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THE
UNIVERSITY
UNION
Strategic Plan



University Union Strategic Plan 2006–07 | Table of Contents

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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.

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 Create effective organization to address Union and Recreation Center Growth

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 (Davis—Fall 06)
 - II. Develop budget with input from all committees (Davis, Tucker, Sorensen—Spring 07)
 - III. Budget approved by committees and submitted to B&F Committee (Davis—Spring 07)
 - IV. Budget approved by Board of Directors (Davis—Spring 07)
- 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 (Davis—Spring 07)
 - II. Develop coming year plan and committees submit their respective plans (Davis—Spring 07)
 - III. Final plan approved by Board of Directors (Davis—Spring 07)

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 (Davis—Ongoing)
 - II. Report completion to B&F Committee (Davis—Ongoing)
 - III. Implement adjustments as required (Davis—Ongoing)

University Union Budget and Finance Committee

2.2 Strategy: Learn about the MIP accounting program and how to best utilize the program to meet the needs of the Union

- I. Learn more about MIP (Davis, Tucker, Sorensen, Olmsted—Fall 06)
- II. Develop a plan how to best utilize the available resources (Davis, Tucker, Sorensen, Olmsted—Spring 07)
- III. Create a training program and timeline to fully implement MIP if appropriate (Davis, Tucker, Sorensen, Olmsted—Spring 07)
- IV. Reduce use of Quick books for internal accounting and budgeting (Davis, Tucker, Sorensen, Olmsted—Spring 07)

3.0 GOAL: Review all reserve accounts for compliance to policies

3.1 Strategy: Local Reserves

- I. Ensure reserves are at the appropriate levels, through the audit and budget processes (Davis—Fall 06, Spring 07)
- II. Report as appropriate to the Board as a part of the audit committee reports (Davis—Fall 06)

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 (Davis—Spring 06)
- II. Provide assessment of process for adjustments at end of first full year in operation (Davis—Spring 06)
- III. Implement a process to request appropriate transfers to be completed (Davis, Green—Summer 06)

4.0 GOAL: Create effective organization to address Union and Rec Center Growth

4.1 Strategy: Create a new organization chart

- I. Evaluate current positions for appropriateness of duties and level (Davis—Summer 06)
- II. Recommend to Board of Directors through the Budget and finance Committee, recommend changes (Davis—Fall 06)
- III. Create funding strategy for new positions (Davis—Spring 07)
- IV. Create a timeline for all personnel changes (Davis—Spring 07)

4.2 Strategy: Develop a fiscal monitoring process, partnering with Sacramento State Business and Finance to monitor use of resources in the development of the Rec/Wellness Center

- I. Learn how to view CMS and Union Records (Davis—Summer 06)
- II. Create a monitoring system to keep track of the flow of funds (Davis—Fall 06)
- III. Collaborate with Facilities to track changes to the facility and use of fiscal resources (Davis, Richardson, Green—Ongoing through 2006-09)

Unit Mission:

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

Unit Goals:

- 1.0 To optimize and maximize the appropriate use of the Union through an 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 customer’s 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

Strategies and Action Plans:

1.0 GOAL: To optimize and maximize the appropriate use of the Union through an effective and thorough event scheduling processes

- 1.1 Strategy: Develop a student handbook for meetings and events detailing relevant policies and procedures and distribute to student organizations
 - I. Collaborate with Student Activities, U.E. Dining Services, Associated Students, Inc., and Event Services staff to determine content based on needs of student organizations (Dietzler—Summer 06)
 - II. Develop content and submit along with proposed layout to Graphics & Marketing (Dietzler—Summer 06)
 - III. Produce handbook and distribute to student organizations in conjunction with Student Activities Office (Dietzler, SAO Staff—Fall 06)

University Union Operations Committee—Event Services

- 1.2 Strategy: Assess impact of the manual on service and room usage in the Union
- I. Set baseline statistics for room use percentages and reservation source evaluation (Dietzler, Tucker—Fall 06)
 - II. Measure changes from Fall to Spring semester (Dietzler, Tucker—Spring 07)
 - III. Survey users for feedback and improvements (Dietzler—Spring 07)
 - IV. Implement improvements where possible (Dietzler—Spring 07)

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 to develop OPUS to make it easier and more effective for our customers
- I. Develop an online step by step tutorial that can be accessed from any OPUS page and sent to customers via e-mail (Dietzler, Singletary—Summer 06)
 - II. Develop an FAQ link for OPUS that can be accessed from any OPUS page and sent to customers via e-mail (Dietzler, Singletary—Summer 06)
 - III. Develop an e-card in conjunction with Graphics & Marketing to encourage OPUS use among current customers (Dietzler, Olmsted—Summer 06)
 - IV. Continue to monitor customer feedback and make changes as necessary (Dietzler, Tucker—Spring 07)
- 2.2 Strategy: Participate in available training programs for staff
- I. Develop a schedule of appropriate opportunities for service oriented training, including ACUI Regional and International conferences (Dietzler, Tucker—Summer 06)
 - II. Lend individuals to selected training and/or conferences (Dietzler, Davis—Fall 06)
 - III. Develop a program of onsite training for all staff after each training program attended (All staff—continuous)
 - IV. Evaluate effectiveness (Dietzler, Tucker—Spring 07)
- 2.3 Strategy: Develop an entry-level manual for new employees in the Event Coordinator position
- I. Review job description and pay scales (Dietzler, Knight—Summer 06)
 - II. Consolidate task description from existing staff (Dietzler—Summer 06)
 - III. Create draft manual (Dietzler—Fall 06)
 - IV. Assess manual with existing staff (Dietzler—Fall 06)
 - V. Implement manual with new coordinator staff (Dietzler—Spring 07)

