



The University Union

Strategic Plan

2005-06



SACRAMENTO  
STATE

# University Union Strategic Plan 2005–06 | Table of Contents

<b>Destination 2010</b>	2
<b>Shared Vision</b>	3
<b>Beliefs and Values</b>	4
<b>University Union Mission Statement</b>	5
<b>University Union Goals</b>	6
<b>University Union Foundations</b>	7
<b>Long Range Plan</b>	8

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## **Annual Strategies and Action Plans:**

<b>University Union Budget and Finance Committee</b>	10
<b>University Union Operations Committee</b>	12
Custodial Services	12
Event Services	15
Maintenance Services	19
Information Technology	21
<b>University Union Programs and Services Committee</b>	22
Program Services Departments Goals	22
Games Room	23
Music listening	24
Information Desk	24
Gallery	25
Graphics and Marketing	26
University Union UNIQUE Programs	29
Program Administration	32

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<b>Aquatic Center</b>	34
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<b>Definitions</b>	35
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S A C R A M E N T O   S T A T E   U N I V E R S I T Y

# DESTINATION 2010

THE UNIVERSITY UNION IS DEDICATED  
TO BEING A LEADER IN DESTINATION 2010  
AND ALL THAT IT ENCOMPASES.

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Sacramento State University, a premeir metropolitan University,  
the campus of choice for students faculty staff, and the community

Foster Excellent Academic and Student Programs

Build a Welcoming Campus

Create a Dynamic Physical Environment

Develop Community Support



SACRAMENTO  
STATE

## **Shared Vision**

The University Union will continue to be the centerpiece and the campus home for students, faculty, staff and alumni of California State University, Sacramento. The Union 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 and programs on the regional and national level.

## **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, appreciating and celebrating our diversity and differences, which leads to a unified CSUS community.

### **Teamwork**

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

### **Safety**

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

### **Excellence**

We are committed to the pursuit of excellence at 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.

## **University Union Mission Statement**

The University Union exists for the benefit of students, offering a welcoming environment where students, faculty, staff, alumni and the greater community participate in campus life. The programs, services and facilities of the Union foster personal growth, encourage social interaction and develop leadership skills. This involvement leads to memorable experiences and builds a community that cultivates enduring commitment, pride and loyalty to the University.

## **University Union Goals**

Strive to provide superior service to our diverse campus community through continual assessment and improvement of our services and technological resources.

Train, develop and encourage a highly committed and conscientious University Union staff to provide exceptional, professional, customer oriented service, which is sensitive and responsive to the needs of our multicultural community.

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

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

Exercise financial controls and sound management using acceptable business practices, maximizing generated revenue production, while prudently monitoring all expenditures of the University Union.

Adhere to University, Trustee and State policy.

## University Union Foundations

Provide exceptional customer service, exceeding expectations daily.

Develop and advise the University Union Board of Directors in all policy matters of the Union.

Meet and interact with California State University Sacramento departments to maintain communication and ensure proper Union operations and event planning.

Fully staff the University Union by hiring the highest quality staff possible.

Conduct comprehensive student assistant training which features the following core areas: Customer Service, building operations, safety and risk management, crisis management, diversity, programming and communication.

Ensure that vendors provide safe, quality and reasonably priced services.

Operate the UU in a fiscally responsible manner according to UU, University, System, state and federal guidelines/regulations.

Assess our practices and services with a focus on customer satisfaction and effectiveness.

Provide computer hardware and software to support all departmental staff.

Develop, implement and enforce financial policies and procedures and audit areas to measure compliance.

Work with the Student Management Team in the enhancement of the operations, programs and services of the University Union.

Operate the University Union (UU) facilities and equipment to ensure safety, cleanliness and functionality.

Provide quality meeting and event space for use by the University Community.

Embrace and incorporate a commitment to diverse programming.

Inform and educate the entire campus community about our programs and services.

Seek and encourage collaboration with faculty, staff, students and alumni to enhance program development.



## **University Union Operations of CSUS Inc.**

### University Union Long Range Plan—Long Range Strategies

#### **Facilities/Operations:**

Advance the commitment to campus life by expanding availability to and the number of open-use spaces within the University Union.

Develop and operate facilities to meet the campus demand for health, fitness and recreational services.

Create programs, operations, and facilities that are environmentally friendly.

Optimize the cleanliness and appearance of Union.

#### **Services (non-food):**

Collaborate with the Student Health Center to provide essential services to meet student needs.

Develop ongoing assessment programs to determine trends, needs and customer satisfaction at the University Union.

Expand the services available at the Information Desk and coordinate with similar campus initiatives.

Expand the in-house production capabilities of the University Union Graphics Department in order to maximize campus target marketing initiatives.

Redesign the Games Room to expand services.

#### **Food Services:**

Redesign and renovate the first floor dining components for the purpose of updating décor and maximizing the seating capacity.

Evaluate customer satisfaction and needs for food service, and implement improvements as indicated.

Review options relating to the contractual relationships regarding food service operations located in the University Union.

#### **Technology:**

Continue being a leader in the provision of state of the art technological services in the Union.

Maximize the use of technology while providing personal attention to the campus community.

## **University Union Operations of CSUS Inc.**

### University Union Long Range Plan—Long Range Strategies (cont.)

#### **Events/Programs (Self Operated):**

Expand the quality and/or quantity of programs offered to the campus community.

Continue to promote diversity in programming commensurate with the needs of the campus and surrounding community.

Update the University Union Facilities to maximize accessibility and customer comfort.

#### **Customer Service:**

Deliver dynamic and interactive customer service to the campus community.

Build on our reputation for exceeding the customer's expectations for superior customer service.

#### **Event Services:**

Educate the campus community regarding the policies and procedures of the University Union.  
Focus the Arrangements Office on increasing personal service to customers.

Streamline the process and reduce the time lag in the various steps of the reservation process through technology and personal contact.

Increase the campus awareness of the facilities and services available at the University Union.

Collaborate with campus service providers to enhance and streamline the processes for reservations held outside of the University Union.

#### **Personnel Services:**

Review organizational structure for maximizing staff utilization in the presentation of services to the campus community.

Continually upgrade the professional development of staff to provide superior service to University Union customers.

#### **Budget and Finance:**

Review the options for the addressing the business functions of the University Union.

**Unit Mission:**

The University Union will be operated in a fiscally responsible manner, utilizing resources to achieve the goals of the Union and to maximize the organizations ability to regularly exceed customer expectations.

**Unit Goals:**

- 1.0 To optimize and maximize the appropriate use of resources of the University Union
- 2.0 Assess the progress of the Union on a quarterly basis in order to identify effectiveness of the budget process and the union's performance associated with the Budget.
- 3.0 Review all reserve accounts for compliance to policies
- 4.0 Prepare, provide documentation and respond to the CSU Compliance Audit

**Foundations:**

- Maximize the utilization of University Union resources
- Utilizing community input, develop a strategic plan and budget plan, advancing the mission of the University Union and California State University Sacramento.
- Planning for the future of the University Union Corporation including the Union and the Recreation/Wellness/Event Center and all future expansions or changes in the facility or operations.
- Maintain appropriate reserve levels to protect the University Union Corporation.
- Ensure appropriate use and protection of student fee dollars

**Strategies and Action Plans:**

**1.0 GOAL:** To optimize and maximize the appropriate use of resources of the University Union.

- 1.1 Strategy: Develop a strategic planning and budget process that is representative of the needs of the campus community
  - I. Set budget Timeline (L. Davis: Fall 05)
  - II. Develop budget with input from all committees (L. Davis, D. tucker, D. Sorensen: Spring 06)
  - III. Budget approved by committees and submitted to B&F Committee (L. Davis: Spring 06)
  - IV. Budget approved by Board of Directors (L. Davis: Spring 05)
- 1.2 Strategy: Budget is tied to the Strategic Plan and representative of the Union priorities and the CSUS Budget priorities.
  - I. Assess current years Strategic Plan (L. Davis: Spring 06)
  - II. Develop coming year plan and committees submit their respective plans. (L. Davis: Spring 06)
  - III. Final plan approved by Board of Directors (L. Davis: Spring 06)

**2.0 GOAL:** Assess the progress of the Union on a quarterly basis in order to identify effectiveness of the budget process and the union's performance associated with the Budget.

