fans. Additionally, The WELL has 1,340 followers on Instagram and another 1,697 followers on Twitter.

## FACEBOOK FANS





# Informal Recreation and Facilities:

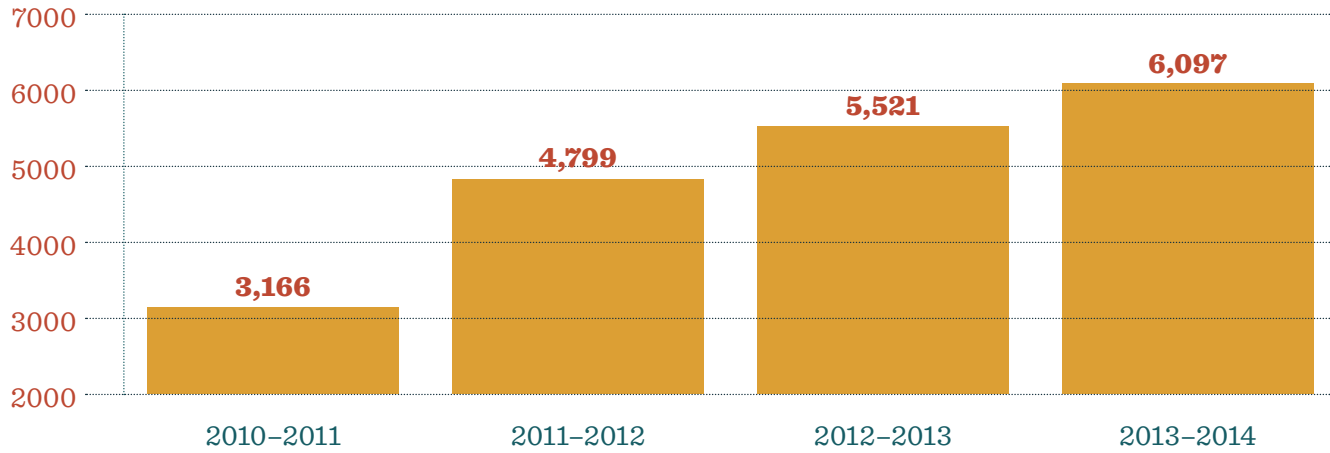
The Facilities and Informal Recreation Division continues to operate outstanding programs and services for The WELL. The division continues to see steady growth in all programs within the division and plans to continue to make a positive impact on the Sacramento State community. The Facilities and Informal Recreation Division consists of 70 part-time student staff including lifeguards, equipment desk attendants, event service attendants, climbing wall attendants, student supervisors for each program area, and building supervisors. In addition, the Facilities and Informal Recreation division includes an Assistant Director of Informal

Recreation and Facilities, a Coordinator for Events Services and Equipment Check out, and a Coordinator for the Climbing Wall and Group Facilitation. The Facilities and Informal Recreation Division includes Aquatic programming, Equipment Check-out, Informal Recreation, Event Services, Climbing Wall and WELL Build programs. One outstanding program is The WELLZONE during home football games. The WELLZONE experience was revised, which resulted in selling out five of six games, all while satisfying two issues, athletics needing ticket sales and UEI still receiving catering.

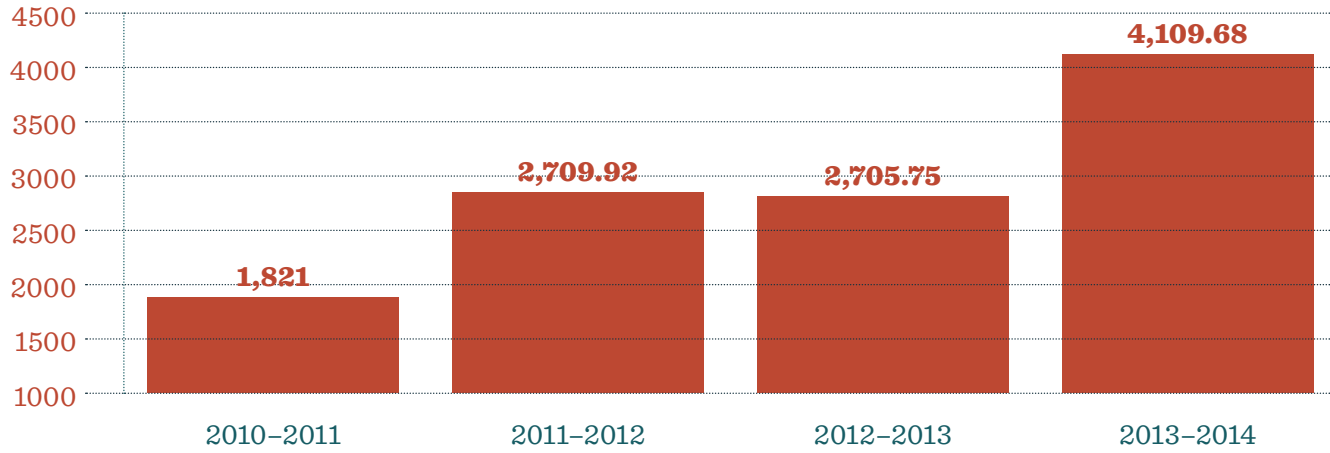


The WELL also hosted three sober grad nights, Inderkum High School, Bella Vista High School, and Vanden High School. While there were some challenges to these events, all were a success in the eyes of the students who attended. The program is being revised for the coming year.

