



# UNION WELL INC. 2011-2012 ANNUAL REPORT

SACRAMENTO STATE UNIVERSITY

## OVERVIEW

THE UNIVERSITY UNION OPERATION OF CSUS INC., HERE IN AFTER KNOWN AS UNION WELL 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 AUGMENTS THE COLLEGE EXPERIENCE.

## SPECIFIC GOALS OF UNION WELL INC. FOR 2011-2012

1. Provide superior service to our diverse campus community, through continual assessment and improvement of our services and technological resources

2. Maximize the use of the University Union and WELL programs, services, and facilities through superior customer service and creative marketing to advance the mission of the Union, The WELL, Student Affairs, and the University

3. Develop and encourage a highly committed and conscientious Union Well Inc. staff to provide exceptional, professional customer oriented service, and who are sensitive and responsive to the needs of our multi-cultural campus community

4. Increase financial controls and management according to acceptable business practices and University policy for the purpose of maximizing generated revenue production, while prudently monitoring all expenditures of Union Well Inc.

5. Enhance students' interpersonal, leadership, and critical thinking skills, develop nurturing and supportive networks, and help prepare them for active citizenship beyond the college experience

6. Adhere to University, Trustee, and State policies

UNDERLYING THESE SIX GOALS IS A CONTINUING COMMITMENT TO CUSTOMER SERVICE

## PLANS/CHALLENGES/EXPECTATIONS FOR 2012-2013

### THE ECONOMY

- Enrollment:** As the State budget crisis continues, enrollment projections dropping for the coming academic year will be problematic. Since the Union and The WELL exist primarily on student fee dollars, a reduction of head count will be felt. Adjustments and a new long range financial plan must be developed to ensure financial stability for the corporation. Staff is making a conscious effort to prioritize projects and scrutinize the use of all resources.
- Budget:** We are developing new revenue sources and increasing the effectiveness of our expenditures, while maintaining a cutting-edge approach to quality of service. Filling potential vendor spaces is one critical opportunity for revenue stream development. Impending changes in food service vendors at the end of FY 12-13 could also impact on revenue streams.
- University Aging Infrastructure:** The aging nature of the Union facility presents challenges at every turn. In addition to ongoing repair and maintenance of furnishings, fixtures, plumbing, etc., the Union is showing an increasing amount of breakdowns, and at times catastrophic failures. Customers demand greater levels of technological services that are also a concern with the outdated facilities. 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 presentation equipment being brought in by facility users.
- Union Furnishings:** We are looking forward to being able to replace carpet and furniture throughout the public spaces and meeting rooms in the Union. So much of the existing furnishings have long since past their lifespans and it is our hope that we can greatly improve the comfort and aesthetic for all our customers.
- WELL Zone:** Steps need to be taken to expand the highly visible, yet poorly utilized WELL Zone for watching home football games.

## THE YEAR'S ACHIEVEMENTS

During 2011-2012, 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. Information on reservations, generated revenue and other important, but not easily enumerable, services and activities are presented in this section. It should be noted, given the central importance of programs and activities to the Union and the WELL, space utilization, program participation and technical support are dominant concerns.

## THE YEAR'S ACCOMPLISHMENTS

### STUDENT ADVOCACY AWARD

The Event Services Office in the Union was awarded the "Student Advocacy" award from Student Organizations & Leadership (SOAL) during their awards ceremony. It is awarded annually to the individual or group on campus that demonstrates the mission of SOAL.

### PHLAGLEBLAST 13

Phlagueblast, the Union's Annual Open House, remained on a Wednesday due to the success of the previous year's event. There were over 29,000 visitors to the University Union that day and over 1,800 attendees completing their game card. The Union was decorated with a "Candyland" theme by staff.

### 5K FUN RUN

The 4th Annual Sac State 5K Fun Run had 1,120 participants collaborating with the Union, The WELL, Student Health Services, UTAPS, Athletics, Fleet Feet, Hornet Bookstore, and Student Organizations and Leadership.