- 2.1 Strategy: Monitor the Capital and Plant Fund expenditures.
  - I. Develop timelines and implementation plans for each project. (L. Davis: Ongoing)
  - II. Report completion to B&F Committee (L. Davis: Ongoing)
  - III. Implement adjustments as required (L. Davis: Ongoing)

## University Union Budget and Finance Committee

2.2 Strategy: Actively monitor the development of the Wellness/Recreation/Event Center and use of student fee resources.

- I. Collaborate with Facilities the development of timelines and implementation plans for each phase of the project. (L. Davis: Ongoing)
- II. Report completion to B&F Committee (L. Davis: Ongoing)

**3.0 GOAL:** Review all reserve accounts for compliance to policies

3.1 Strategy: Local Reserves

- I. Ensure that levels of reserves are at designated levels (L. Davis: Spring 06)
- II. Prepare for, respond to Auditor requests, and respond to Annual Audit (L. Davis: Summer/Fall 05)

3.2 Strategy: Fully implement the decentralization of the fees due to the refinancing of Union Bonds to the System wide Revenue Bond.

- I. Implement new procedures for the annual budget process (L. Davis: Spring 06)
- II. Provide assessment of process for adjustments at end of first full year in operation. (L. Davis: Spring 06)

**4.0 GOAL:** Prepare, provide documentation and respond to the CSU Compliance Audit

3.1 Strategy: Effective data collection with increased use of the internet for review of documents.

- I. Create a team focused on data collection (L. Davis: Summer 05)
- II. Create online folder for auditor access (B. Olmsted: Summer 05)

3.2 Strategy: Provide complete and timely response to auditor requests

- I. Proactively prepare for auditor requests for information (I. Davis: Spring 05)
- II. Respond to internal audit requests within 24 hours (L. Davis: Summer 05)

3.3 Strategy: Strive for no reported issues, but at minimum ensure a lower level of reported issues in the final report than in 2002. (L. Davis: Summer 05)

**Unit Mission:**

To provide superior, safe and clean facilities while improving the services provided to all building users.

**Unit Goals:**

- 1.0 We will enhance the appearance and condition of the building furnishings and finishes in order to provide superior services
- 2.0 We will continually evaluate and improve our efficiency in operational techniques to maximize the utilization of available resources to better serve our customers.
- 3.0 We will operate the facility and equipment to ensure safety, cleanliness and functionality
- 4.0 We will improve the appearance of the University Union by becoming experts in the understanding of new or developing cleaning methods and materials.

**Foundations:**

- Recruit, hire, train, and inspect the work of student assistants in Custodial Services.
- Maintain appropriate work assignments for full time staff and inspect work on a frequent, regular basis.
- Maintain the cleanest, safest floors possible in the Union.
- Maintain the appearance of all carpet throughout the Union.
- Provide the cleanest, most inviting restrooms possible.
- Collect and dispose of all trash.
- Maintain the cleanliness and appearance of all waste and recycling containers.
- Collect and route recyclable items to their proper containers.
- Coordinate recycling collection with University recycling.
- Clean all glass on a project basis and on a daily basis.
- Restock all restroom dispensers with adequate quantities of paper products.
- Maintain proper inventory levels of consumable items.
- Stay current on trends in the cleaning industry.
- Endeavor to obtain the lowest possible pricing on all items, while maintaining quality standards.
- Keep all cleaning equipment in good working order.
- Replace equipment items that become worn or damaged beyond economical repair.
- Clean kitchen floors, floor sinks, walls and ceilings in accordance with health and safety standards.
- Provide support to Event Services when needed.

**Strategies and Action Plans:**

**1.0 GOAL:** Enhance the appearance and condition of the building furnishings and finishes in order to provide superior services

- 1.1 Strategy: Restore full time mid-day custodian.
  - I. Review job description (S. Forseth, Summer 2005)
  - II. Advertise for and interview candidates. (S. Forseth, Summer 2005)
  - III. Hire new position. (S. Forseth, Fall 2005)
- 1.2 Strategy: Increase student staff to cover additional outside seating
  - i. Identify needs and schedules (S. Forseth, Summer 2005)
  - ii. Increase staffing schedules to meet additional bussing and cleaning needs (S. Forseth, Summer 2005)
  - iii. Hire additional students (S. Forseth, Fall 2005)

## University Union Operations—Custodial Services

- 1.3 Strategy: Replace third floor corridor carpet
  - I. Seek input for best style and color of carpet. (D. Tucker and S. Forseth, Spring 2005)
  - II. Develop specifications and RFP for vendors (D. Tucker and S. Forseth, Summer 2005)
  - III. Select vendor and order carpet (S. Forseth, Fall 2005)
  - IV. Schedule installation (D. Tucker and S. Forseth, Winter 2006)
- 1.4 Strategy: Replace second floor carpet in front of Union Gallery to replace light blue.
  - I. Seek input for best style and color of carpet. (D. Tucker and S. Forseth, Spring 2005)
  - II. Develop specifications and RFP for vendors (D. Tucker and S. Forseth, Summer 2005)
  - III. Select vendor and order carpet (S. Forseth, Fall 2005)
  - IV. Schedule installation (D. Tucker and S. Forseth, Winter 2006)
- 1.5 Strategy: Replace group study lounge carpet
  - I. Seek input for best style and color of carpet. (D. Tucker and S. Forseth, Spring 2005)
  - II. Develop specifications and RFP for vendors (D. Tucker and S. Forseth, Summer 2005)
  - III. Select vendor and order carpet (S. Forseth, Fall 2005)
  - IV. Schedule installation (D. Tucker and S. Forseth, Winter 2006)
- 1.6 Strategy: Install new, fixed seating on Coffee House patio
  - I. Get model and pricing information (D. Tucker and S. Forseth, Spring 2005)
  - II. Develop specifications and RFP for vendors (D. Tucker and S. Forseth, Summer 2005)
  - III. Select vendor and order furniture (S. Forseth, Fall 2005)
  - IV. Schedule installation (D. Tucker and S. Forseth, Fall 2005)
- 1.7 Strategy: Collaborate with Programs to refurbish the Games Room lighting and furnishings
  - I. Seek input for best styles and lighting levels. (D. Tucker, N. Sanchez and S. Forseth, Spring 2005)
  - II. Develop specifications and RFP for vendors (D. Tucker and S. Forseth, Summer 2005)
  - III. Select vendor and order furnishings (S. Forseth, Fall 2005)
  - IV. Schedule installation with minimal interruptions to ongoing operations.  
(D. Tucker and S. Forseth, Winter 2006)

**2.0 GOAL:** We will continually evaluate and improve our efficiency in operational techniques to maximize the utilization of available resources to better serve our customers.

- 2.1 Strategy: Study possibilities for extended building hours Sun – Thursday until midnight, in relation to AIRC hours, and the impact on cleaning schedules.
  - I. Survey building users and student organizations. (D. Tucker and S. Forseth, Spring 2005)
  - II. Evaluate responses and predict use patterns (D. Tucker and S. Forseth, Summer 2005)
  - III. Adjust cleaning schedules and coverage as necessary. (S. Forseth, Fall 2005)

**3.0 GOAL:** We will operate the facility and equipment to ensure safety, cleanliness and functionality.

- 3.1 Strategy: Replace broken flooring in Campus Recreation area and install a drop ceiling to cover exposed insulation.
  - I. Survey Peak Adventures and Recreation staff for best colors and styles.  
(D. Tucker and S. Forseth, Summer 2005)
  - II. Evaluate responses and select manufacturers and installers through RFP.  
(D. Tucker and S. Forseth, Summer 2005)
  - III. Schedule installation to maintain normal operations. (D. Tucker and S. Forseth, Fall 2005)

## University Union Operations—Custodial Services

- 3.2 Strategy: Remodel Coffee House restrooms with special needs in mind.
  - I. Collaborate with Women's Resource Center and Services to Students with Disabilities to design restrooms for specific needs (D. Tucker and S. Forseth, Summer 2005)
  - II. Design furnishings and layout to best meet those needs. (D. Tucker and S. Forseth, Summer 2005)
  - III. Purchase equipment. (S. Forseth, Fall 2005)
  - IV. Schedule installation to maintain normal operations. (M. Ybarra and S. Forseth, Winter 2006)
  
- 3.4 Strategy: Install/expand security camera systems
  - I. Evaluate effectiveness of coverage for existing cameras. (D. Tucker and S. Forseth, Summer 2005)
  - II. Evaluate responses and select manufacturers and installers through RFP. (D. Tucker and S. Forseth, Summer 2005)
  - III. Schedule installation (D. Tucker and S. Forseth, Fall 2005)
  
- 3.4 Strategy: Install asphalt paving at North and West loading docks
  - I. Develop paving plans in collaboration with Facilities and local contractor. (D. Tucker and S. Forseth, Summer 2005)
  - II. Select contractor and installers through RFP. (D. Tucker and S. Forseth, Summer 2005)
  - III. Schedule installation (D. Tucker and S. Forseth, Fall 2005)

**4.0 GOAL:** Improve the appearance of the University Union by becoming experts in the understanding of new or developing cleaning methods and materials.