3.0 GOAL: To seek customer feedback, ensuring a results-driven arrangements operation

- 3.1 Strategy: Add a permanent part-time “weekend” custodial position to cover Event Services Custodian’s days off to ensure consistent cleanliness of Event spaces
- I. Develop job description for new position using qualifications and duties from full time Custodial job description (Dietzler, Forseth—Summer 06)
 - II. Implement new job description as possible through H.R. (Dietzler—Fall 07)
 - III. Post position, interview, and hire individual (Dietzler—Fall 07)
 - IV. Train new hire and implement weekly schedule to cover all days of operation (Dietzler—Fall 07)
- 3.2 Strategy: Continue training program with all new Event set-up assistants to ensure consistent standards in the physical set up of event space
- I. Ensure that every student assistant working in Event set-up completes the training program (Dietzler, Tovar—Fall 06)
 - II. Review training for effectiveness and make changes to improve the program (Dietzler, Tovar—Fall 06)
 - III. Assess student learning through a pre-and post training test (Dietzler, Tovar—Fall 06)

University Union Operations Committee—Event Services

- IV. Use scores to evaluate needs for further improvements (Dietzler—Spring 07)
 - V. Update tests as needed to include new or updated equipment (Dietzler—Spring 07)
- 3.3 Strategy: Emphasize consistent use of customer comment cards and Thank you notes since the reorganization of the Event Services Office
- I. Develop new guidelines and procedures with Event Services Coordinators that reflect the current divisions of duties (Deitzler, Brennan, Whitfield—Fall 06)
 - II. Train full time and student staff on new procedures (Dietzler—Fall 06)
 - III. Track responses and review for customer feedback (Dietzler—Spring 07)
 - IV. Make changes as indicated by customer responses (Dietzler, Brennan, Whitfield—Spring 07)
- 4.0 GOAL:** To improve our services to event customers by continually seeking current and improved event equipment options and technology
- 4.1 Strategy: Replace burgundy fabric banquet chairs (900)
- I. Develop Equipment Specs (Dietzler, Tucker—Summer 06)
 - II. Write RFP's and Purchase Order (Dietzler, Tucker—Summer 06)
 - III. Purchase and replace current inventory completely (Dietzler—Fall 06)
 - IV. Dispose of old burgundy fabric chairs (Dietzler, Forseth—Spring 07)
- 4.2 Strategy: Purchase room diagram software to replace Optimum Settings
- I. Develop Specs that ensure compatibility with Reservations Software (EMS) (Dietzler, Singletary—Summer 06)
 - II. Write RFP's and Purchase Order (Dietzler, Singletary—Summer 06)
 - III. Purchase, Install and properly configure software (Dietzler, Singletary—Summer 06)
 - IV. Train staff on new program (Dietzler, Tovar—Fall 06)
- 4.3 Strategy: Upgrade Event Display televisions to LCD (14)
- I. Develop equipment specs (Dietzler, Tucker—Summer 06)
 - II. Write RFP's and Purchase Order (Dietzler—Summer 06)
 - III. Purchase and Install LCD's and connect to Event Display system (Dietzler Fall 06)
 - IV. Properly Dispose of old television monitors (Dietzler, Forseth Spring 07)
- 5.0 GOAL:** To enhance student development and leadership opportunities by creating positions that will enable growth
- 5.1 Strategy: Continue to develop new Event Supervisor position
- I. Continue to refine training program based on customer feedback and experience of new supervisors (Tovar—Fall 06)
 - II. Create opportunities for leadership by involving student supervisors as trainers in the training program for set-up staff (Tovar—Fall 06)
 - III. Review effectiveness of new student supervisory position and ammend position duties and requirements as necessary (Dietzler, Tovar—Fall 06)
- 5.2 Strategy: Set up a step-by-step development process for students aspiring to the Building Supervisor position
- I. Develop list of skill sets (Dietzler, Tucker—Fall 06)
 - II. Write training outline and review with full time staff (Dietzler, Tucker—Fall 06)
 - III. Implement training steps with aspiring student leaders (Dietzler, Tucker—Fall 06)
 - IV. Assess effectiveness with percentage completed and prepared for the B.S. position (Dietzler, Tucker—Spring 07)

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

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: Overhaul 800 ton chiller and steam piping systems in West dock mechanical room to ensure proper temperature control and comfort
 - I. Develop specifications for job (Tucker, Ybarra—Summer 06)
 - II. Send out RFP to qualified companies (Tucker, Ybarra—Summer 06)
 - III. Forward project descriptions and costs to Chancellor's office
 - IV. Schedule work during winter 2006/07 (Tucker, Ybarra—Summer 06)
- 1.2 Strategy: Install rooftop emergency generator
 - I. Develop specifications for job (Tucker, Ybarra—Summer 06)
 - II. Send out RFP to qualified companies (Tucker, Ybarra—Summer 06)
 - III. Select company and issue purchase order (Tucker, Ybarra—Summer 06)
 - IV. Schedule work during winter 2006/07 (Tucker, Ybarra—Summer 06)

University Union Operations Committee—Maintenance Services

1.3 Strategy: Install new lighting in Coffee House patio

- I. Develop specifications for job (Tucker, Ybarra—Summer 06)
- II. Research available lighting fixtures and pricing (Tucker, Ybarra—Summer 06)
- III. Select company and issue purchase order (Tucker, Ybarra—Summer 06)
- IV. Schedule installation (Tucker, Ybarra—Fall 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: Evaluate current PM software system