### SPORT CLUBS

**Wrestling** - Won the California State Title in wrestling; finished 85th at the National Tournament.  
**Wakeboard Club** - Qualified for Nationals during the Delta Competition.  
**Men's Rugby** - Beat Stanford at Stanford; reached 12th in the national rankings.

### Food Services and Retail Operations:

The economy may take its toll on additional campus vendors, in and out of the Union, in the very near future. The Union and The WELL will need to be prepared for such occurrences and be able respond quickly and creatively to potential vacancies.

**Water Intrusion Events:** Each year since 2006 has had water intrusions events in the Union of varying magnitudes. A long term solution must be developed to avoid large insurance claims for recurring problems.

**Staff Issues:** Union Well Inc. will be looking to be fully staffed and maintain continuity in the fulltime personal positions in order to foster excellence in customer service and a high level of quality in the programming Union Well Inc. provides to the campus community.

**Campus Collaborations:** We are effectively supporting and collaborating with the various communities that are affiliated with the University in an era of budgetary and personal fiscal challenge.

**Union vs. WELL:** This issue has improved significantly, but there is still room for improvement. Proactive steps are being taken to strengthen relationships across the entire corporation. In an effort to improve productivity and discover both common and complementary strengths

**WELL Down Times:** We are exploring methods to expand the WELL's membership base during facility utilization down times. This is a critical opportunity to increase revenue. Unfortunately, our commitment to only handle campus related entities limits our abilities to increase extent.

**Enhanced Revenues:** We are developing revenue sources and increasing the effectiveness of our expenditures, while maintaining our cutting-edge approach to quality of service. This includes how to increase utilization of both facilities during down times.

## HIGHLIGHTS

### MEMBER SERVICES AT THE WELL

- Student membership increased by 10% to include nearly 70% of the student population.
- Non-student membership increased by 34% as a result of creating new membership options.
- Increased Facebook followers over 50% to 4,738 Facebook Fans and established a strong social media presence on Twitter and Pinterest.

### FITNESS

- Group Fitness yearly participation increased from 2010-2011 by 73%.
- "Fitness Friday" events participation increased from 2010-2011 by 49%.
- Full & Half Semester Pass sales increased by 75% from 2010-2011 to 2011-2012.
- Usage increased by 71% in the Fitness Floor and 94% in the Cardio Suite from Fall to Spring semester.
- Added an Affiliate Express Membership option resulting in 25 additional Fall members and 43 Spring members which was a 72% increase.
- Personal training appointments increased by 39.4% from Fall to Spring semester.
- Fitness orientations increased by 55% from Fall to Spring semester.
- "Run the Trail Challenge" had 194 participants, who collectively ran a total of 6462.65 miles in 53 days.
- Offered a Balletone workshop for group fitness instructors that provided CECs for all staff.
- Hosted an ACE Integrated Functional Training workshop for the Sacramento community.
- Hosted a kinesio training that covered curriculum from PTA Global.
- Added additional fitness equipment to include: free weights, landmine, weight plates, two e-spinners, two climb mills, battle ropes, weight sleds, and sandbags.

### INTRAMURALS AT THE WELL

- Intramural Sports implemented the online registration and scheduling system: www.wellleague.com.
- Intramural Sports opened and operated the Intramural Sports Resource Center.
- An innovative league format was implemented, which allowed trial sports to run for a three week span, to include: Dodgeball, Wiffleball, 4on4 Volleyball, and Arena Flag Football.

### INFORMAL RECREATION AT THE WELL

- Hosted the Worlds Masters Athletic Championships Track & Field Competition and the Northern California Special Olympics Regional Basketball Championship Tournament.
- 682 reservations have been made and processed in conference spaces and 4,074 reservations were made and processed in activity spaces in The WELL.
- Facility rentals for the year included: the Sacramento Mountain Lions, Sacramento State Men's Basketball team and youth camps, Women's Basketball team camp, Women's Volleyball youth camp, Student Affairs retreat, ABA retreat, Sigma Kappa Hot Shots, Greek Week, The WELL Zone to watch home football games, World Masters Athletic Championships and the Western Regional Outdoor Leadership Conference (WROLC).
- 238,280 pieces of equipment, including towels from the fitness desk, were checked out, which was a 57% increase from the previous fiscal year.