- 4.1 Strategy: Replace 20 gallon carpet extractor and implement Host dry carpet cleaning system.
  - I. Study existing users of dry carpet cleaning systems, including other Unions. (D. Tucker and S. Forseth, Spring 2005)
  - II. Evaluate advantages and disadvantages (D. Tucker and S. Forseth, Summer 2005)
  - III. If indicated, seek quotes for a properly sized system (S. Forseth, Fall 2005)
  - IV. Purchase, train staff and implement new system. (S. Forseth, Fall 2005)
  
- 4.2 Strategy: Install automatic faucets for all restroom sinks
  - I. Inventory restroom sinks with defective faucets (S. Forseth, Spring 2005)
  - II. Send RFP for newer style faucets (S. Forseth, Summer 2005)
  - III. Purchase and install new faucets (M. Ybarra and S. Forseth, Fall 2005)
  
- 4.3 Strategy: Upgrade to foaming anti bacterial wall-mounted soap dispensers for all restrooms
  - I. Inventory locations for upgraded sinks. (S. Forseth, Spring 2005)
  - II. Send RFP for newer style dispensers (S. Forseth, Summer 2005)
  - III. Purchase and install new soap dispensers (M. Ybarra and S. Forseth, Fall 2005)

**Unit Mission:**

To provide the best possible event and meeting space for the Students, Faculty, Staff, Alumni and Guests of the University.

**Unit Goals:**

- 1.0 To optimize and maximize the appropriate use of the Union through effective and thorough event scheduling processes.
- 2.0 To further develop a customer-service oriented environment with an emphasis on streamlining or simplifying the reservation process
- 3.0 To seek customer feedback, ensuring a results-driven events operation.
- 4.0 To improve our services to event customers by continually seeking current and improved event equipment options and technology.
- 5.0 To enhance student development and leadership opportunities by creating positions that will enable growth.

**Foundations:**

- Facilitate customers' use of Union meeting and event rooms for all sponsors in a timely manner, without space, time or equipment conflicts.
- Strive to provide excellent customer service during the entire event process, from room reservation to event clean up.
- Interact and collaborate with other campus service providers to enhance the sponsor's event.
- Set up all room furniture and amenities according to the sponsor's pre-determined plans.
- Provide and maintain up-to-date meeting room equipment such as projectors, sound systems and furniture.
- Maintain proper inventories of consumable event supplies.
- Generate regular reports to employees and customers of the Union.
- Maintain statistical tracking of event trends.
- Offer operational support during events, such as AV tech support and room set-up support.
- Maintain event files on all sponsors, including catering records to facilitate duplication of successful orders and the efficient review of problems.
- Maintain reservation and office software support and data backup standards to support efficient reservation processes.
- Provide scale room diagrams for major events.
- Work with the Student Activities Office to ensure proper guidance and planning for student events.
- Hire, train, schedule supervise and inspect the work of the room set-up crew.
- Clean and maintain event spaces and storage rooms.
- Seek ways to improve our event services operation in order to stay ahead of the market demand.



## University Union Operations—Event Services

### **Strategies and Action Plans:**

**1.0 GOAL:** Optimize and maximize the appropriate use of the Union through effective and thorough event scheduling processes.

- 1.1 Strategy: Continue to Develop Event Services Policy & Procedures manual
  - I. Collaborate with Student Leaders, University Departments and Student Activities to determine needs and expectations. (D. Tucker, R. Dietzler, Event Staff, Summer '05)
  - II. Develop revised content and layout plans with Union marketing. (D. Tucker, R. Dietzler, Marketing staff, Summer '05)
  - III. Produce booklet, Web pages and CD-ROM with updated manual. (D. Tucker, R. Dietzler, Marketing staff, Summer '05)
- 1.2 Strategy: Expand Events office into existing mailroom for conference table and records storage.
  - I. Collaborate with Student Activities to adjust space needs and locations for offices and storage. (D. Tucker, R. Dietzler, SAO Staff, Summer '05)
  - II. Develop revised office layout plans (D. Tucker, R. Dietzler, Summer '05)
  - III. Send out furniture specifications and RFP's to local suppliers. (R. Dietzler, Fall '05)
  - IV. Schedule construction and installation. (D. Tucker, R. Dietzler, Winter '06)
- 1.3 Strategy: Purchase (4) telephone headsets for Event Coordinators
  - I. Select models and styles and write usage policies. (R. Dietzler, Event Staff, Summer '05)
  - II. Purchase appropriate equipment and install (R. Dietzler, Summer '05)

**2.0 GOAL:** To further develop a customer-service oriented environment with an emphasis on streamlining or simplifying the reservation process

- 2.1 Strategy: Continue refining and simplifying the OPUS request process and the Catering Order process.
  - I. Collaborate with Student Activities and Foundation Catering to adjust existing processes. (D. Tucker, R. Dietzler, SAO Staff, K. Schroeder, Summer '05)
  - II. Develop revised processes based on evolving needs and expectations (D. Tucker, R. Dietzler, Fall '05)
  - III. Implement changes as possible through vendor modifications. (R. Dietzler, Spring '06)

**3.0 GOAL:** To seek customer feedback, ensuring a results-driven events operation.

- 3.1 Strategy: Revise job descriptions/duties for both Lead Set-up/ A.V. Tech and E.S. Custodian positions to make them reflect actual duties being performed.
  - I. Develop descriptions of customer expectations for room set ups (D. Tucker, R. Dietzler, Event Staff, Summer '05)
  - II. Develop revised and new job descriptions based on evolving needs and expectations (D. Tucker, R. Dietzler, Fall '05)
  - III. Implement new job descriptions as possible through HR. (D. Tucker, R. Dietzler, Winter '06)
- 3.2 Strategy: Add Student Assistant Event Manager Positions (2)
  - I. Develop descriptions of customer expectations for event management (D. Tucker, R. Dietzler, Event Staff, Summer '05)
  - II. Develop revised and new job descriptions based on evolving needs and expectations (D. Tucker, R. Dietzler, Fall '05)
  - III. Implement new job descriptions as possible through HR. (D. Tucker, R. Dietzler, Winter '06)

## University Union Operations—Event Services

- 3.4 Strategy: Add student “finishing” staff for events to attend to meeting room space, clean safe and attractive.
- I. Develop descriptions of customer expectations for room appearance  
(D. Tucker, R. Dietzler, Event Staff, Summer '05)
  - II. Develop revised and new job descriptions based on evolving needs and expectations  
(D. Tucker, R. Dietzler, Fall '05)
  - III. Implement new job descriptions as possible through HR. (D. Tucker, R. Dietzler, Winter '06)

**4.0 GOAL:** To improve our services to event customers by continually seeking current and improved event equipment options and technology.

- 4.1 Strategy: Purchase movable scissor-type lift for adjusting stage lighting in Ballroom & Redwood Room to allow more flexibility in adjusting these.
- I. Get model and pricing information (D. Tucker and R. Dietzler, Spring 2005)
  - II. Develop specifications and RFP for vendors (D. Tucker and R. Dietzler, Summer 2005)
  - III. Select vendor and order equipment (R. Dietzler, Fall 2005)
- 4.2 Strategy: Purchase more table and stage skirting and purchase another rod for skirting storage on 1st floor.
- I. Get model and pricing information (D. Tucker and R. Dietzler, Spring 2005)
  - II. Develop specifications and RFP for vendors (D. Tucker and R. Dietzler, Summer 2005)
  - III. Select vendor and order equipment (R. Dietzler, Fall 2005)
- 4.3 Strategy: Improve features and appearance of Summit Room and Capital Room by adding wood wainscot and service cabinets.
- I. Develop drawings and design based on existing room designs.  
(D. Tucker, B. Olmsted and R. Dietzler, Spring 2005)
  - II. Develop specifications and RFP for vendors (D. Tucker and R. Dietzler, Summer 2005)
  - III. Select vendor/contractor (R. Dietzler, Fall 2005)
  - IV. Schedule installation around ongoing operations. (R. Dietzler, Winter 2006)
- 4.4 Strategy: Install built-in projectors, screens and panels (smart rooms) in 9 meeting rooms.
- I. Develop equipment specs based on existing room installations.  
(D. Tucker, S. Sparks and R. Dietzler, Spring 2005)
  - II. Send RFP to vendors (D. Tucker and R. Dietzler, Summer 2005)
  - III. Select vendor/contractor (R. Dietzler, Fall 2005)
  - IV. Schedule installation around ongoing operations. (R. Dietzler, Winter 2006)
- 4.5 Strategy: Purchase 2 new 35 mm slide projectors to replace old inventory that is in disrepair.
- I. Develop equipment specs based on existing equipment.  
(D. Tucker, S. Sparks and R. Dietzler, Spring 2005)
  - II. Send RFP to vendors (D. Tucker and R. Dietzler, Summer 2005)
  - III. Select vendor and order projectors. (R. Dietzler, Fall 2005)
- 4.6 Strategy: Purchase one new carpeted lectern and one good wood lectern for high profile events only, to replace scratched wooden lecterns.
- I. Develop equipment specs based on existing equipment. (D. Tucker, and R. Dietzler, Spring 2005)
  - II. Send RFP to vendors (D. Tucker and R. Dietzler, Summer 2005)
  - III. Select vendor and order lecterns. (R. Dietzler, Fall 2005)
- 4.7 Strategy: Replace all green laminate folding tables with higher quality lighter weight tables.
- I. Develop equipment specs in collaboration with other Unions and customer input.  
(D. Tucker, S. Sparks and R. Dietzler, Spring 2005)
  - II. Verify storage space and locations. (R. Dietzler, Summer 2005)
  - III. Send RFP to vendors (D. Tucker and R. Dietzler, Summer 2005)
  - IV. Select vendor and order tables. (R. Dietzler, Fall 2005)
  - V. Distribute old tables to charitable organizations. (D. Tucker, Winter 2006)