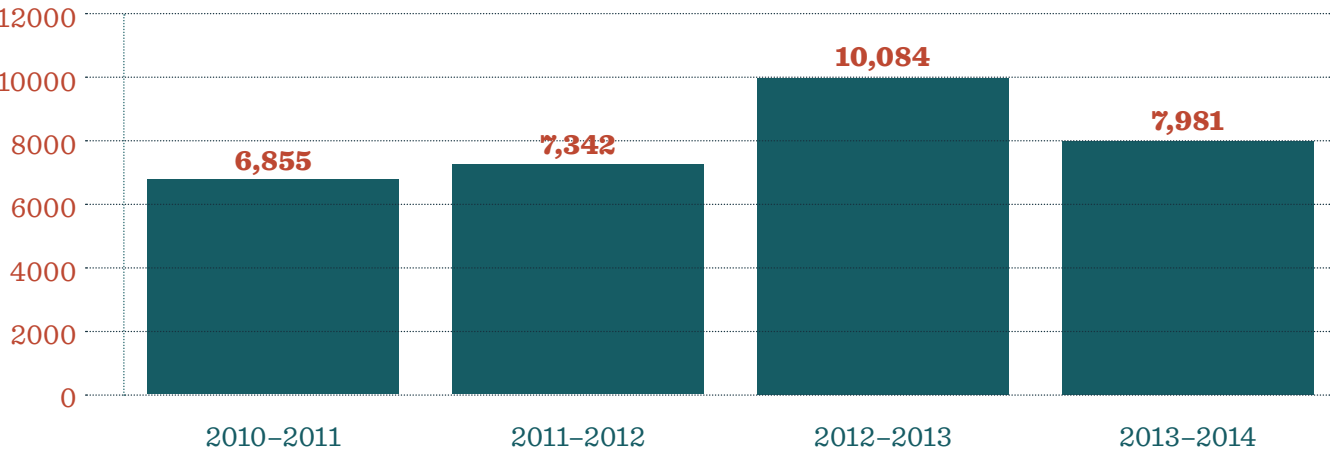
**TOTAL WELL EVENTS**



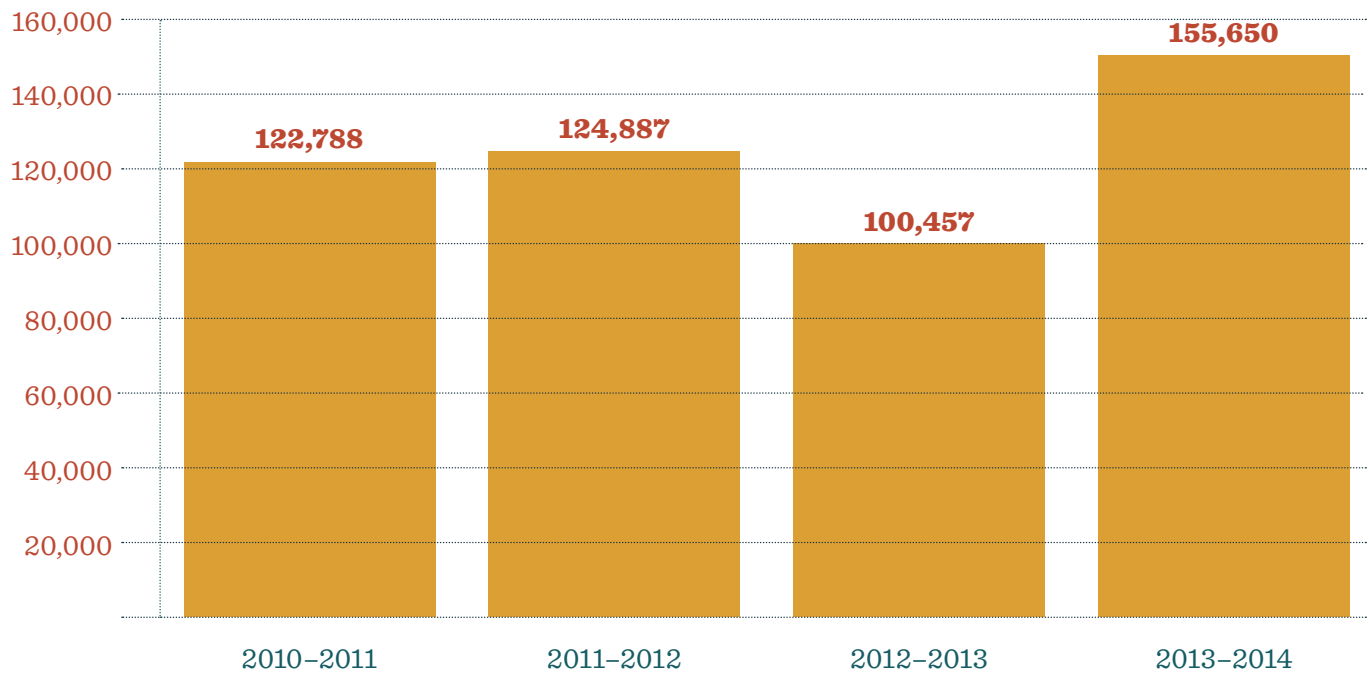
**CONFERENCE SUIT HOURS UTILIZED**



**SWIMMERS**



## INFORMAL RECREATION PARTICIPATION COUNTS



Participation Counts	2010-2011	2011-2012	2012-2013	2013-2014
Gym Box	69,214	70,688	58,184	77,693
MAC Court	19,396	14,792	7,537	13,358
Racquetball Courts	10,547	9,310	6,396	8,551
Climbing Wall	14,153	10,135	9,353	13,208
Track	7,190	12,686	13,146	17,063
2nd Floor Hallway Fitness	-	-	-	16,346
Lounge	2,288	7,276	5,841	9,431
Total	122,788	124,887	100,457	155,650

# Facilities and Administration



## **THE UNIVERSITY UNION AND THE WELL**

Staff of both buildings coordinate with the Facilities and Administration unit to address the daily custodial, IT, and maintenance needs for The University Union and The WELL.



# IT (Information Technology)



Over the past year, the Information Technology staff has: Taken the first major steps toward implementing a new disaster recovery plan for all crucial functions and data. The goal is to have the new system tested and functional by the 2014–2015 academic year.

- Expanded the camera server system with an additional 32GB raid storage array for expanded recording, allowing up to two weeks of video retention.
- Implemented a corporate-wide print management and reporting solution to better track company resources related to printing. Setup automated monthly reports for directors and the business office to review print usage.
- Completed the restructure of the IT disaster recovery plan along with creation of a Business Impact analysis. These documents provide the foundation for creating a superior IT environment for our major systems in the event of a major disaster that impacts the campus and also Union WELL Inc.'s ability to operate normally.
- Budget resources needed to fully implement our workstation/equipment refresh. We have significantly increased the amount of workstations the corporation manages and owns. A lot of these workstations were purchased during the construction and opening of The WELL. These workstations are reaching their end of life/warranty and will need to be replaced.
- For several years the organization has been searching for a corporate-wide intranet solution. In 2013 the organization was able to procure the Confluence intranet solution for free under our non-profit status, saving the corporation thousands of dollars annually. Over the past year we have implemented a fully functional intranet solution for the organization. Confluence allows for better organization, communication, and documentation for all departments across Union WELL Inc. IT staff completed a handful of training sessions which have allowed both full-time and part-time staff to utilize the full potential of Confluence.
- There are two major challenges in the IT realm. First is getting the support we need from campus IRT to support our IT network infrastructure. The second is keeping up with ever-changing technology and the increasing tech sophistication of our customers and the technology demands for casual and event user of both buildings.