### CORPORATE STAFFING

Union WELL Inc. Restructuring: The Union WELL Inc. underwent a total personnel restructuring. The new organization chart is based on programmatic offerings instead of buildings. It made a natural way to re-evaluate reporting structures. The Union now has Event Services, Marketing and Design, Programs and Services under its mantle.

The WELL had the least changes Building Operations/Custodial moved to the new area of Administration and Facilities, headed up by Bill Olmsted. Administration and Facilities assumed responsibility for both Buildings Maintenance, Custodial and IT services.

### STAFF CHANGES

- Mike Yharra (Assistant Director, Facility Services for the University Union and The WELL) retired after serving the organization for over 30 years. Mike's departure was one of the catalysts which drove the recent organizational re-structuring.
- Jennifer Harris has joined the full time staff as the University Union's Administrative Secretary, effective February 16. She has been working since September in the position as a temporary appointment. Prior to that she has served as a student assistant for both The University Union and The WELL.
- Kenny Williams has joined the team as the Climbing Coordinator, coming from Kentucky. He replaces Sam Brandt who accepted a position at the University of Fairbanks last Spring.

### FACILITY ENHANCEMENTS

**Security Cameras:** Additional security cameras have been brought online over the past year to give better coverage of some of the Union and the WELL's higher traffic areas, and twelve other security cameras, slated for replacement, were swapped out over the January break. Updated optics and resolution in the new models allow greater clarity on events which need to be reviewed. Due to the various activities held in the Union and the WELL and the sheer volume of people those activities attract, the robust security system has become a tremendous asset to our organization as well as University Police.

### UNION CHAIR REPLACEMENT

After several years of planning, the Union was finally able to move forward on a project to retrofit the building's 800-ton chiller with a variable speed drive, which has the potential to save over \$30,000 annually in energy costs. This was the largest in a series of projects aimed at reducing overall energy consumption and lowering the annual amount fiscal resources budgeted toward electricity.

### UNION CHAIR REPLACEMENT PROJECT

The Union replaced its entire inventory plastic meeting room chairs, over 2,000 of them. What makes this noteworthy outside the fact that it only occurs approximately every decade is staff worked with the chosen manufacturer to create an entirely new design based on the needs of our facility.

### CLEANING OF THE UNION

The Union made the move to add a contracted cleaning service to take over cleaning in the Union at night. This switch allowed the Union to achieve a greater level of cleaning in the building with improved efficiency. The facility has never looked better.

### PRIDE / WOMEN'S RESOURCE CENTER

The Pride/Women's Resource Center moved in to the first floor of the Union during the Fall semester. This combined operation of two vital services to the campus now has a "storefront" in a student-centered hub on campus. By all accounts, it has been a great year for both centers, and a plus for the Union to be able to offer an even greater set of services to the campus.