- I. Test and develop list of desired features on PM with Andrew (Ybarra, Singletary—Fall 06)
- II. Research available systems and prices (Ybarra, Singletary—Fall 06)
- III. Select company and issue purchase order (Ybarra—Fall 06)
- IV. Install new software (Singletary—Spring 07)
- V. Begin new work order system and evaluate process (Ybarra—Spring 07)

2.2 Strategy: Develop reporting system from maintenance workers to management that tracks completion rate for work orders

- I. Set goals for number of days to completion for each work order (Ybarra—Summer 06)
- II. Set up reporting system from workers to management for each job (Ybarra—Summer 06)
- III. Track and assess completion rates and modify expected timelines as needed

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

3.1 Strategy: Evaluate facilities tech position

- I. Assess completion rate and problem areas (Ybarra, Tucker—Fall 06)
- II. Develop expectations and job description for position if warranted (Tucker, Ybarra—Fall 06)
- III. Create workflow chart (Ybarra—Spring 07)
- IV. Write proper job description (Ybarra, Tucker—Spring 07)
- V. Add new facilities tech position (Ybarra—Spring 07)
- VI. Set up reporting system from workers to management for each job (Ybarra—06)
- VII. Track and assess completion rates and modify expected timelines as needed

3.2 Strategy: Develop measurable student learning model and assessment

- I. Write list of skills for each student to learn (Ybarra—Fall 06)
- II. Develop pre-test to assess incoming knowledge (Ybarra—Fall 06)
- III. Implement training steps for each skill (Maintenance staff—Fall 06)
- IV. Administer post-test to assess learning (Ybarra—Spring 07)

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 Enhance appearance and utilization of Union with updated furnishings

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: Improve performance of staff to provide superior customer service

- 1.1 Strategy: Revise full time staff duty assignments to improve cleaning efficiency and building appearance
 - I. Review day, mid-day and swing assignments with crew for input (Forseth—July 06)
 - II. Review graveyard assignments with crew for input (Forseth—July 06)
 - III. Complete revisions of duty sheets and inspection sheets (Forseth—July 06)
 - IV. Review revised duties with full time custodial staff for implementation 9/5/06 (Forseth—August 06)
- 1.2 Strategy: Revise student assistant duty assignments to improve cleaning efficiency and building appearance
 - I. Review student assistant duty sheets with full time staff for input (Forseth—July 06)
 - II. Complete revisions of student assistant duty sheets (Forseth—July 06)
 - III. Review completed duties with student assistants for implementation 9/5/06 (Forseth—August 06)
- 1.3 Strategy: Update student assistant custodial training to incorporate training schedule and sign-off by full time staff
 - I. Establish checklist for hire/separation process to collect pertinent employee data for all Building Operations student assistants (Forseth—July 06)
 - II. Incorporate training checklist for custodial student assistant training by full time staff (Forseth—July 06)
 - III. Implement program 9/5/06

University Union Operations Committee—Custodial Services

2.0 GOAL: Enhance appearance and utilization of Union with updated furnishings

2.1 Strategy: Replace Hornet's Nest/Brown Bag chairs

- I. Seek input for best style and color of chair (Tucker, Forseth—July 06)
- II. Develop specs and RFP for vendors (Tucker, Forseth—July 06)
- III. Select vendor and order (Forseth—July 06)
- IV. Replace existing chairs with new (best of old chairs to employee break room) (Forseth—August 06)

2.2 Strategy: Replace entrance logo mats to restore original appearance at entrances

- I. Seek input for design of logo and coloration (Tucker, Forseth—July 06)
- II. Develop specifications and RFP for vendors (Tucker, Forseth—July 06)
- III. Select vendor and order (Forseth—August 06)
- IV. Replace existing mats with new (Forseth—September 06)

Unit Mission:

To provide high quality and innovative information technologies for the University Union staff and guests.

Unit Goals:

- 1.0 We will provide the campus community with a facility that is on the cutting edge of University technologies
- 2.0 We will maintain computer equipment with the highest levels of available updates software and secure access for authorized individuals
- 3.0 Union servers and databases will be maintained with the highest standards of both access and security
- 4.0 We will seek new information services to offer students and staff of the Union

Foundations:

- Provide daily desktop computer hardware support
- Provide daily desktop computer software support
- Perform software and hardware upgrades as needed
- Install new software and hardware purchases
- Maintain all SQL server databases
- Provide education and training for staff and students
- Make recommendations on procurement of new and replacement equipment
- Administer server backups and upgrades
- Maintain high quality services and security in the Student Computer Room
- Maintain the networked security camera system

Strategies and Action Plans:

1.0 GOAL: We will provide the campus community with a facility that is on the cutting edge of University technologies

- 1.1 Strategy: Expand size and services in the Student Computer Room
 - I. Collaborate with UCCS to develop a plan for adjacent spaces (Tucker, Singletary, S. McGown—Fall 06)
 - II. Develop specifications for additional workstations and furniture (Tucker, Singletary, S. McGown—Fall 06)
 - III. Add network lines to new space as needed (Tucker, Singletary, S. McGown—Spring 07)
 - IV. Purchase equipment and schedule installation (Tucker, Singletary, S. McGown—Spring 07)
- 1.2 Strategy: Replace aging data equipment on a three-year cycle
 - I. Develop an equipment list with age and features to target oldest equipment first (Singletary—Fall 06)
 - II. Develop specifications for replacement equipment (Singletary—Fall 06)
 - III. Install new data equipment (Singletary—ongoing)
 - III. Delete or relocate old equipment as necessary (Singletary—ongoing)
- 1.3 Strategy: Improve lobby e-mail kiosks (HOLD—Budgeted for 07/08)
 - I. Seek new layout plans to replace and/or increase available stations
 - II. Develop specifications and equipment list
 - III. Select company and issue purchase order
 - IV. Install new hardware and furnishings