# Student Employment And Development

## **Union WELL Inc. employs approximately 250 student assistants annually.**

The Well Business Office supports the business model of Union WELL Inc. in professionally developing student accounting assistants and providing learning opportunities that link the classroom curriculum to the work experience on a daily basis. The students are not only taught how to do the job at hand, but the more important part of their training revolves around the “why” a task is performed a certain way. They are trained on the importance of each step and how it protects our organization against fraud or improprieties. The student

accounting assistants are trained and utilized to fulfill the required segregation of duties necessary to uphold the integrity of our accounting records. In addition the students are also exposed to training elements of budgeting, general ledger management, accruals, prepaid expenses, month end & year end accounting closes and financial report preparation. It is our commitment to the student to provide them with the knowledge necessary to be successful as they graduate and start their professional careers.

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### **THE UNIVERSITY UNION**

At The Union, our priority is to provide the best offerings and customer service to our customers. The University Union is committed to creating and utilizing every opportunity we have toward the development of personal and professional skills among our student staff and employees. Student peer leaders such as Building Supervisors, Event Supervisors, and Desk Supervisors are given significant autonomy and responsibility and meet regularly (sometimes weekly) by department and as a Student Management Team to review past challenges and successes, discuss upcoming customer needs, receive skill-specific training, and identify areas of services improvement. Our Graphic Design Internship Program is recognized by Department faculty as providing high quality mentoring, professional level work opportunities, and much higher levels of creative freedom than other internship programs,

for 35 years running. University Union UNIQUE Programs volunteers hold weekly meetings and twice-annual retreats and present an average of two events per week. Through this, they learn leadership and technical skills and fully participate in all aspects of selecting, marketing, producing, and evaluating their activities. In January 2014, The Union and The WELL jointly coordinated a series of workshops, attended by the vast majority of our student staff. Sessions included Financial Literacy, Cultural Awareness & Social Responsibility, Disability Awareness, Your Career Path: The 5-Year Plan, Resume Workshop, Harassment Awareness & Reporting, Student Organizations and Leadership Program, Decisions-Decisions (decision making), Emergency Preparedness, and the Affordable Care Act. These were presented by departments throughout campus and staff from both buildings.