## University Union Operations—Event Services

- 4.8 Strategy: Extend “cage” storage in Basement to accommodate audio visual items such as new spotlights that currently have no home.
- I. Develop equipment specs based on existing basement cage. (D. Tucker, and R. Dietzler, Spring 2005)
  - II. Send RFP to vendors (D. Tucker and R. Dietzler, Summer 2005)
  - III. Select vendor and install cage. (M. Ybarra, Fall 2005)
- 4.9 Strategy: Purchase new multi-function printer/fax/copier for Event Services Office.
- I. Develop equipment specs based on Dell and campus guidelines. (D. Tucker, and R. Dietzler, Spring 2005)
  - II. Send RFP to vendors (D. Tucker and R. Dietzler, Summer 2005)
  - III. Select vendor and install printer. (R. Dietzler, Fall 2005)
- 4.10 Strategy: Purchase a teleprompter system for major speeches, in collaboration with UMS.
- I. Develop equipment specs in collaboration with UMS (D. Tucker, S. Freund and R. Dietzler, Spring 2005)
  - II. Send RFP to vendors (D. Tucker and R. Dietzler, Summer 2005)
  - III. Select vendor and purchase system. (R. Dietzler and S. Freund, Fall 2005)
  - IV. Train staff for operation during events. (R. Dietzler, Fall 2005)

**5.0 GOAL:** To enhance student development and leadership opportunities by creating positions that will enable growth.

- 5.1 Strategy: Continue to develop and implement standardized training for Student A.V. Techs.
- I. Develop task training based on exceeding customer expectations for system performance (S. Tovar, R. Dietzler, Event Staff, Summer '05)
  - II. Develop outlines and training steps for students (S. Tovar, R. Dietzler, Fall '05)
  - III. Implement new training for existing and new students. (S. Tovar, R. Dietzler, Winter '06)
- 5.2 Strategy: Addition of Student Event Managers, develop standardized training for this position.
- I. Develop task training based on exceeding customer expectations for event management. (S. Tovar, R. Dietzler, Event Staff, Summer '05)
  - II. Develop outlines and training steps for students (S. Tovar, R. Dietzler, Fall '05)
  - III. Implement new training for existing Building Supervisors and new students. (S. Tovar, R. Dietzler, Winter '06)
- 5.3 Strategy: Develop Standardized 2-day Training Program for Event Services Office staff on physical operations and equipment
- I. Develop task training based on exceeding customer expectations for event set up. (S. Tovar, R. Dietzler, Event Staff, Summer '05)
  - II. Develop outlines and training steps for students (S. Tovar, R. Dietzler, Fall '05)
  - III. Implement new training for existing Building Supervisors and new students. (S. Tovar, R. Dietzler, Winter '06)

**Unit Mission:**

To maintain and enhance the appearance, quality and function of all University Union facilities and equipment.

**Unit Goals:**

- 1.0 We will provide the campus community with a facility that is maintained to the highest standards of quality and comfort.
- 2.0 The work assignment system will be streamlined to provide optimal task levels to all employees within their individual abilities.
- 3.0 Optimize job descriptions and staff structure to reflect the constantly evolving work environment.

**Foundations:**

- We will maintain the building and the equipment within it in optimal condition and appearance.
- Perform repairs on all damaged or broken equipment in a timely manner, with prime consideration for the comfort of our customers.
- Maintain the highest standards for the quality of workmanship.
- Ensure the best possible appearance for staff, by supplying proper uniforms and clean, presentable equipment such as carts and ladders.
- Perform duties in a safe manner, with proper signage and barricades when needed.
- Schedule work to minimize the disruption of ongoing events in the building.
- Maintain working lamps in all light fixtures.
- Perform preventative maintenance tasks on equipment items according to their proper schedule.
- Perform emergency repairs when needed in the fastest possible time.
- Maintain an adequate inventory of consumable items such as fasteners, fan belts, lamps, paint and filters.
- Organize repair parts to ensure quick repairs and efficient re-stocking.
- Keep a clean, organized maintenance shop.
- Schedule staff to ensure optimal coverage.
- Train staff on safe and proper methods and materials.
- Schedule HVAC systems and lighting to optimize energy conservation.
- Seek ways to reduce the consumption of energy and water.
- Maintain roofs, flashing and outer walls for appearance and weather tightness.
- Maintain plants inside the building and monitor the appearance of exterior landscaping.
- Monitor and report on impending problems with the building and equipment.
- Seek input from building users on the quality and functionality of the facility.

## University Union Operations—Maintenance Services

### Strategies and Action Plans:

**1.0 GOAL:** We will provide the campus community with a facility that is maintained to the highest standards of quality and comfort.

- 1.1 Strategy: Upgrade the existing HVAC control system (IBEX) to a networked multi-building system.
  - I. Collaborate with CSUS Foundation to develop Bacnet specifications for existing Allerton system. (D. Tucker, M. Ybarra, B. Reilly Summer '05)
  - II. Develop equipment and software list. (D. Tucker, M. Ybarra Fall '05)
  - III. Send out RFP for new system specs. (D. Tucker, M. Ybarra Winter '06)
  - IV. Install software and transition to new network (D. Tucker, M. Ybarra Spring '06)
  
- 1.2 Strategy: Upgrade lighting scheme in the old lobby to increase lighting levels and replace worn tracks and fixtures.
  - I. Develop lighting design to increase light levels in older section of lobby (D. Tucker, M. Ybarra Summer '05)
  - II. Develop equipment and lighting track list (D. Tucker, M. Ybarra Fall '05)
  - III. Send out RFP for new equipment and installation. (D. Tucker, M. Ybarra Winter '06)
  - IV. Install fixtures and controls. (D. Tucker, M. Ybarra Winter '06)
  
- 1.3 Strategy: Upgrade the loading dock and walkway lighting on the North and East docks and the new South Lobby entrance (AIRC).
  - I. Develop lighting design to increase light levels on outside walkways and docks (D. Tucker, M. Ybarra Summer '05)
  - II. Develop equipment and lighting track list (D. Tucker, M. Ybarra Fall '05)
  - III. Send out RFP for new equipment and installation. (D. Tucker, M. Ybarra Winter '06)
  - IV. Install fixtures and controls. (D. Tucker, M. Ybarra Winter '06)
  
- 1.3 Strategy: Install a supplemental heating system for Campus Recreation space.
  - I. Develop heating system design to permit heat in north expansion when general building heat is off. (D. Tucker, M. Ybarra Summer '05)
  - II. Develop equipment and controls list (D. Tucker, M. Ybarra Fall '05)
  - III. Send out RFP for new equipment and installation. (D. Tucker, M. Ybarra Winter '06)
  - IV. Install fixtures and controls. (D. Tucker, M. Ybarra Winter '06)

**GOAL 2.0:** The work assignment system will be streamlined to provide optimal task levels to all employees within their individual abilities.