2.0 GOAL: We will maintain computer equipment with the highest levels of available update software and secure access for authorized individuals

- 2.1 Strategy: Use push technology to monitor and upgrade workstations with the latest security and patches
 - I. Monitor weekly IT Listserv and Microsoft updates (Singletary—ongoing)
 - II. Track individual machine status (Singletary—ongoing)
 - III. Download and install software as needed (Singletary—ongoing)

University Union Operations Committee—Information Technology Services

- 2.2 Strategy: Use Web tracking software to monitor Union and Calendar web traffic
 - I. Identify and purchase Website tracking software (Singletary—Summer 06)
 - II. Develop statistical baseline information (Singletary—Summer 06)
 - III. Target areas for improved usage (Singletary—Spring 07)

GOAL 3.0: Union servers and databases will be maintained with the highest standards of both access and security

- 3.1 Strategy: Ensure all data backups are performed, are secured, and are checked periodically for accuracy
 - I. Collaborate with UCCS to track the backup process (Singletary—Summer 06)
 - II. Verify tape data on a spot check basis (Singletary—ongoing)
- 3.2 Strategy: Install SQL updates and split Web and database functions
 - I. Track available SQL database upgrades (Singletary—Spring 07)
 - II. Identify new hardware to host the SQL databases (Singletary—Spring 07)
 - III. Install new database server and split Web server functions (Singletary—07/08)

GOAL 4.0: We will seek new information services to offer students and staff of the Union

- 4.1 Strategy: Expand and improve wireless network access and upgrade to "G" wireless
 - I. Collaborate with UCCS to develop a plan for upgraded wireless access points (Tucker, Singletary—Fall 06)
 - II. Place additional access points as needed to cover general public spaces and meeting rooms (Tucker, Singletary—Fall 06)
 - III. Monitor usage statistics to ensure adequate coverage (Singletary—Spring 07)
- 4.2 Strategy: Continued development of the Campus Calendar
 - I. Complete training and data upload for all campus calendars (Tucker, Singletary—Summer 06)
 - II. Monitor accuracy and completeness of calendar data (Tucker, Singletary—Fall 06)
 - III. Complete policy and procedures manual (Tucker, Singletary—Spring 07)
 - IV. Collaborate with existing calendars to seek improvements (Tucker, Singletary—Spring 07)

PROGRAM SERVICES DEPARTMENTS*(Information Desk, Games Room, Music Listening)*

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 these facilities
- 3.0 Maintain fiscal accountability of budgets and the revenue operations of the Games Room

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

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: Cross train students between program services desks to accommodate better shift change coverage, offer more hours, and provide the opportunity to develop work skills
 - I. Determine which students are interested in learning about different areas (Sanchez—Spring/Summer/Fall 06)
 - II. Work with areas leaders to coordinate training (Sanchez—Summer/Fall 06)
 - III. Train employees (Sanchez—Summer/Fall 06, Spring 07)

University Union Programs and Services Committee—Program Services

- 1.2 Strategy: Develop a Shadow/Leader Assistant Program to facilitate transition and encourage more student involvement with the Student Management Team
 - I. Determine potential future student leaders (Sanchez—Spring/Summer/Fall 06)
 - II. Train students to assist/shadow Leaders and participate in SMT (Sanchez—Spring/Summer/Fall 06)
 - III. Assess program and adjust as needed (Sanchez—Spring/Summer/Fall 06)
- 1.3 Strategy: Develop a series of social events for all student employees to attend to get to know each other better and build a team
 - I. Survey students to determine in what types of events they would be interested in participating (Sanchez—Spring/Summer 06)
 - II. Set times and dates (Sanchez—Summer/Fall 06)
 - III. Advertise and Coordinate social events (Sanchez—Fall 2006, Spring 07)
- 1.4 Strategy: Develop a team of students to visit other college Unions for ideas on how to enhance our Union's services and customer service
 - I. Determine which students are interested (Sanchez—Spring/Summer 06)
 - II. Determine which Unions to attend (Sanchez—Summer 06)
 - III. Set-up dates and tours with Unions (Sanchez—Summer 06)
 - IV. Tour Unions (Sanchez—Summer/Fall 06, Spring 07)
- 1.5 Strategy: Develop a skill assessment questionnaire for employees to complete at both the beginning and the culmination of their employment, in an attempt to measure learning during their experience
 - I. Create questions which directly relate to skills practiced by employees in Programs Services (Sanchez—Summer 06)
 - II. Administer to employees at the beginning and end of their employment (Sanchez—Fall 06, Spring 07)
 - III. Provide written summary of the results (Sanchez—Spring 07)

2.0 Goal: Enhance services and programs to meet the continually changing student's needs and provide an atmosphere that maximizes student use of the Information Desk