## THE WELL

The WELL employs 200 part time and student staff that receive a combination of on the job training, professional development workshops and overall skill development to help prepare students for a career after Sacramento State. Once a year The WELL holds an all staff training event designed to prepare students for the school year, and is focused on a variety of topics: risk management, customer service, problem solving, communication, department specific protocols and teamwork. Throughout the year each department holds regular staff meetings to ensure staff are trained accordingly and job

skills are enhanced based on customer needs. The WELL also provides a professional development fund that allows all part time staff and students an opportunity to apply for funding to support their professional development. Last year we were able to contribute to the professional development of eight staff that attended professional conferences. The high quality of our official development program also allowed for two Intramural officials to be selected through NIRSA, the national organization for collegiate recreation, to officiate at the NIRSA NCCS National basketball tournament in 2013-2014.

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## **Of the 200 part time staff, 25 are Student Supervisors, which receive a higher level of professional development workshops called the Leadership Training Series.**

This series is designed to enhance the leadership skills of all student supervisors and covers topics such as professionalism, tough decision making, managing your peers and cultural diversity and awareness. These student positions are given a high level of responsibility that helps prepare them for a career after Sacramento State.

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## THE BOARD OF DIRECTORS

The Board of Directors of Union WELL Inc. is a student majority Board of Directors, consisting of six students, three administrators, a faculty representative and an alumni representative. The Board meets quarterly, in open meetings in accordance with the regulations of the Brown Act. The central responsibilities of Union WELL Inc. Board members are to ensure that the organization accomplishes its mission and remains financially viable. Success requires that the participating members

focus on developing and implementing broad-based organizational policies, such as the organization's strategic agenda, operating budgets and long-range financial plan. Additionally, they must monitor the organization's performance. The Executive Director is administratively responsible for the daily activities of the corporation and keeps the Board informed about activities, opportunities and issues of the corporation.



# Financial Summary

## **The University Union Operation of CSUS Inc., known as Union WELL Inc., operates two major student life facilities on the Sacramento State Campus.**

The University Union opened its doors in 1975. The Union has been expanded three times since then, and now stands at 183,000 square feet serving over 20,000 community members on an average academic day. We will be celebrating our 40th anniversary of The Union in the 15-16 academic year.

The WELL, which opened just four years ago, in September 2010, serves on average 3,500 members daily. Over 77% of the campus population (average

of 21,500 members) has activated their membership at The WELL, 17% higher than when the building first opened.

Revenue is derived from student fees collected as well as generated revenue earned by the various operations through program offerings, membership sales and facility rentals. Union WELL Inc. receives NO STATE FUNDING for its operations.

# University Union Operation of CSUS, Inc.

## Statements of Financial Position

JUNE 30, 2014 AND 2013

	2014	2013
<b>Assets</b>	<b>\$9,542,924.00</b>	<b>\$9,472,392.00</b>
Cash and Cash Equivalents	\$18,505.00	\$24,807.00
Accounts Receivable	\$5,603.00	\$6,046.00
Interest Receivable	\$94,655.00	\$85,166.00
Prepaid Expenses	\$33,682.00	\$27,638.00
Inventory	\$1,351.00	\$6,033.00
Due from Related Parties	\$107,561.00	\$102,098.00
Capital Assets, Net of Accumulated Depreciation	\$913,506.00	\$850,212.00
<b>Total Assets</b>	<b>\$10,717,787.00</b>	<b>\$10,574,392.00</b>
<b>Liabilities</b>		
Accounts Payable and Accrued Liabilities	\$95,679.00	\$60,220.00
Due to Related Parties	\$667,994.00	\$579,177.00
Unearned Revenue	\$140,037.00	\$115,790.00
<b>Total Liabilities</b>	<b>\$903,710.00</b>	<b>\$755,187.00</b>
<b>Net Assets, Unrestricted</b>	<b>\$9,814,077.00</b>	<b>\$9,819,205.00</b>
<b>Total Liabilities and Net Assets</b>	<b>\$10,717,787.00</b>	<b>\$10,574,392.00</b>