## UNION WELL INC. SCHEDULE OF UNDESIGNATED AND DESIGNATED NET ASSETS

	AMORTIZABLE		RESIDUABLE		Total
	Operations	Property and Equipment	Repairs and Replacement	Acquisition	
<b>UNDESIGNATED REVENUE FROM PROGRAM ACTIVITIES</b>					
Student activity fee	\$ 2,702,198	\$ -	\$ -	\$ -	\$ 2,702,198
Revenue from operations	2,279,644	-	-	-	2,279,644
<b>Total program activities revenue</b>	4,981,842	-	-	-	4,981,842
<b>UNDESIGNATED EXPENSES</b>					
Advertising	5,832	-	-	-	5,832
Conferences	11,029	-	-	-	11,029
Depreciation	204,822	-	-	-	204,822
Diets and Subscriptions	199,847	-	-	-	199,847
Insurance	95,579	-	-	-	95,579
Office Expenses	9,812	-	-	-	9,812
Printing	19,622	-	-	-	19,622
Postage and Delivery	912	-	-	-	912
Recreation	215,827	-	-	-	215,827
Repairs and Maintenance	872,843	-	-	-	872,843
Supplies	78,444	-	209,862	-	288,306
Special Events Expenses	153,550	-	-	600	153,550
Telephone	23,000	-	-	-	23,000
Utilities	38,317	-	-	-	38,317
Travel	23,000	-	-	-	23,000
Volunteers	847,642	-	-	-	847,642
<b>Total Undesignated Expenses</b>	3,068,166	204,822	209,862	600	3,283,450
<b>EXCESS DEFICIENCY OF UNDESIGNATED REVENUE FROM PROGRAM ACTIVITIES</b>					
UNDESIGNATED EXPENSES	352,676	(204,822)	(209,862)	(600)	(97,760)
Interest and Investment Income	85,311	-	-	-	85,311
Loss on disposal of Capital Assets	(91,179)	-	-	-	(91,179)
<b>EXCESS DEFICIENCY OF UNDESIGNATED REVENUE OVER UNDESIGNATED EXPENSES</b>	35,809	(209,002)	(309,202)	(600)	(242,394)
<b>INTERFUND TRANSFERS</b>					
Transfer of Board Designated Funds	(914,283)	-	900,283	5,000	-
Fund Asset Acquisition	(325,980)	-	(56,000)	-	(381,980)
<b>CHANGES IN UNDESIGNATED NET ASSETS</b>	(996,753)	(236,807)	570,945	4,400	(448,215)
<b>NET ASSETS - beginning of year</b>	16,733,233	1,299,895	2,026,240	140,145	19,099,513
<b>NET ASSETS - end of year</b>	16,136,481	1,073,786	2,597,185	144,545	18,951,997

## STATISTICS AND INFOGRAPHICS

# THE WELL



### DURING THE SECOND YEAR OF OPERATION.

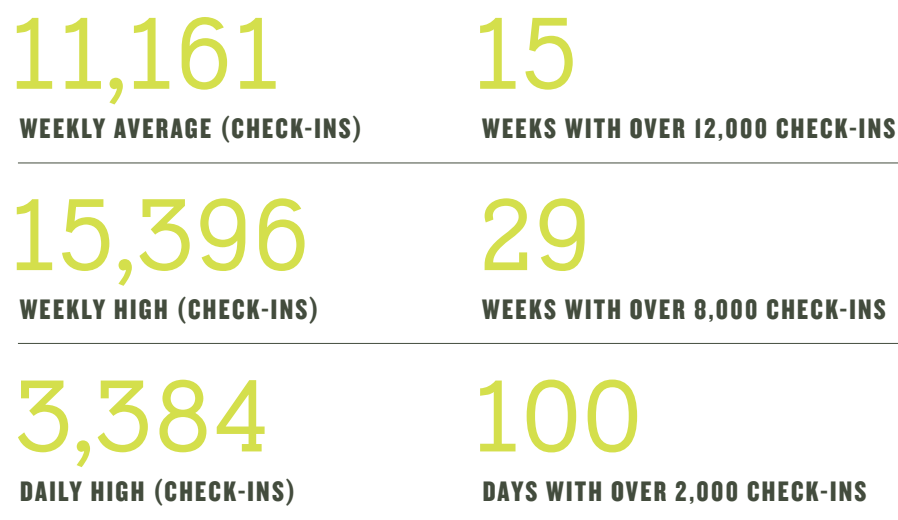
There was an overall increase of 78% in utilization of The WELL and an increase of 62% in the Terrace Suite. Utilization statistics consist of event space (Conference Suite) and activity based use of the facilities, including WELL implemented programs and services, as well as event reservations. Actual utilization in the Conference Suite was lower than expected but did grow throughout the year. The total number of bookings in The WELL was 5,514, of which 682 were the Conference Suite.