- 2.1 Strategy: Create a custodial equipment, furniture and A/V equipment repair center.
  - I. Designate an appropriate area near the basement shop. (D. Tucker, M. Ybarra Summer '05)
  - II. Purchase basic storage shelving and parts bins and work bench. (D. Tucker, M. Ybarra Fall '05)
  
- 2.2 Strategy: Miscellaneous tools: temperature recording device, wood finisher/sander, worm drive circular saw, telescoping multi-angle ladder.
  - I. Consult with maintenance staff to identify tool models and specs. (M. Ybarra, Maint. staff, Summer '05)
  - II. Purchase professional-quality tools and identify secure storage. (D. Tucker, M. Ybarra Fall '05)
  
- 2.3 Strategy: Implement new work order process with handheld computers
  - I. Identify handheld models for interface with existing networks. (D. Tucker, M. Ybarra Summer '05)
  - II. Verify data transfer protocols from Atlas PM system. (D. Tucker, M. Ybarra Fall '05)
  - III. Send out RFP for new equipment and installation. (D. Tucker, M. Ybarra Winter '06)
  - IV. Purchase and implement handheld wireless work order assignment system. (D. Tucker, M. Ybarra Winter '06)

## University Union Operations—Maintenance Services

- 2.4 Strategy: Increase overtime for winter break fire alarm testing and maintenance
- I. Identify labor costs for Winter 2004 fire alarm costs. (D. Tucker, M. Ybarra Summer '05)
  - II. Replace smoke detectors at 3<sup>rd</sup> floor North stairway doors.
  - III. Schedule in-house maintenance staff accordingly. (D. Tucker, M. Ybarra Fall '05)

**GOAL 3.0:** Optimize job descriptions and staff structure to reflect the constantly evolving work environment.

- 3.1 Strategy: Adjust maintenance schedules to staff special events, ensuring that a full time maintenance staff person is on hand for all major events.
- I. Identify major events that require or may require maintenance staff on standby (D. Tucker, M. Ybarra Summer '05)
  - II. Consult with Event Services to determine special needs for each event (D. Tucker, M. Ybarra Fall '05)
  - III. Schedule existing staff accordingly (M. Ybarra Winter '06)

## University Union Operations—Information Technology

2005–06

Expand the Student Computer Room by adding more computers on 2nd floor.  
Evaluate need for expansion after AIRC opens.

Upgrade Domain Controller server to provide more disk space and e-mail support.

Continue to explore guest account options with UCCS for non-SaLink wireless network access.

**PROGRAM SERVICES DEPARTMENTS**

*(Games Room, Information Desk, Music Listening, Gallery)*

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**Unit Mission:**

Provide a positive atmosphere of relaxation and comfort in conjunction with an abundance of services and programs for the CSUS student body as well as the entire campus community, which would include faculty, staff, and guests of the University.

**Unit Goals:**

- 1.0 Develop, motivate, and maintain a cohesive work force with an emphasis on employee retention and student development.
- 2.0 Enhance services and programs to meet the continually changing student needs, and provide an atmosphere that maximizes student use of facilities.
- 3.0 Maintain fiscal accountability of budgets and the revenue operations of the program services departments.

**Foundations:**

- Recruit/hire student desk attendants ensuring, a positive and diverse staff.
- Provide a work environment for retention/motivation of student employees.
- Provide training to attendants enabling them to offer high quality service.
- Involvement of student employees in the development of program services and taking an active role in the leadership within each department.
- Continually rotate the video games and Jukebox CD's.
- Implement a series of events to spotlight the Games Room and its services.
- Offer an environment that promotes customer usage and comfort.
- Update selection of CD's, magazines and table games in Music Listening.
- Implement special events to generate interest in the Music Listening area.
- Market the facilities and services of Music Listening and Games Room.
- Assess information and service needs to better serve customers.
- Use counter displays and efficiently present information to customers.
- Continually update computerized information at the Information Desk.
- Involve a student Gallery Coordinator in producing the exhibits.
- Market and present exhibits/receptions in a professional manner.
- Maintain the tradition of the annual "Student Purchase Award Show.
- Provide a diverse and creative offering of professional art exhibits.
- Maintain/expand the University Union "Permanent Art Collection".
- Reconcile expenditures and revenues with the ASI Business office.
- Use proper accounting procedures for Games Room cash handling.
- Maximize revenues within the Games Room operation.

## University Union Programs and Services Committee—Program Services

### Strategies and Action Plans:

**1.0 Goal:** Develop, motivate, and maintain a cohesive work force with an emphasis on employee retention and student development.

- 1.1 Strategy: Utilizing existing student employees to assist other student employees who need tutoring in specific classes/majors or other academic concerns
- I. Interview student employees to develop a list of majors, specific needs and willingness to assist co-workers (N. Sanchez, Student Leader, Fall 2005) (Ongoing)
  - II. Match students with each other

*\*N. Sanchez & Student Leaders – both Fall 2005 & Spring 2006*

- 1.2 Strategy: Upgrade University Union newsletter to increase the communication among all areas/employees in the building including special needs for upcoming events and dates.

- I. Research and determine how to improve the current newsletter (N. Sanchez, Student Leader, Summer 2005)
- II. Encourage ALL departments throughout the Union to report upcoming events/important news/changes in their various operations (N. Sanchez, Department Supervisors, Fall 2005).
- III. Print and distribute information via the newsletter (N. Sanchez, Student Leaders, Fall 2005)

*\* N. Sanchez & Student Leader – Fall 2005*

- 1.3 Strategy: Develop standards for performance and continued employment for student assistants that would be applied throughout all operations of the Union.

- I. Assemble standards (N. Sanchez, Summer 2005)
- II. Review with other Union management (N. Sanchez, Summer 2005)
- III. Publish and distribute approved standards to department heads to communicate in writing to student employees (N. Sanchez, Fall 2005)

*\* N. Sanchez, D. Tucker, R. Dietzler, M. Ybarra, S. Forseth, Spring 2006*

**2.0 Goal:** Enhance services & programs to meet the continually changing student's needs, and provide an atmosphere that maximizes student use of these facilities

### GAMES ROOM

- 2.1 Strategy: Develop a brochure to promote the Games Room services to include prices, hours, tournament dates, and special room rentals to clubs and organizations.

- I. Determine information for inclusion (N. Sanchez, Student Leader, Summer 2005)
- II. Design brochure (N. Sanchez, Student Leader, Summer 2005)
- III. Distribute to students (N. Sanchez, Student Leader, Fall 2005)

- 2.2 Strategy: Update décor of room to promote a more inviting and relaxing atmosphere.

- I. Research student preferences for wall décor (N. Sanchez, Student Leader, Summer 2005)
- II. Determine type of art/posters or other décor would be appropriate (N. Sanchez, D. Tucker, Student Leader, Fall 2005)
- III. Purchase/Commission art and décor for the room (N. Sanchez, D. Tucker, Spring 2006)

*\* N. Sanchez & Student Leader, Fall 2005*

- 2.3 Strategy: Acquire an updated computer system for Games Room to include a flat touch screen.

- I. Research availability in the industry to match our needs (N. Sanchez, Student Leader, Summer 2005)
- II. Purchase and install (N. Sanchez, Fall 2005)
- III. Train employees on the system (N. Sanchez, Fall 2005)

*\* N. Sanchez, D. Tucker, Spring 2006*



## University Union Programs and Services Committee—Program Services

- 2.4 Strategy: Assess the viability of television monitors in the Games Room.
- I. Determine appropriate locations (& how many) monitors  
(N. Sanchez, D. Tucker, Student Leader, Summer 2005)
  - II. Research cost of purchase, installation and operation (N. Sanchez, D. Tucker, Summer 2005)
  - III. Determine appropriate limited programming and operation of TV's  
(N. Sanchez, Student Leader, D. Tucker, Summer/Fall 2005)
  - IV. Purchase and install (D. Tucker, Maintenance, Fall 2005)
  - V. Train employees on guidelines for TV operations (N. Sanchez, Fall 2005, Spring 2006)

\* *N. Sanchez & D. Tucker, Spring 2006*

### **MUSIC LISTENING**

- 2.1 Strategy: Rebuild relationships with record companies and locate college representatives who provide us with up and coming artist and other promotional material.
- I. Contact record companies who previously serviced Music Listening  
(N. Sanchez, Student Leader, Fall 2005 & Spring 2006)
  - II. Contact other major record companies to locate local representatives  
(N. Sanchez, Student Leader, Fall 2005, spring 2006)
  - III. Establish continuous working relationships to benefit Music Listening and the students who use it  
(N. Sanchez, Student Leader, Spring 2006)

\* *N. Sanchez, & Student Leader, Fall 2005*

- 2.2 Strategy: Replace headphones that enhance sound and are durable.
- I. Research for compatibility to the existing equipment (N. Sanchez, Student Leader, Summer 2005)
  - II. Purchase (N. Sanchez, Summer 2005)

\* *N. Sanchez, Fall 2005*

- 2.3 Strategy: Develop a marketing plan to increase the usage of ML in the afternoons and evenings.
- I. Make minor physical changes to space to make it more inviting  
(N. Sanchez, Student Leader, D. Tucker, Summer 2005)
  - II. Determine demographic of students that are in the Union at these times  
(N. Sanchez, Student Leader, Fall 2006)
  - III. Provide programs/promotions to attract new customers (N. Sanchez, Student Leader, Spring 2006)

\* *N. Sanchez, & Student Leader, Spring 2006*

### **INFORMATION DESK**

- 2.1 Strategy: Acquire a new computer system and printer.
- I. Determine what is needs, product availability, and compatibility with existing systems to facilitate transition (N. Sanchez, B. Olmsted, Summer 2005)
  - II. Purchase and install (N. Sanchez, B. Olmsted, Summer 2005)
  - III. Train staff on new system (N. Sanchez, Student Leader, Fall 2005)

\* *N. Sanchez & B. Olmsted, Fall 2005*

- 2.2 Strategy: Develop a new INFO. WEB (Information Desk's personal web-site) that enables attendants to provide better service to customers.