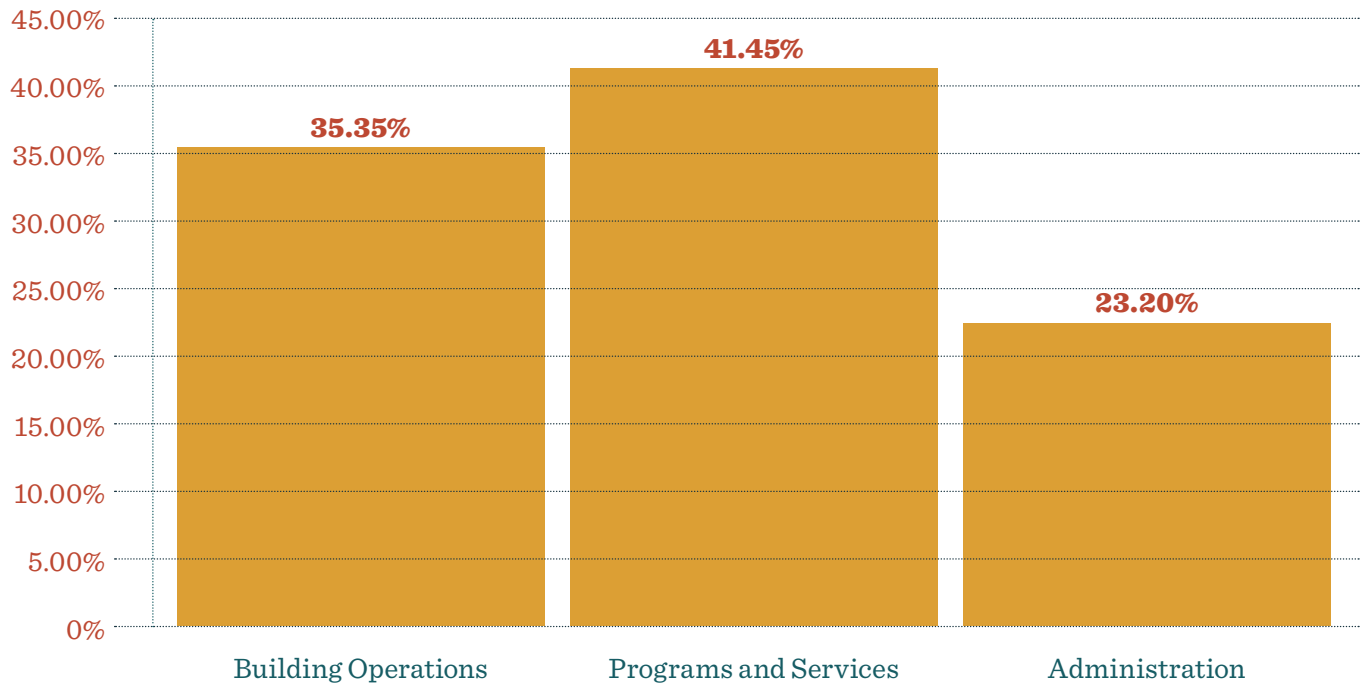
# University Union Operation of CSUS, Inc.

## Statements of Activities

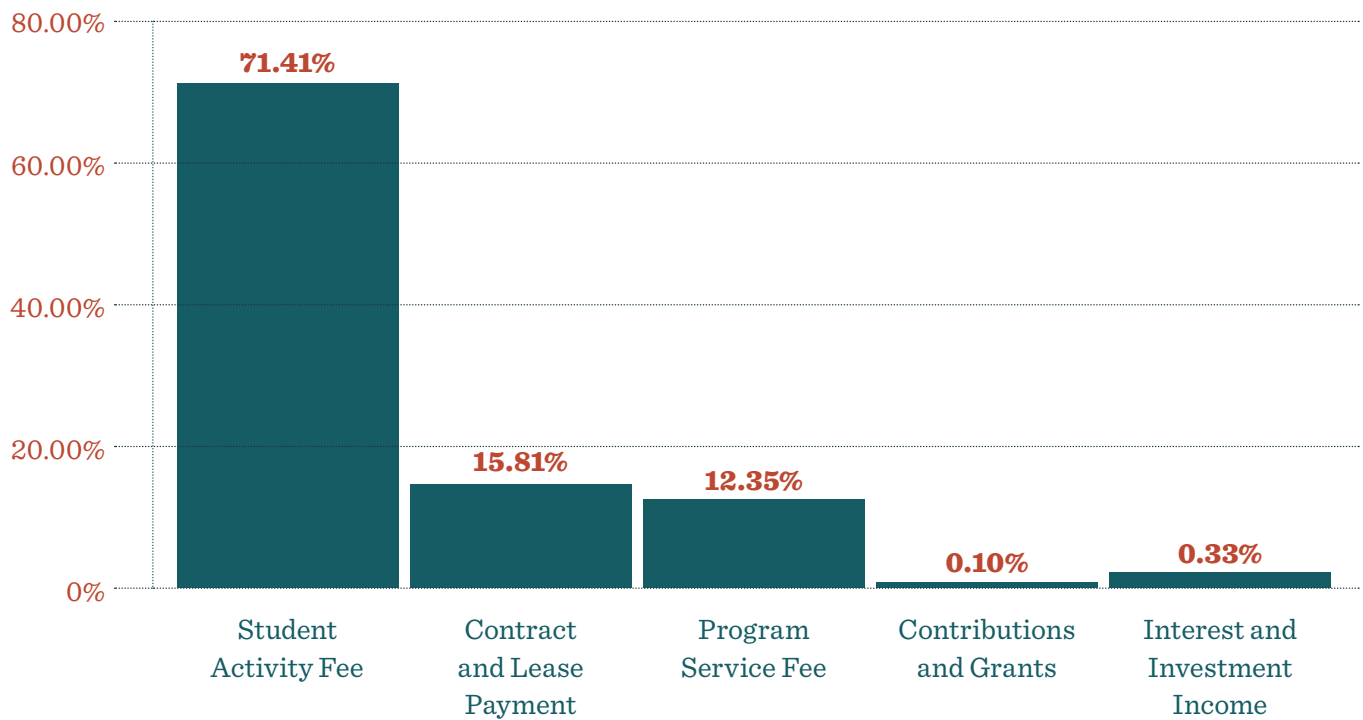
FOR THE FISCAL YEAR ENDED JUNE 30, 2014 AND 2013