### THE WELL RESERVATIONS

RESERVATIONS	2010-2011	2011-2012
TOTAL WELL EVENTS	3,097	5,514
ATTENDANCE AT WELL EVENTS	110,646*	84,565
CONFERENCE SUITE EVENTS	421	682
ACTIVITY SPACE EVENTS	2,676	4,278

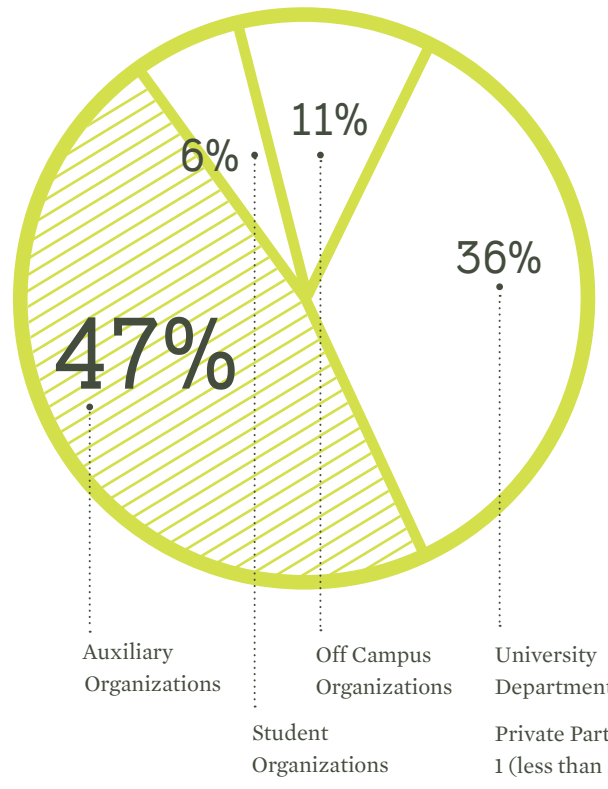
\*Includes the grand opening event with over 20,000 people in attendance throughout the day.

### ATTENDANCE & MEMBERSHIP STATISTICS



# 5,514 TOTAL WELL EVENTS

### FACILITY USE BREAK DOWN



MEMBERSHIP TYPE	FALL MEMBERS	SPRING MEMBERS	PERCENTAGE OF MEMBERSHIP BASE
STUDENT	19,308	19,185	97%
PRE-PAID ALUMNI	274	333	1.55%
AFFILIATE (FACULTY/STAFF/EMERIT)	175	207	1%
ASSOCIATED CAMPUS PROGRAM	8	24	Less than 1%
SPOUSE/PARTNER	27	78	Less than 1%
SRES & PEAK ADVENTURES	27	24	Less than 1%
UNION WELL INC.	57	71	Less than 1%
<b>MEMBERSHIP TOTAL</b>	19,876	19,922	100%