- I. Research the information needs to be included (N. Sanchez, Student Leader, B. Olmsted, Fall 2005)
- II. Arrange web-site in the most user friendly way possible (B. Olmsted, GA II, Fall 2005)
- III. Install and train staff on system (B. Olmsted, N. Sanchez, Spring 2006)

\* *N. Sanchez, B. Olmsted, & GA II, Spring 2006*

## University Union Programs and Services Committee—Program Services

- 2.3 Strategy: Incorporate the Information Desk into a campus wide information service program.
- I. Determine other campus outlets (N. Sanchez, Student Leader, Summer 2005)
  - II. Assess technology needed to accomplish (N. Sanchez, D. Tucker, B Olmsted, Fall 2005)
  - III. Determine types of information most important to share (N. Sanchez, Student Leader, Fall 2005)
  - IV. Provide leadership in organizing the campus outlets (N. Sanchez, Fall 2005)
  - V. Implement system and continually update (N. Sanchez, Student Leader, Spring 2006)
- \* N. Sanchez & Student Leader, Spring 2006

### **GALLERY**

- 2.1 Strategy: Replace art display pedestals.
- I. Research what is available (N. Sanchez, B. Olmsted, Spring 2006)
  - II. Purchase (N. Sanchez, B. Olmsted, Spring 2006)
- \* N. Sanchez & B. Olmsted, Spring 2006
- 2.2 Strategy: Create exterior gallery signage that would make the space more prominent.
- I. Determine design (B. Olmsted, Spring 2006)
  - II. Research vendors to provide signage (B. Olmsted, Spring 2006)
  - III. Purchase and install (B. Olmsted, Spring 2006)
- \* B. Olmsted, Spring 2006

### **3.0 Goal:** Maintain fiscal accountability of budgets and the revenue operations of the Program Services Departments

- 3.1 Strategy: Review table rates and adjust accordingly
- I. Research billiard venues and other local campuses for current rates (N. Sanchez, Student Leader, Summer 2005)
  - II. Recommend and gain approval for new rates (N. Sanchez, D. Sorensen, L. Davis, Summer 2005)
  - III. Post and implement new rates (N. Sanchez, Fall 2005)
- \* N. Sanchez, D. Sorensen & L. Davis, Fall 2005 or Spring 2006
- 3.2 Strategy: Renew a two-year Electronic Amusement contract for Games Room
- I. Research needs, concerns and revenue history (N. Sanchez, D. Sorensen, Spring 2006)
  - II. Determine terms of contract with Director (N. Sanchez, D. Sorensen, L. Davis, Spring 2006)
  - III. Negotiate and contract with vendor(s) (N. Sanchez, D. Sorensen, L. Davis, Spring 2006)
  - IV. N. Sanchez, D. Sorensen & L. Davis, Spring 2006

**GRAPHICS & MARKETING**

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**Unit Mission:**

Provide a positive atmosphere of relaxation and comfort in conjunction with an abundance of services and programs for the CSUS student body as well as the entire campus community, which would include faculty, staff, and guests of the University.

**Unit Goals:**

- 1.0 Develop and implement a comprehensive marketing plan for the University Union and its services, and to inform the campus community of the availability of all programs and services.
- 2.0 Provide quality promotional materials while optimizing the effectiveness of the Graphics/Marketing department.
- 3.0 Continue a strong internship and graphics student employee program that enables a positive learning laboratory for students to develop skills through practical work experience.

**Foundations:**

- Market the University Union facilities and services.
- Maintain a University Union website.
- Cultivate positive working relationships with media and appropriate publications.
- Maintain adequate supplies/equipment to make promotional materials economically.
- Remain current and be on the cutting edge of new graphics technology and techniques.
- Develop operational procedures for efficiency and timely production of promotional materials.
- Employ students that benefit from a practical Graphic Design/Production experience that would enhance their academic and professional growth.
- Provide a positive and meaningful learning internship experience for Graphic Design students.

**Strategies and Action Plans:**

**1.0 GOAL:** Develop and implement a comprehensive marketing plan for the University Union and its services and to inform the campus community of the availability of all programs and services.

- 1.1 Strategy: Develop and implement a campus-wide promotional campaign re-introducing the Union and its services using a slogan such as “It’s all right here.”
  - I. Determine specific areas to be targeted (B. Olmsted, Summer 2005)
  - II. Develop slogan alternatives, seek feedback, and gain approval (B. Olmsted, Fall 2005)
  - III. Design materials to be used (B. Olmsted, Fall 2005)
  - IV. Produce and distribute materials (B. Olmsted, G.A. II, Fall 2005, Spring 2006)
- 1.2 Strategy: Utilize email lists to inform frequent users and interested parties of upcoming events and announcements pertaining to their specific service areas. Also linking to the Union website.
  - I. Determine target markets for this information (B. Olmsted, N. Sanchez, Summer 2005)
  - II. Complete list and input (B. Olmsted, Fall 2005)
  - III. Send out information as necessary (B. Olmsted, beginning Spring 2006)
- 1.3 Strategy: Expand the offerings on the Union’s website, including “suggestion box” and contact information for individual service areas, and regularly updated lists (i.e. CD lists, current video games, etc.)
  - I. Establish general email account for collecting data (B. Olmsted, Fall 2005)
  - II. Re-design web pages to include suggestions/comments link (G.A. II, Fall 2005)
  - III. Distribute suggestions to staff for prompt responses (N. Sanchez, Fall 2005, Spring 2006)

**2.0 GOAL:** Provide quality promotional materials while optimizing the effectiveness of the Graphics/Marketing department.

- 2.1 Strategy: Develop regular, weekly content for new plasma display system at the Information Desk.
  - I. Determine type of information to be included (B. Olmsted, Summer 2005)
  - II. Assess and test capability of system (B. Olmsted, G.A. II, Summer/Fall 2005)
  - III. Produce and upload content to system weekly (G.A. II, Fall 2005)
- 2.2 Strategy: Update the operating systems and software on all Graphic/Marketing computers.
  - I. Determine specific needs of the system (B. Olmsted, G. Tsuji, Spring/Summer 2005)
  - II. Research available software (B. Olmsted, Summer 2005)
  - III. Purchase and install (B. Olmsted, Summer/Fall 2005)
- 2.3 Strategy: Update existing, as well as add additional, computer hardware to better facilitate the increased need for multi-media promotions.
  - I. Assess equipment needs based on departmental growth (B. Olmsted, Spring/Summer 2005)
  - II. Research available products (B. Olmsted, Spring/Summer 2005)
  - III. Purchase and integrate into network (B. Olmsted, Summer/Fall 2005)
- 2.4 Strategy: Update color printer to increase efficiency in producing materials and to lessen the dependency on outside vendors
  - I. Determine exact need (B. Olmsted, Summer 2005)
  - II. Research available options based on size capability and price (B. Olmsted, Summer 2005)
  - III. Purchase (B. Olmsted, Summer 2005)
- 2.5 Strategy: Examine the possibilities of an outdoor event display system.
  - I. Research other institutions with similar systems (B. Olmsted, Fall 2005)
  - II. Determine effectiveness (B. Olmsted, Fall 2005)
  - III. Provide report of findings (B. Olmsted, Spring 2006)

## University Union Programs and Services Committee—Graphics & Marketing

**3.0 GOAL:** Continue a strong graphic design internship program that enables a positive learning laboratory for students to develop skills through practical work experience.