INFORMATION DESK

- 2.1 Strategy: Acquire a fax machine to offer free local (only) faxing to improve customer service after hours and on weekends
 - I. Research machines and purchase one that meets our basic needs (Spring/Summer 06)
 - II. Coordinate installation with Operations (Sanchez, Tucker—Summer 06)
 - III. Purchase supplies (Sanchez, Tucker—Summer 06)
- 2.2 Strategy: Acquire a power station (mini compressor and jump starter for cars) to improve customer service to those in need
 - I. Research and purchase one that will meet our customer's needs (Sanchez—Summer 06)
 - II. Promote its availability (Sanchez—Summer/Fall 06)
- 2.3 Strategy: Purchase new giveaways to better promote Information Desk services and Union web site
 - I. Determine what students would want, what is practical as well as affordable for the Information Desk to give away (Sanchez—Summer 06)
 - II. Purchase giveaways (Sanchez—Summer 06)
- 2.4 Strategy: Begin research on the graphic interactive maps for campus and greater Sacramento as a way of offering better customer service
 - I. Research what is available (Sanchez—Summer/Fall 06)
 - II. Make purchase recommendations based on results of findings (Sanchez—Spring 07)

University Union Programs and Services Committee—Program Services

3.0 Goal: Enhance services and programs to meet the continually changing student's needs, and provide an atmosphere that maximizes student use of Games Room

GAMES ROOM

- 3.1 Strategy: Continue to update décor in Games Room to promote a more inviting and relaxing atmosphere as well as potential revenue increase
- I. Continue to work with Games Room update committee to determine what products to purchase and install (Sanchez—Spring/Summer 06)
 - II. Resurface cabinets to match front counter (Sanchez, Tucker—Spring/Summer 06)
 - III. Replace bulletin boards with magnet boards (Sanchez, Tucker—Spring/Summer 06)
 - IV. Paint (walls) (Sanchez, Tucker—Spring/Summer 06)
 - V. Replace cue racks (Sanchez, Tucker—Spring/Summer 06)
 - VI. Replace stools (for customers) (Sanchez—Spring/Summer 06)
 - VII. Purchase and install Table Tennis Net barrier that will contain table tennis balls within the T.T. area (Sanchez, Tucker—Spring/Summer 06)
- 3.2 Strategy: Promote Games Room web site and implement on-line registration for tournaments to increase participation
- I. Set-up a computer for temporary use in the Games Room to have students sign up for the tournaments (Sanchez—Summer/Fall 06, Spring 07)
 - II. Market site by providing information sheet or small giveaway promoting on-line registration (Sanchez—Summer/Fall 06, Spring 07)
 - III. Utilize student's e-mails for target marketing relating to Games Room
- 3.3 Strategy: Recover billiard tables to keep them attractive and desirable for players
- I. Establish ideal time to have tables recovered (Sanchez—Spring 06)
 - II. Send out request for proposals (Sanchez—Summer 06)
 - III. Determine which proposal best meets our needs (Sanchez—Summer 06)
 - IV. Coordinate installation (Sanchez—TBD)
- 3.4 Strategy: Research the desirability of a photo booth on campus as a potential revenue source
- I. Research what is available and determine desirability of a photo booth being placed in the Union (Sanchez—Spring/Summer 06)
 - II. Create a financial model that demonstrates desirability vs. Patton Vending's investment as well as the Union's investment (Sanchez—Spring/Summer 06)
 - III. Determine if appropriate space for a photo booth can be accommodated (Sanchez—Spring/Summer 06)
 - IV. Adjust space in coordination with Operations if needed (Sanchez, Tucker—Summer 2006)

4.0 Goal: Maintain fiscal accountability of budgets and the revenue operations of the Games Room

- 4.1 Strategy: Review Games Room table rates and adjust accordingly to stay competitive, yet meet revenue targets
- I. Call local billiard halls and college games rooms for rates (Sanchez—Spring/Summer 06)
 - II. Determine if there are available strategies to increase revenue and usage (Sanchez—Summer 06)
 - III. Implement changes, if needed (Sanchez—Summer 06)

University Union Programs and Services Committee—Program Services

- 4.2 Strategy: Begin research for on-line gaming as a potential revenue source for the Games Room and establish what games are available and what students would be interested in playing
 - I. Identify businesses that are currently running on-line gaming operations (Sanchez—Summer/Fall 06)
 - II. Contact businesses and gather information regarding start-up cost, popularity of service, rates, games and staff needed (Sanchez—Summer/Fall 06)
 - III. Develop a summary of findings and make a decision on it's viability (Sanchez—Spring 07)

5.0 Goal: Enhance services & programs to meet the continually changing students needs, and provide an atmosphere that maximizes student use of Music Listening

MUSIC LISTENING

- 5.1 Strategy: Modernize board game collection to meet changing and increasing customers demand
 - I. Determine what games students currently use most (Sanchez—Spring 06)
 - II. Survey students to see what they are interested in (Sanchez—Spring 06)
 - III. Purchase new/replace games (Sanchez—Summer 06)

- 5.2 Strategy: Remodel counter tops and cabinets to create effective containers for Music Listening equipment and supplies to streamline service to customers
 - I. Organize a committee to assist in the remodeling (Sanchez, Tucker—Spring/Summer 06)
 - II. Determine what styles/products would work best to enhance customer service (Sanchez, Tucker—Spring/Summer 06)
 - III. Send out request for proposals (Sanchez, Tucker—Spring/Summer 06)
 - IV. Coordinate installation with Operations (Sanchez, Tucker—Spring/Summer 06)

- 5.3 Strategy: Research current and future music technology and develop a five-year plan for growth of Music Listening to anticipate market changes
 - I. Research what is available and what the trends are (Sanchez—Spring/Summer/Fall 06)
 - II. Try to project future tends (Sanchez—ongoing)
 - III. Attend a technology fair to learn about future technologies pertaining to music (Sanchez—pending availability)