# 19,922 TOTAL MEMBERS (AS OF SPRING 2012)

70% STUDENT POPULATION WITH A WELL MEMBERSHIP

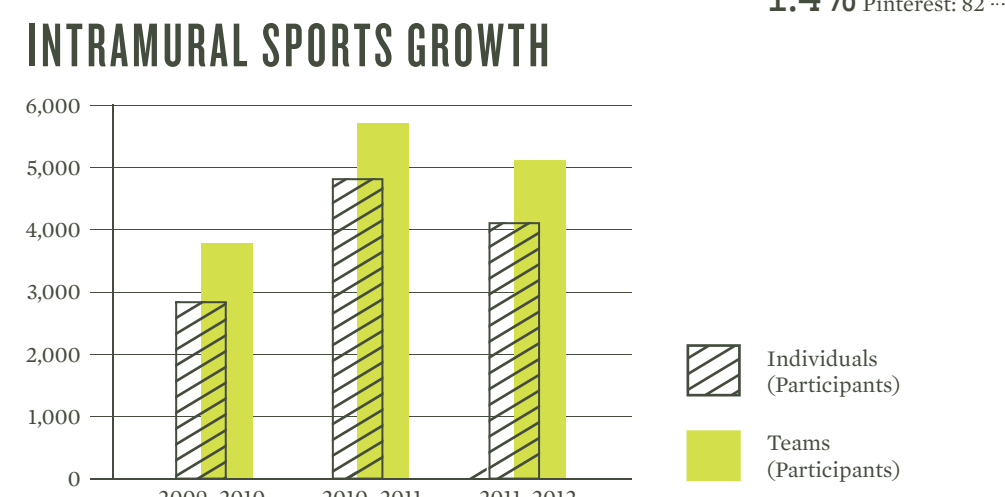
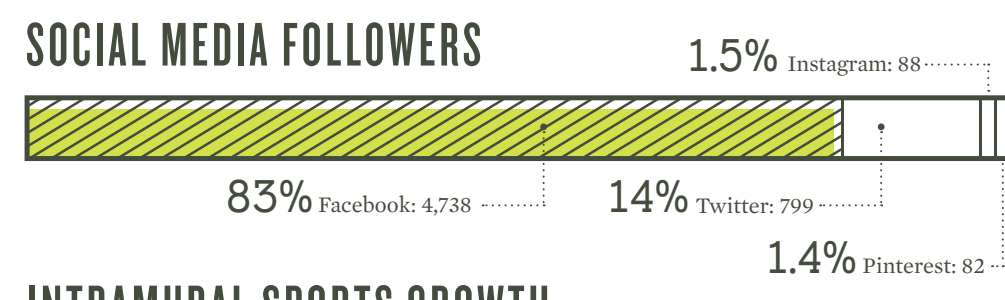
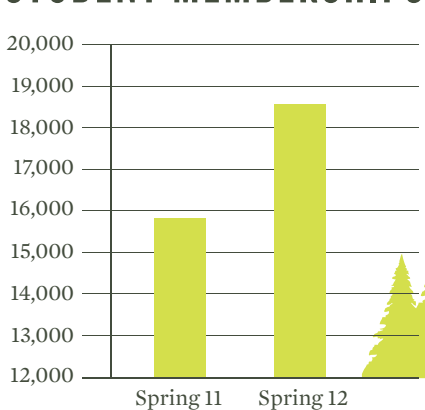
### RESERVATION SOURCES

	2010-2011	2011-2012
E-MAIL	23.18%	27%
IN-HOUSE BOOKING	76.26%	73%
WALK-IN	0.54%	1%
OPUS	LESS THAN 1%	LESS THAN 1%

### ROOM UTILIZATION

	2010-2011	2011-2012
MONDAY	40%	34%
TUESDAY	47%	34%
WEDNESDAY	45%	32%
THURSDAY	52%	38%
FRIDAY	34%	37%
SATURDAY	57%	50%
SUNDAY	36%	41%

### STUDENT MEMBERSHIPS



# 238,280 PIECES OF EQUIPMENT CHECKED OUT

## CONCLUSION

THE UNIVERSITY UNION OPERATION OF CSUS INC., INCLUDING THE UNIVERSITY UNION AND THE WELL WILL CONTINUE TO SERVE THE UNIVERSITY IN THE PROVISION OF PROGRAMS AND SERVICES, THROUGH THE COLLABORATIVE EFFORT OF THE ENTIRE CAMPUS COMMUNITY, UNION WELL INC. AND ITS STAFF (BOTH FULL TIME AND PART-TIME), THE STUDENT CONSTITUENCIES, AND THE THOUSANDS OF CUSTOMERS WHO UTILIZE THE