- 3.1 Strategy: Target market the Design department to provide a greater pool of qualified internship candidates.
  - I. Work with instructors to obtain lists of qualified students (B. Olmsted, Spring 2005)
  - II. Target students through email and personal contact (B. Olmsted, Summer 2005)
  - III. Create detailed website containing internship details and online application (G.A. II, Fall 2005)
  
- 3.2 Strategy: Hire and train new fulltime Graphic Assistant(s).
  - I. Write appropriate job descriptions for all available positions (B. Olmsted, Spring 2005)
  - II. Conduct search process (B. Olmsted, Spring/Summer 2005)
  - III. Interview and hire (B. Olmsted, Summer/Fall 2005)
  - IV. Provide training (B. Olmsted, Summer/Fall 2005)
  
- 3.3 Strategy: Develop a part-time, student designer/coordinator position (paid) for a second semester intern.
  - I. Develop job description consistent with prior experience and department curriculum. (B. Olmsted, Spring 2005)
  - II. Select appropriate candidate (B. Olmsted, Spring/Summer 2005)
  - III. Provide orientation and training (B. Olmsted, G.A. II, Summer/Fall 2005)
  
- 3.4 Strategy: Produce a Design/Promotions style guide to serve as a resource for student interns.
  - I. Determine type of information to be included (Bill Olmsted, G.A. II—Fall 2005)
  - II. Create written and illustrative content to be used (G.A. II—Fall 2005)
  - III. Produce and distribute as needed (G.A. II—Spring 2006)

**UNIVERSITY UNION UNIQUE PROGRAMS**

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**Unit Mission:**

Provide a positive atmosphere of relaxation and comfort in conjunction with an abundance of services and programs for the CSUS student body as well as the entire campus community, which would include faculty, staff, and guests of the University.

**Unit Goals:**

- 1.0 Involve students in the planning, organizing, and production of a wide variety of activity programs through participation in the UNIQUE Program Committee(s).
- 2.0 Develop a comprehensive and balanced overall activity program for University Union UNIQUE Programs for the academic year.
- 3.0 Strive to maximize attendance and increase the financial efficiency of the overall program to obtain the best quality of programming for the resources available.
- 4.0 Collaborate with other campus entities to provide a more coordinated effort in bringing a diverse offering of programs and activities to the university community.

**Foundations:**

- Recruit student volunteers to participate in UNIQUE Programs committee.
- Increase the visibility of UNIQUE to encourage student involvement.
- Provide a student leadership experience for committee members.
- Assess the activity preferences of the student body and the campus.
- Offer programs promoting cultural diversity, variety, and the involvement in campus life, promoting a sense of pride and loyalty to the university.
- Assess and allocate financial resources to determine the most efficient/effective overall program.
- Educate the campus about various services and programs through positive public relations exposure.
- Maintain a ticket admission policy for events that encourages optimum participation, while not ignoring financial responsibility.
- Train students in contract negotiation, production and marketing for events.
- Maintain a marketing program that informs the campus community about events to maximize attendance and participation.
- Collaborate with ASI to continue to offer and produce a successful “Cultural Affairs Series”.
- Provide support and involvement in campus programs throughout the year.

## University Union Programs and Services Committee—UNIQUE Programs

### **Strategies and Action Plans:**

**1.0 GOAL:** Involve students in the planning, organizing, and production of a wide variety of activity programs through participation in the UNIQUE Program Committee(s).

- 1.1 Strategy: Move summer leadership retreat to a time that would expand student participation and provide lead time in which to put retreat suggestions into action for the start of the Fall semester.
  - I. Set retreat dates and book retreat rental (D. Sorensen, February 2005)
  - II. Encourage retreat participation by volunteers (D. Sorensen, Spring 2005)
  - III. Organize and hold retreat (D. Sorensen, June 2005)
  - IV. Evaluate retreat success (D. Sorensen, Summer 2005)
  
- 1.2 Strategy: Take several students to the "South by Southwest" Music Industry Conference in Austin, TX. (March 2006)
  - I. Determine costs/deadlines for conference registration/travel (D. Sorensen, Spring 2005)
  - II. Determine which UNIQUE students would participate (D. Sorensen, UNIQUE Coord., Fall 2005)
  - III. Register attendees and book travel (D. Sorensen, UNIQUE Coord., Fall 2005)
  - IV. Attend conference (D. Sorensen, UNIQUE Coord., March 2006)
  
- 1.3 Strategy: Incorporate UNIQUE students into roles of leadership.
  - I. Identify roles that can give students a sense of "ownership" (D. Sorensen, Spring 2005)
  - II. Identify specific students to fill those roles (D. Sorensen, Summer 2005)
  - III. Train, supervise, and evaluate the student leaders (D. Sorensen, UNIQUE Coord., Spring2005-Spring 2006)

**2.0 GOAL:** Develop a comprehensive and balanced overall activity program for University Union UNIQUE Programs for the academic year.

- 2.1 Strategy: Re-initiate a summer event program for 2005.
  - I. Contact appropriate on-campus groups to determine level of interest and best Summer evening event dates (D. Sorensen, January 2005)
  - II. Reserve facilities and promote dates to on-campus groups (D. Sorensen, January 2005)
  - III. Contract/arrange for events and advertise to general public (D. Sorensen, Spring 2005)
  - IV. Plan some daytime events with the Children's Center in mind (D. Sorensen, May 2005)
  - V. Coordinate events (D. Sorensen, Summer 2005)
  
- 2.2 Strategy: Emphasize bringing "high profile" lectures in 2005–06, emphasizing collaboration with academic departments.
  - I. Encourage ASI to restore Cultural Affairs to 2003-04 funding (D. Sorensen, Spring 2005)
  - II. University Union augment funding to support lecture programs (D. Sorensen, Spring 2005)
  - III. Coordinate with other Nor Cal schools to block book speakers (D. Sorensen, Spring & Summer 2005)
  - IV. Book and coordinate lectures (D. Sorensen & UNIQUE Coord., Spring 2005-Spring 2006)

**3.0 Goal:** Strive to maximize attendance and increase the financial efficiency of the overall program to obtain the best quality of programming for the resources available.

- 3.1 Strategy: Analyze the attendance response of the campus and community toward performances on "off-nights" (Mondays or Tuesdays)
  - I. Book some events on "off nights" that would not otherwise be available because of high costs on "prime nights" (D. Sorensen, Spring/Summer 2005)
  - II. Evaluate financial feasibility of the approach after the events' attendance, expense and income is known (D. Sorensen, UNIQUE Coord., Fall 2005-Spring 2006)

## University Union Programs and Services Committee—UNIQUE Programs

3.2 Strategy: Analyze the attendance response of the campus and community to bigger-name acts with high ticket prices and high honoraria fees.

- I. Book some bigger-name acts which we would normally pass on because of their costs (D. Sorensen, Spring/Summer 2005)
- II. Charge a significant ticket price for these events (D. Sorensen, Fall 2005-Spring 2006)
- III. Evaluate financial feasibility of the approach after the events' attendance, expense and income is known (D. Sorensen, UNIQUE Coord., Fall 2005-Spring 2006)

**4.0 Goal:** Collaborate with other campus entities to provide a more coordinated effort in bringing a diverse offering of programs and activities to the University community.

4.1 Strategy: Plan an annual "Phlagleblast" celebration that highlights the 30th anniversary of the Union and its impact on campus life.

- I. Determine an activities program making the 30th Anniversary
- II. "bigger & better", acknowledging the Union's 1975 beginnings (D. Sorensen, Spring/Summer 2005)
- III. Communicate the "Phlagleblast" early to Union departments and vendors, seeking ideas specific to the 30th anniversary (D. Sorensen, Spring 2005)
- IV. Contract performers, plan and advertise "Phlagleblast" program (D. Sorensen, Spring/Summer 2005)



## **PROGRAM ADMINISTRATION**

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### **Unit Goals:**

- 1.0 Reorganize and stabilize the professional staff enabling the provision of more efficient and effective service to the students and campus.
- 2.0 Facilitate opportunities for professional development of the program staff that would enhance their ability to teach, train, and provide a higher quality of programs and service.
- 3.0 Provide support for the professional staff, enabling the provision of more efficient and effective service to the students and campus.

### **Foundations:**

- Encourage full-time staff to be involved in professional activities to upgrade knowledge.
- Involve of professional staff in campus activities and administration.

## University Union Programs and Services Committee—Program Administration

### **Strategies and Action Plans:**

**1.0 Goal:** Reorganize and stabilize the professional staff enabling the provision of more efficient and effective service to the students and the campus.