UNIVERSITY UNION UNIQUE PROGRAMS

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 encourage 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

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 UNIQUE Volunteers, Program Assistants and UNIQUE Coordinator to new offices to encourage feeling of independence, responsibility, and leadership
 - I. Relocate to Offices (Sorensen—February 06)
 - II. Aggressively identify and assign interested volunteers the responsibility for overseeing specific events, research, and tasks in their areas of interest (Sorensen—Spring/Summer/Fall 06)
 - III. Motivate volunteers with a "point system" that rewards them in a variety of ways for hard work and follow through (Sorensen—Spring/Summer/Fall 06, Spring 07)
 - IV. Evaluate process with new UNIQUE Coordinator, UNIQUE volunteer organization, and one-on-one with volunteers (Sorensen—Summer/Fall 06)

University Union Programs and Services Committee—UNIQUE Programs

- 1.2 Strategy: Take several students to the "Coachella" Music Festival mid April 2007 (or similar entertainment festival) for band research, event planning, and networking
 - I. Evaluate success of Spring 2006 and make needed adjustments to plan (Sorensen—Summer 06)
 - II. Determine costs/deadlines for festival registration/travel (Diokno—Fall 06)
 - III. Determine which UNIQUE students would participate (Diokno—Fall 06)
 - IV. Register attendees and book travel (Diokno—Fall 06)
 - V. Attend festival (Diokno—April 07)
 - VI. Create a report on the success of the trip and the impact it will have on the program (Diokno—Spring 07)
- 1.3 Strategy: Incorporate UNIQUE students into hiring process for new UNIQUE Coordinator
 - I. Identify students who would be an asset to the hiring process (Sorensen—Spring 06)
 - II. Identify qualities that UNIQUE volunteers would like to see in the UNIQUE Coordinator (Sorensen—Spring 06)
 - III. Design and implement a hiring process that will select the best candidate for the position (Sorensen—Summer 06)
- 1.4 Strategy: Develop a skill assessment questionnaire for volunteers to complete at both the beginning and the culmination of their volunteer service, in an attempt to measure learning during their experience
 - I. Create questions which directly relate to skills practiced by volunteers in UNIQUE (Sorensen, Diokno—Summer 06)
 - II. Give to volunteers at the beginning and end of their involvement in UNIQUE (Diokno—Fall 06, Spring 07)
 - III. Provide written summary of the results (Diokno—Spring 07)

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

- 2.1 Strategy: Emphasize and educate UNIQUE Volunteers on the value of a comprehensive and balanced program
 - I. Discuss the natural tension between the selection of the most personally favorite programs among volunteers and other programming needs of the campus (Sorensen—Spring/Summer/Fall 06)
 - II. Organize meetings (or other forms of contact) with students from other campuses to promote a realistic assessment of our program and get program ideas in the context of what other schools are doing (Sorensen, Diokno—Spring/Summer/Fall 06)
 - III. Organize meetings (or other forms of contact) with other communities on the campus to explore their interests and get ideas (Sorensen, Diokno—Spring/Summer/Fall 06)
 - IV. Determine and implement programs to both enhance campus life and keep UNIQUE volunteers enthused (Sorensen, Diokno—Spring/Summer/Fall 06)
- 2.2 Strategy: Determine the best frequency of programming that will assure high program quality and marketability to the campus
 - I. Meet regularly with Union Marketing and Assessment team to determine resources and marketing potential for programs (Sorensen, Diokno—Spring/Summer/Fall 06)
 - II. Reassess current schedule of one (or more) major events per week to determine if there is potential for less, but bigger, events that would be more advantageous (Sorensen, Diokno—Spring/Summer/Fall 06)

University Union Programs and Services Committee—UNIQUE Programs

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 impact of new construction, parking disruption, evolving campus culture, and lower enrollment on potential event attendance

- I. Survey campus to determine what events might generate the most interest and what other factors impact their decisions whether to attend campus events (Sorensen, Diokno—Spring/Summer/Fall 06)
- II. Explore and implement program design options in light of the survey (Sorensen, Diokno—Fall 06, Spring 07)

3.2 Strategy: Develop additional funding resources

- I. Seek increase in funding by Associated Students for Cultural Affairs (Sorensen—Winter 05, 06)
- II. Research other sources of funding (Sorensen—Spring/Summer 06)
- III. Apply for grants and corporate sponsorship, as appropriate (Sorensen, Diokno—Summer/Fall 06)

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: Take the lead in pooling the knowledge base, financial and other resources between various campus entities to create a more well thought out intentional calendar with less duplication and more efficiency in programming

- I. Meet with program leaders from throughout the campus to determine the goals and interests of their programs (Sorensen—Spring/Summer 06)
- II. Propose and dialogue with each other to determine ways in which the various programs can support each other and work together more efficiently, while still pursuing individual interests (Sorensen—Spring/Summer 06)
- III. Contract performers and calendar events according to the plan that is developed (Sorensen, Diokno—Spring/Summer/Fall 06)

PROGRAM ADMINISTRATION

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 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 embrace their ability to teach, train, and provide a higher quality of programs and service

Foundations:

- Encourage full-time staff to be involved in professional activities to upgrade knowledge
- Involve professional staff in campus activities and 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 (Sorensen—Spring 06)
 - II. Approach different academic departments and Student Affairs Units for potential hires (Sorensen—Spring 06)
 - III. Hire and train new Graduate Assistant (Sorensen—Spring/Summer 06)
- 1.2 Strategy: Hire appropriate professional staff to complete the reorganization initiated by the retirement of the Associate Director, Programs
 - I. Complete hiring process for UNIQUE Coordinator (Sorensen—Spring/Summer 06)
 - II. Write job description for Clerical position (Sorensen, Olmsted—Spring 06)
 - III. In consultation with Union Director, set salary levels and advertise position through University Enterprises Inc. (Sorensen, Olmsted—Summer 06)
 - IV. Aggressively recruit for qualified applicants (Sorensen, Olmsted—Summer 06)
 - V. Hire and train new staff (Sorensen, Olmsted—Summer 06)
 - VI. Create effective Orientation program for new UNIQUE Coordinator (Sorensen—Summer 06)
 - VII. Develop professional development goals for new UNIQUE Coordinator for award evaluation purposes (Sorensen—Summer 06)

University Union Programs and Services Committee—Program Administration

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: Offer staff the opportunity to become involved in applicable professional associations (ie; ACUI), as resources permit
 - I. Budget for staff professional association involvement (Sorensen—Spring 2006)
 - II. Research information on a variety of professional organizations for potential involvement (Sorensen—Summer 06)
 - III. Meet with staff to calendar and enable conference participation (Sorensen—Summer 06)

- 1.2 Strategy: Increase efficiency in both the development and implementation of the annual Strategic Plan and Budget
 - I. Develop a Programs and Programs Services Budget that is separate from the Marketing and Assessment Budget (Sorensen—Spring 06)
 - II. Design more strategies with potential for accomplishment in Summer and Fall (Sorensen—Summer 06)
 - III. Study expenses and income for past 3 years to assess efficiency over the long term (Sorensen—Summer 06)

DESIGN & MARKETING

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 Design and Marketing Office
- 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: Work to better integrate the new University logo, or elements thereof, into the University Union's identity in order to strengthen the Union's link to the campus
 - I. Work with consulting designer(s) and Public Affairs Office to establish appropriate guidelines for usage (Olmsted—Fall/Summer 06)
 - II. Create design variations (Olmsted, Stuart—Summer/Fall 06)
 - III. Create internal style guide outlining the ways both the independent Union logo and the hybrid are to be used (Olmsted, Stuart—Summer/Fall 06)
- 1.2 Strategy: Develop a marketing plan to inform campus about the Union's "Campus Calendar of Events"
 - I. Determine target locations on campus for this information (Olmsted, Stuart—Summer 06)
 - II. Design materials to be used (Stuart—Summer/Fall 06)
 - III. Produce and distribute materials (Stuart, Dreyer—Fall 06, Spring 07)
- 1.3 Strategy: Integrate digital video clips or animated sequences into various areas of the Union's website to better utilize available technology for purposes of promotion
 - I. Identify areas of interest, and benefit in this medium (Olmsted, Stuart—Summer/Fall 06)
 - II. Film, create, and compose content to be used (Stuart, Dreyer—Fall 2006, Spring 07)
 - III. Format and upload to Union website (Stuart, Dreyer—Spring 07)

University Union Marketing and Assessment Committee—Design & Marketing

- 1.4 Strategy: Create online registration forms for tournaments on the Games Room page of the Union website to enable more effective target marketing of events
 - I. Design and program an online registration form to be used for all tournament sign-ups (Olmsted, Stuart—Summer 06)
 - II. Create promotional materials to inform people of its availability: Games Room, website, plasma (Olmsted, Stuart—Summer/Fall 06)
 - III. Determine effectiveness of process based on participation and player response (Sanchez, Student Leader—Fall 06)
- 1.5 Strategy: Enhance the image of UNIQUE Programs by replacing or re-building all A-frames used in promoting UNIQUE events around the campus
 - I. Research and price available options (Olmsted—Summer 06)
 - II. Purchase/construct new A-frames (Olmsted, Program Assistants—Summer 06)
 - III. Begin using (Program Assistants—Fall 06)

2.0 GOAL: Provide quality promotional materials while optimizing the effectiveness of the Design and Marketing Office

- 2.1 Strategy: Implement an outdoor display system for the Union to promote programs and services
 - I. Determine approximate size, location, and design of the screen (Olmsted—Summer 06)
 - II. Send project to bid, and select vendor (Olmsted—Fall 06)
 - III. Install screen (Olmsted—Fall 06, Spring 07)
 - IV. Design data format and begin programming content (Olmsted—Spring 07)
- 2.2 Strategy: Develop regular, weekly content for new lobby display cases adjacent to the Information Desk in order to increase awareness of Union programs and events
 - I. Determine type of information to be included (Olmsted—Summer 06)
 - II. Design and produce appropriate content on weekly or bi-monthly basis (Stuart, Dreyer—Ongoing)
 - III. Evaluate effectiveness of materials, and make adjustments as necessary (Olmsted, Stuart—Spring 07)
- 2.3 Strategy: Maintain current operating systems and software on all Design and Marketing computers to utilize existing, as well as, upcoming technologies in the design field
 - I. Determine specific needs of the system (Olmsted, Stuart—Summer/Fall 06, Spring 07)
 - II. Research available options (Olmsted, Stuart—Spring 07)
 - III. Purchase and install (Stuart—Spring 07)
- 2.4 Strategy: Explore areas for additional plasma display screens (for Programs content) in University Union in order to reach more people with program information
 - I. Identify potential locations within the building (Olmsted—Fall 06)
 - II. Research material and installation costs for following year's budget (Olmsted, Stuart—Fall 06 Spring, 07)

3.0 GOAL: Continue a strong internship and graphics student employee program that enables a positive learning laboratory for students to develop skills through practical work experience