Revenues	2014	2013
Student Activity Fee.....	\$6,278,141.00	\$5,945,294.00
Contract and Lease Payments.....	\$1,390,068.00	\$1,358,955.00
Program Service Fees.....	\$1,085,280.00	\$898,128.00
Contributions and Grants.....	\$8,407.00	\$3,950.00
Interest and Investment Income.....	\$29,222.00	\$35,686.00
<b>Total Revenues</b> .....	<b>\$8,791,118.00</b>	<b>\$8,242,013.00</b>
 Expenses		
Building Operations.....	\$3,097,246.00	\$2,988,283.00
Programs and Services.....	\$3,631,670.00	\$3,419,067.00
Administration.....	\$2,032,281.00	\$1,867,455.00
<b>Total Expenses</b> .....	<b>\$8,761,197.00</b>	<b>\$8,274,805.00</b>
 Change in Net Assets Before Extraordinary Items.....	<b>\$29,921.00</b>	<b>(\$32,792.00)</b>
Extraordinary Items and Discontinued Operations (Note 10) .....	<b>(\$35,049.00)</b>	<b>—</b>
 Change in Unrestricted Net Assets.....	<b>(\$5,128.00)</b>	<b>(\$32,792.00)</b>
Unrestricted Net Assets, Beginning Of Year.....	<b>\$9,819,205.00</b>	<b>\$9,851,997.00</b>
Unrestricted Net Assets, End of Year.....	<b>\$9,814,077.00</b>	<b>\$9,819,205.00</b>