- 1.1 Strategy: Hire a Graduate Assistant to assist in Programs Management.
  - I. Update Graduate Assistant job description to reflect current reorganization within the Union staff (D. Sorensen, Spring/Summer 2005)
  - II. Approach different departments for potential hires (D. Sorensen, Spring/Summer 2005)
  - III. Hire and train new Graduate Assistant (D. Sorensen, Spring/Summer 2005)
- 1.2 Strategy: Hire appropriate professional staff to complete the reorganization initiated by the retirement of the Associate Director, Programs.
  - I. Write job descriptions for new UNIQUE Coordinator and Programs & Marketing/Graphics Clerical positions (D. Sorensen, Spring 2005)
  - II. In consultation with Union Director, set salary levels and advertise positions through CSUS Foundation (D. Sorensen, Spring 2005)
  - III. Aggressively recruit for qualified applicants (D. Sorensen, Spring 2005)
  - IV. Hire and train new staff (D. Sorensen, Summer 2005)

**2.0 Goal:** Facilitate opportunities for professional development of the program staff that would embrace their ability to teach, train, and provide a higher quality of programs and service.

- 1.1 Strategy: Encourage staff to become involved in applicable professional associations (ie; ACUI).
  - I. Budget for staff professional association involvement (D. Sorensen, Spring 2005)
  - II. Research information on a variety of professional organizations for potential involvement (D. Sorensen, Spring 2005)
  - III. Meet with staff to calendar and enable conference participation (D. Sorensen, Summer 2005)
- 1.2 Strategy: Staff become increasingly involved with both the development and implementation of the annual Strategic Plan and Budget.
  - I. Learn and participate in the 2005-2006 Strategic Plan and Budget process with the outgoing Associate Director, Programs (D. Sorensen, Spring 2005)
  - II. Monitor budget accounts throughout fiscal year (D. Sorensen, Summer 2005-Spring 2006)
  - III. Meet with Union Director and Programs staff to calendar process for following fiscal year (D. Sorensen, Summer 2005)
  - IV. Submit 2006-2007 Strategic Plan and Budget as per calendar (D. Sorensen, Spring 2006)

**Mission Statement:**

To provide high quality boating and safety programs through education, recreation and competition.

**Vision:**

To increase the value of the CSUS degree by the regional and national recognition of the Aquatic Center's facility, educational and competitive programs.

**Shared Beliefs and Values:**

- A** – Assure the public a safe
- Q** – Quality instruction
- U** – Understand our partnerships
- A** – Accountability
- T** – Team work
- I** – Integrity
- C** – Customer service

**UNIT GOALS:**

1. Continue offering programs and special events. Attract existing and new participants to the Aquatic Center, working towards the maximization of use potential of Lake Natoma. (Programs and special events.)
2. Start phasing and construction process on next phase of Aquatic Center expansion. (Construction)
3. Administer the Aquatic Center fiscally under the approved budget guidelines.
4. Pursue additional opportunities to host sporting events.

The University Union, on an annual basis, provides financial support to the CSUS Aquatic Center in the form of Operational expenses and capital expenditures. The CSUS Aquatic Center is a program of the Associated Students Inc. of CSU Sacramento.

## Definitions

**ACUI**—Association of College Unions International

**Autoscrub**—A method and machine (Autoscrubber) for cleaning hard surface floors in which a cleaning solution is sprayed onto the floor, immediately scrubbed by a nylon pad and vacuumed up, all in one pass.

**AV**—All equipment necessary to provide audio or visual support to a meeting or event presentation.

**Ballasts**—Small transformers found in every florescent light fixture. They use a small amount of electrical current and require periodic replacement

**Bonnet cleaning**—A method of cleaning carpets in which a thick cloth pad is dampened with cleaning chemicals and water and then rotated on top of the carpet surface. Good for spot or intermittent cleaning projects.

**Booking**—An individual room and time entered into a reservation.

**Brush and squeegee**—Window cleaning method that involves brushing the glass with a soft brush and detergent, and immediately removing it with a straight rubber blade.

**Burnish**—Using a high RPM floor machine and special floor pad to bring a hard floor finish to a higher shine.

**Chiller**—A large machine that produces all chilled water for the building, which is pumped throughout the facility to provide air conditioning.

**College Bowl**—Competition based on the 1960's TV Game show. Teams of 4 members each answer academic questions. Wining campus team eligible to compete in ACU-I Regional Tournament with the opportunity to qualify for the National Tournament.

**Domestic Hot Water**—Water that is heated in our basement and then piped to all sinks, dishwashers, showers, etc. It is used or consumed then drained away.

**Drain cleaning**—Chemical or mechanical cleaning of drain lines throughout the facility

**Events**—One-time or limited time conferences, concerts, banquets, that recur at most once per semester. Usually 100 or more in attendance.

**Extraction**—A method of cleaning carpets in which a mixture of chemicals and water are sprayed into the carpet fibers and then immediately vacuumed out. Typically performed twice per year on most carpets.

**Floor finish**—A chemical liquid that is applied to a hard surface floor on top of a seal coat which provides the shine and non-slip qualities of the floor surface.

**Floor pads**—Circular Nylon pads, ranging from 13" to 22" in diameter, that are used to scrub hard surface floors. They range from soft (color = white) to very coarse (color = black)

**Floor sealer**—A chemical liquid that is applied to a hard floor surface to seal the pores of the flooring material prior to applying the finish.

**Floor sinks**—Small white porcelain and stainless steel bowls below the floor surface in food service kitchens. Used to drain away water from all sinks and equipment. They prevent a backup of drain water into the fixtures and equipment.

**Floor stripping**—A hard floor restoration method that includes removal of the old floor finish with a chemical stripper and re-applying a new coat(s) of sealer and finish.

**Foam and squeegee**—A restroom cleaning procedure that involves applying heavy cleaning foam to all surfaces with a water hose, allowing it to fall to the floor and then squeegeeing it to the floor drains.

**Foundations**—A core activity fundamental to the operation of the programs and services of the Union

**Graphics Assistant**—Student employee who has considerable background in graphic design.

**Graphics Interns**—Students (usually in the Graphic Design program) who would like practical experience learning graphic design and production. They work approximately 10 hours a week and receive 3 units of academic credit.

## Definitions (cont.)

**High profile programs**—Usually involving an artist/performer/lecturer with some significant name recognition. (I.e.: John McCain, "Politically Incorrect", "Los Lobos")

**Hornet Weekend**—Celebration to welcome new students to CSUS. Usually the weekend before Fall semester.

**HVAC**—Heating, ventilating and Air Conditioning

**Lamp replacement**—The ongoing replacement of burned-out lights and ballasts throughout the building.

**Lavs**—Hand sinks in restrooms. Short for lavatories

**Masseline cloths**—Disposable treated dust cloths that easily remove dust from hard surfaces but leave little or no chemicals behind.

**Meetings**—Recurring gatherings, weekly or monthly, that typically include only a particular sponsor's members.

**NACAS**—National Association of College Auxiliary Services

**Pest control**—Contracted and in-house pest elimination including insects, birds and vermin

**Plant maintenance**—Watering, fertilizing, cleaning and trimming all indoor plants

**Preventive Maintenance (PM)**—Performing minor maintenance tasks on equipment and facilities to lengthen the life of the item and reduce the occurrence of breakdowns

**Priming**—Preparing a surface for a paint color coat.

**Reservation**—A group of one or more individual room bookings tied to a single Event

**River City Days**—Campus "Open House" traditionally held the last Friday in April.

**Room Set-up**—The physical arrangement of furniture and equipment in a meeting room. Can be used as a noun or a verb

**Sewage sump**—A deep collection tank that partially fills and is pumped out of our building and into the Campus sewer lines. It is billed as a ratio of our water usage.

**Sponsor**—The recognized student organization, University Department, or off-campus organization that takes responsibility for and plans an event or meeting.

**Steam/Condensate**—High-pressure steam that is produced by the Campus, piped underground, then converted into hot water, which is used to heat the building. It is billed on the amount of condensed steam we return to the Campus Central Plant.

**Student Management Team**—A group of Student Assistants consisting of Building Managers, and Unit Leaders that provides feedback and input on the direction of the University Union.

**Student Organization**—A formally recognized group of students, defined by the Student Activities Office guidelines.

**Student Services Connection**—Satellite outlet for many of the Student Affairs departments located in Lassen Hall. Located on the 1st floor of the Union.

**UNIQUE Programs**—Union Network for Innovative Quality University Entertainment. The University Union programming organization

**UU**—University Union

**Work orders**—Our work assignment tracking system that records all work done in the maintenance department. It is important that work requests be channeled through this system to maintain accurate and thorough records.

**YRO**—Year Round Operations. The university wide plans to offer significant academic classes in the summer sessions.