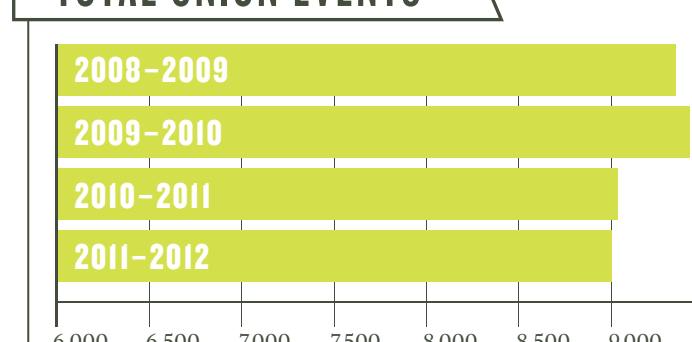
UNION AND THE WELL, A PARTNERSHIP HAS BEEN DEVELOPED AND MAINTAINED THROUGHOUT THE YEAR. ALL THOSE INVOLVED DEMONSTRATE A FEELING OF COMMITMENT TO THE UNION WELL INC. AND SACRAMENTO STATE. IT IS THESE FEELINGS OF OWNERSHIP AND LOYALTY WHICH UNDERLIES THE HIGH QUALITY OF SERVICE PROVIDED TO ALL WHO USE THE UNION, AND THE WELL, FOR PROGRAMS, FITNESS, MEETINGS, CONFERENCES, AND OTHER ACTIVITIES.

# THE UNION

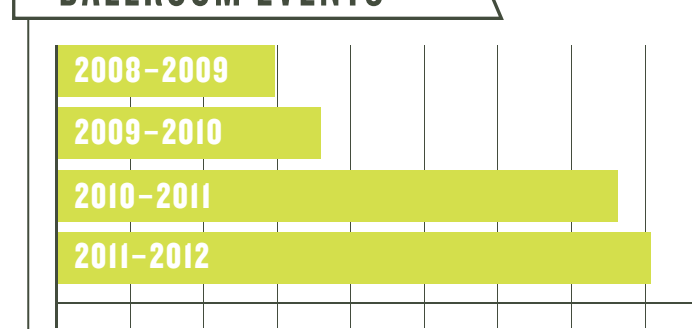
### BOOKINGS ANALYSIS

The number of bookings held in the University Union this year decreased once again. This is the second year in a row that bookings have decreased in number. The total number of bookings was 8,989. This is 56 less bookings than last year. The number of ballroom bookings showed a slight increase over last year, as did attendance at Union events. The increase in attendance cannot be attributed to the increase in Ballroom events alone and it is suspected it is also a reflection of increased participation/membership in Student Organizations. University Department bookings increased this year by 2.3%. Student Organizations bookings decreased by 4.6%. Just as in 2010-11 the two most significant changes were seen in Off-Campus sponsors and Auxiliary Organizations. Non-university bookings continued to decrease significantly dropping by another 29.4%. Auxiliary organization bookings actually increased by a significant amount, approximately 25%. This increase in Auxiliary bookings represents a return of bookings by Union/WELL staff, Peak Adventures, and Recreational Sports and is almost exactly the percentage of decrease we saw in 10-11. For nonprofit community sponsors, concerns over budget shortages due to lowered attendance, difficulty obtaining sponsorship dollars, and increased cost of services were reasons most often cited. It is expected that these trends toward fewer multi-day conferences and some long-term annual events will continue, leading to a dramatic drop in attendance.