## 2014 LOCAL EXPENSES



## 2014 LOCAL REVENUE



# University Union Operation of CSUS, Inc.

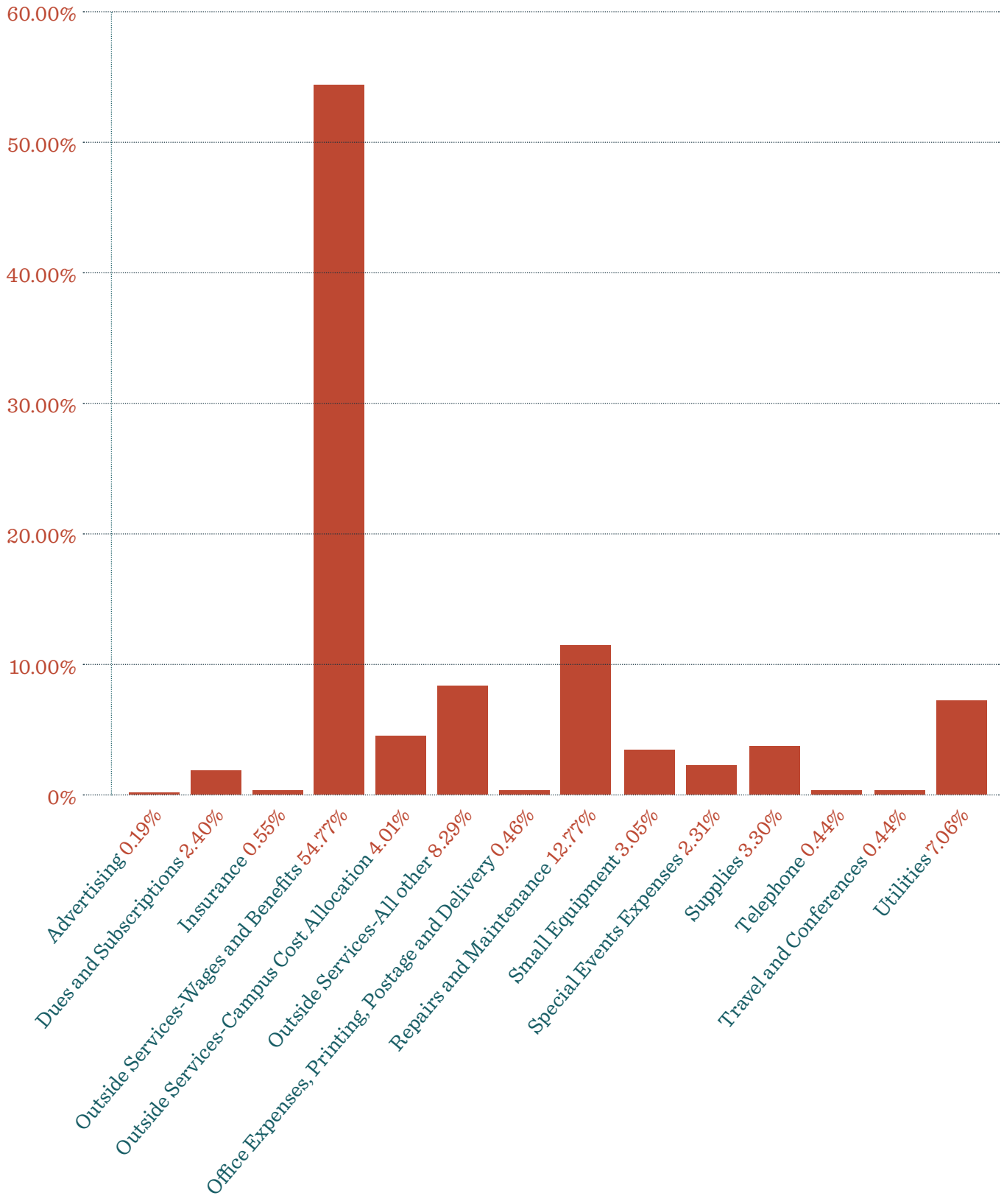
## Statements of Activities

FOR THE FISCAL YEAR ENDED JUNE 30, 2014 AND 2013

UNRESTRICTED NET ASSETS	UNDESIGNATED		DESIGNATED		
	Operations	Property & Equipment	Repairs & Replacement	Art Acquisition	Total
Unrestricted Revenue from Program Activities					
Student Activity Fee	\$6,278,141	—	—	—	\$6,278,141
Revenue from Operations	\$2,483,755	—	—	—	\$2,483,755
Total Program Activities Revenue	\$8,761,896				\$8,761,896
Unrestricted Expenses					
Personnel	—	—	—	—	—
Employee Benefits	—	—	—	—	—
Advertising	\$16,001	—	—	—	\$16,001
Conferences	\$14,655	—	—	—	\$14,655
Depreciation	—	\$197,955	—	—	\$197,955
Dues and Subscriptions	\$205,623	—	—	—	\$205,623
Insurance	\$46,879	—	—	—	\$46,879
Office Expenses	\$6,623	—	—	—	\$6,623
Outside Services	\$5,737,767	—	—	—	\$5,737,767
Postage and Delivery	\$1,208	—	—	—	\$1,208
Printing	\$31,865	—	—	—	\$31,865
Repairs and Maintenance	\$1,092,005	—	—	—	\$1,092,005
Small Equipment	\$106,337	—	\$153,313	\$1,000	\$260,650
Special Events Expenses	\$197,193	—	—	—	\$197,193
Supplies	\$282,617	—	—	—	\$282,617
Telephone	\$34,340	—	—	—	\$34,340
Travel	\$23,224	—	—	—	\$23,224
Utilities	\$603,944	—	—	—	\$603,944
Total Unrestricted Acquisition	\$8,400,281	\$197,955	\$153,313	\$1,000	\$8,752,549

UNRESTRICTED NET ASSETS	UNDESIGNATED	DESIGNATED			
	Operations	Property & Equipment	Repairs & Replacement	Art Acquisition	Total
Excess (deficiency) of unrestricted revenue from Program activities over unrestricted expenses	\$361,615	(\$197,955)	(\$153,313)	(\$1,000)	\$9,347
Interest and investment income	\$21,621	—	\$7,601	—	\$29,222
Loss on discontinued operations	(\$35,049)	—	—	—	(\$35,049)
Loss on disposal of capital assets	—	(\$8,648)	—	—	(\$8,648)
Excess (Deficiency) of unrestricted revenue from Over restricted expenses	\$348,187	(\$206,603)	(\$145,712)	(\$1,000)	(\$5,128)
Interfund Transfers					
Transfer of board funds	(\$256,751)	—	\$251,751	\$5,000	\$0
Fixed asset acquisitions	(\$32,527)	\$269,897	(\$237,370)	—	\$0
Change in unrestricted net assets	\$58,909	\$63,294	(\$131,331)	\$4,000	(\$5,128)
Net assets - beginning of year	\$5,772,278	\$850,212	\$3,148,120	\$48,595	\$9,819,205
Net assets - end of year	\$5,831,187	\$913,506	\$3,016,789	\$52,595	\$9,814,077

## OPERATING EXPENSES BREAKDOWN





# Collaborations

Union WELL Inc. holds the value of collaboration in high esteem. We work closely with many departments on campus in successful collaborative programs.

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## CAMPUS: DIVISION OF STUDENT AFFAIRS

- Housing and Residential Life
  - Academic Advising and Orientation
  - Associated Students
  - CAMP
  - Athletics
  - Multi-Cultural Center
  - Pride Center
  - Student Health and Counseling Services
  - VP of Student Affairs
  - Women's Resource Center
  - Parents and Families
  - Students with Disabilities
  - Career Center
  - Student Organizations and Leadership
- 

## CAMPUS UNITS

- Native American Studies
- Hornet Bookstore
- Music Department
- First Year Experience
- ASI Children's Center
- Homecoming
- University Staff Assembly
- Student Financial Services
- University Enterprises
- President's Office
- University Police
- RPTA
- Kinesiology
- Peak Adventures
- First Year Experience
- Alumni Center
- Sustainability Office
- Once Card Services
- Office of Global Education
- Sac State Aquatic Center
- Center for Teaching and Learning
- College of Education
- Community Engagement Center
- Department of Art
- Department of Chemistry
- Hornet Weeks of Welcome

## COMMUNITY

- CA Indian Conference and Gathering
  - Sacramento Special Olympics
  - Chico State
  - City of Sacramento Access Leisure
  - UC Davis
  - Blood Source
- 