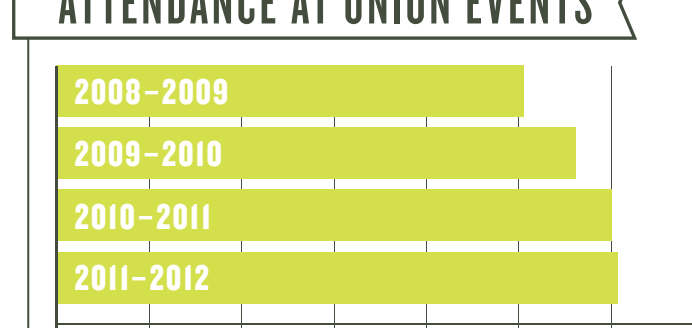
### TOTAL UNION EVENTS



### BALLROOM EVENTS



### ATTENDANCE AT UNION EVENTS



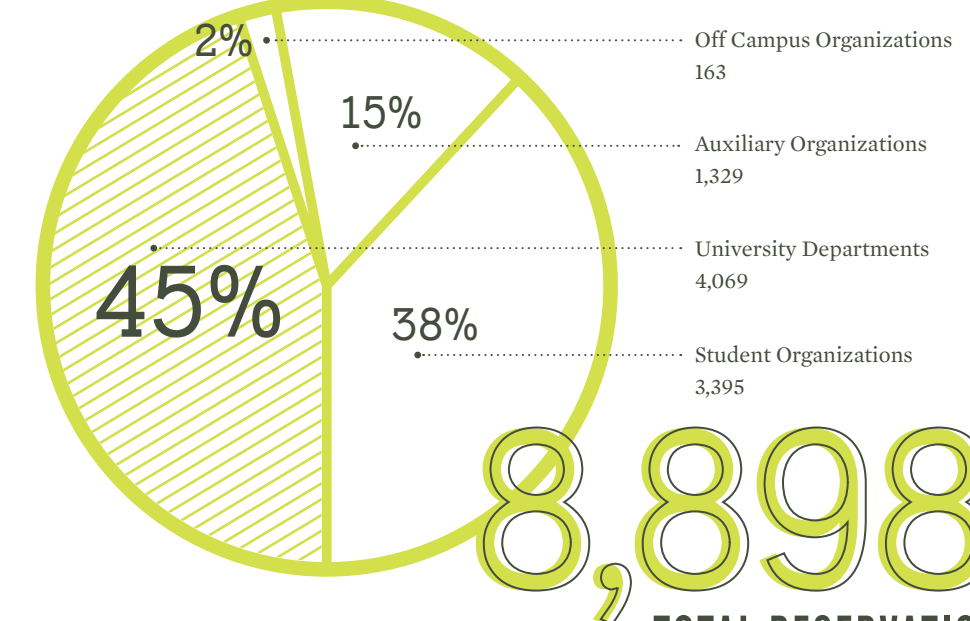
# 609,884 TOTAL ATTENDANCE AT UNION EVENTS

PHLAGLEBLAST 13 OVER 29,000 VISITORS!



### SPONSOR TYPE USAGE AND DISTRIBUTION

Within the five categories of event sponsors, the overall division of usage remained consistent with the well-established pattern of past years.



# 8,898 TOTAL RESERVATIONS

OTHER BOOKINGS/TOTAL PROCESSED: The Event Services office staff also books campus space outside the Union, on behalf of student organizations. 2,596 of these rooms were processed and booked for students this year. This represents a decrease of 10.7%. A large factor in this decrease is The WELL staff fully taking over all bookings for The WELL this past year (10-11 numbers included WELL bookings as Union staff was still involved as the new facility began operations).

In total, the Event Services Office staff processed 18,652 bookings this year. This includes all bookings that were declined, wait listed or subsequently cancelled. This total averages out to 75 bookings processed per work day. Availability of space during high demand times continue to require Event Services staff to push more and more events to provide available related space. At times there are waitlists two to three deep for space to become available. Subsequently, when high profile events come forward, with little lead time, it is increasingly difficult to meet those requests for space. This is frustrating for the entire campus.

### RESERVATION REQUEST SOURCES

The percentage of requests received electronically, via e-mail or through OPUS, was 85% (excludes semester scheduling and in-house requests). This is again the highest percentage to date and reflects a continued commitment to reduce paper consumption and improve efficiency of processing of requests.

### SPACE UTILIZATION

Utilization numbers increased significantly this year. Although fewer meetings and events were booked, the ones booked lasted longer and used more available hours than ever before. This graphically displays a trend of downsizing the number of events but maximizing the content offered within those fewer days. This trend exists for both on and off-campus customers.

### OPUS FOR RESERVATIONS



### PERCENTAGES OF AVAILABLE SPACE USED

	08-09	09-10	10-11	11-12
MONDAY	56	54	56	61
TUESDAY	53	53	55	59