## CAMPUS CALENDAR PARTNERS:

- Admissions Recruitment
  - Alumni Center
  - ASI Aquatic Center
  - ASI Peak Adventures
  - Associated Students
  - Career Center
  - Department of Construction Management
  - Department of Music
  - Department of Theatre and Dance
  - Departmental Lectures and Symposia
  - EOP ARISE Project
  - Equity Programs
  - Faculty Senate
  - Graduate Diversity
  - Greek Life
  - Hornet Athletics
  - Hornet Bookstore
  - Hornet Weeks Of Welcome
  - Housing and Residential Life
  - Human Resources
  - Library Gallery
  - McNair Scholars Program
  - Multi-Cultural Center
  - One Book Program
  - One World Initiative
  - Parents & Families
  - Peer and Academic Resource Center (PARC)
  - Public Affairs and University Advancement
  - Research and Scholarship
  - Sport and Recreation Clubs
  - STEM
  - Student Health and Counseling Services
  - Student Organizations and Leadership
  - Student Technology Center
  - Student Veteran Success Program
  - The WELL
  - Union WELL Expansion and Student Event Center
  - UNIQUE Programs
  - University Union
  - University Union Gallery
  - University Union Games Room
  - Women's Resource Center and PRIDE Center
- 
- Outreach staff participated in over 10 campus events/ fairs to promote The WELL including the CAMP open house, Sac State Homecoming, and the Fall & Spring Grad Fairs.
-

# Plans, Challenges and expectations for the coming year

- Creating a new long range plan for Union WELL Inc., including new vision and mission statements. Establishing this plan is a major challenge until we know whether and how we can expand our building's footprint.
- Collaboration is critical to our success and we will begin to advance that initiative by collaborative activities between The Union and The WELL, in addition to our campus partners.
- Creating a study of the impact of employment with our corporation and their GPA's.
- We will be 40 years old! We will be planning a series of activities to celebrate the 40th anniversary of The Union in the 2015-2016 school year.
- Establish a Spring semester event in The University Union, something more low-key than Phlagleblast, so that students feel welcomed upon entering the building and have an additional opportunity to learn about Union services and offerings.
- Despite our recent and planned physical and technological improvements The Union is an aging facility and it is a challenge to remain on the cutting edge of technology, which we have been historically committed to improving upon.
- The Event Services Office has a high and somewhat hidden volume of work, beyond the reservation and setup of events in our building. In addition to our service of providing many reservations for student groups in other campus facilities, we receive a large number of frequent and late changes to room reservations and last-minute requests. A plan is being developed for how to reduce some of these issues.
- Continuing fiscal challenges make it increasingly difficult for campus co-sponsors to provide fiscal support. Additionally, the increase in minimum wage has had a major impact on the organization, and the second phase of the increase occurs January 2016. Long range financial planning will be critical to our long term fiscal health.
- Dealing with a growing level of disrespect for our equipment, staff, other patrons, and policies while at the same time striving to provide outstanding customer service and a "living room" comfort level at our facility and its programs is challenging.
- Staffing turnover has become an ever increasing problem. Sometimes it is to go for greater opportunities but the most frequent expressed frustration is that wages have not kept up with the market, forcing Union WELL Inc. personnel to look for other opportunities in order to increase their salaries. Union WELL Inc. has had turnover in 9 full time positions within the past 2 years.

# Board of Directors

## 2013-14

Caleb Fountain, (Student) Chairperson

Darsey Varnedoe (Student)

Rosalyn Klein (Student)

Sara Tulane (Student)

Diljeet Virk (Student)

Allison Pokorny (Student)

David Rolloff (Faculty Representative)

Missy Anapolsky (Alumni Representatives)

Lori Varlotta (Chief Student Affairs Officer)

Jim Reinhart (President's Designee)

Ming-Tung "Mike" Lee (Chief Financial Officer)

## 2012-13

Demetrio Gonzalez, (Student) Chairperson

Darsey Varnedoe (Student)

Rosalyn Klein (Student)

Diljeet Virk (Student)

Caleb Fountain (Student)

Hashmat Habibi (Student)

David Rolloff (Faculty Representative)

Missy Anapolsky (Alumni Representatives)

Lori Varlotta (Chief Student Affairs Officer)

Jim Reinhart (President's Designee)

Ming-Tung "Mike" Lee (Chief Financial Officer)



# Staff

## EXECUTIVE DIRECTOR

Leslie Davis

## BUSINESS OFFICE

Jill Farrell

Amy Jacobsen

## FACILITIES AND ADMINISTRATION

Elias Dumas

Mathew Drennon

Steve Forseth

Robert Uribe

Joseph Gengler

Jesus Vega

Bill Olmsted

Aaron Vo

Nick Richardson

Krista Knifsend

Andrew Singletary

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## THE UNIVERSITY UNION

Lely Araiza

Debrah Lucas

Richard Araiza

Norma Sanchez

Erin Brennan

Dean Sorensen

Rebecca Dietzler

Steve Tovar

Gus Flores

Erin Umipeg

Ajamu Lamumba

Rebecca Voorhees

Zenia LaPorte

Kizzy Whitfield

Kenji Enos

## THE WELL

Jason Blessinger

Kendra Densmore

Marc Falkenstein

Darcey Hopkins

Jessica Roesemann

Todd Sebastian

Kate Smith

Kenny Williams

THE  
UNIVERSITY  
UNION