- 3.1 Strategy: Target market the specific classes in Graphic Design Department to obtain a qualified pool of internship candidates
 - I. Update existing internship website containing online application (Olmsted, Stuart—Spring 06)
 - II. Work with instructors to schedule time in their classes (Olmsted, Stuart—Spring 06)
 - III. Interview intern candidates (Stuart—Spring 06)

University Union Marketing and Assessment Committee—Union Gallery

- 3.2 Strategy: Develop a skill assessment questionnaire for interns to complete at both the beginning and the culmination of their internship, in an attempt to measure learning during their experience
 - I. Create questions which directly relate to skills practiced in the Design Office (Olmsted—Spring/Summer 06)
 - II. Give to interns at the beginning and end of their internship (Stuart—Fall 06)
 - III. Provide written summary of the results (Stuart—Fall 06, Spring 07)
- 3.3 Strategy: Hire and train new full time Graphic Designer I
 - I. Write appropriate job description (Olmsted—Spring 06)
 - II. Conduct search process (Olmsted—Spring/Summer 06)
 - III. Interview and hire (Olmsted, Stuart—Summer/Fall 06)
 - III. Orientation and training (Stuart—Fall 06)
- 3.4 Strategy: Purchase additional furniture for Design and Marketing Office to accommodate additional staff beginning Summer 2006
 - I. Price items to match existing furniture (Stuart—Spring 06)
 - II. Purchase and install (Stuart—Spring 06)
- 3.5 Strategy: Produce a Design/Promotions style guide to serve as a resource for student interns
 - I. Determine type of information to be included (Olmsted, Stuart—Summer/Fall 06)
 - II. Create written and illustrative content to be used (Stuart—Fall 06, Spring 07)
 - III. Produce and distribute as needed (Stuart—Spring 07)
- 3.6 Strategy: Develop a project tracking system for use in monitoring hours and resources in the University Union's Design and Marketing Office
 - I. Determine best format for system (Olmsted, Stuart—Summer/Fall 06)
 - II. Develop procedures for use (Stuart, Dreyer—Fall 2006, Spring 07)
 - III. Implement program within the office (Stuart, Dreyer—Spring 07)
 - IV. Evaluate effectiveness (Olmsted, Stuart, Dreyer—Spring 07)

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

UNION GALLERY

- 4.1 Strategy: Improve the look and web-compatibility of e-card announcements used in promoting shows in the Union Gallery
 - I. Identify other available methods of dispersing information via email lists (Stuart, Dreyer—Fall 06)
 - II. Create new format (Stuart, Dreyer—Fall 06)
 - III. Test on various machines, platforms and email client (Dreyer—Fall 06, Spring 07)
 - IV. Evaluate results (Olmsted, Dreyer—Spring 07)
- 4.2 Strategy: Create a more efficient workspace for repairing and preparing artwork in the Union Gallery storage room
 - I. Clean storage space and determine appropriate arrangement (Olmsted, Program Assistants—Summer/Fall 06)
 - II. Purchase supplies and install (Maintenance staff—Fall 06)
- 4.3 Strategy: Create a permanent art collection database for use in centralizing inventory, artist information, and maintenance records of all existing pieces
 - I. Take a manual inventory of all artwork currently hanging in the Union and in storage (Program Assistants—Fall 06)
 - II. Photograph all artwork (Dreyer—Fall 06)
 - III. Input all information into database, and format (Dreyer—Spring 07)

University Union Marketing and Assessment Committee—Assessment

- 4.4 Strategy: Create a re-framing schedule for applicable artwork in the Union's permanent art collection in order to economically replace worn and dated frames throughout the building
 - I. Assess which pieces need immediate reframing, for structural or aesthetic reasons (Olmsted—Fall 06)
 - II. Identify pieces to be re-framed in the following budget cycle (Olmsted—Spring 07)
 - III. Deliver artwork to framers (Program Assistants—Spring 07)
- 4.5 Strategy: Create a unified look for title cards on artwork displayed in the University Union as part of its permanent collection
 - I. Design template for title cards (Stuart—Summer 06)
 - II. Input information for all existing artwork (Dreyer—Summer 06)
 - III. Purchase cut plexi-glass pieces to cover tags (Stuart—Summer/Fall 06)
 - IV. Install (Maintenance staff—Fall 06, Spring 07)

5.0 GOAL: Evaluate the effectiveness and popularity of the programs, services, and facilities of the University Union

ASSESSMENT

- 5.1 Strategy: Interpret the data received from the 2006 EBI survey to facilitate implementation of service enhancements
 - I. Create a committee (members of: Union staff, Student Management Team, Union Board of Directors) to review the results. (Olmsted—Summer/Fall 06)
 - II. Break down data as it applies to the applicable units within the University Union's operation (Committee—Fall 06)
 - III. Develop recommendations and actions plans to address the results (Committee—Fall 06)
- 5.2 Strategy: Research other data collection methods
 - I. Talk with other institutions regarding their methods (Olmsted—Fall 06)
 - II. Examine costs involved with both usage and purchase (Olmsted—Fall 06)
 - III. Identify which, if any, could be beneficial to the University Union's data collection efforts (Olmsted—Spring 07)

6.0 GOAL: Implement a systematic program of assessment utilizing WASC and CAS standards

- 6.1 Strategy: Create a staff assessment team to review pertinent WASC and CAS standards
 - I. Review EBI survey data and apply to appropriate WASC or CAS standards (Olmsted, Assessment Team—Fall 06)
 - II. Develop an approach to further assess each unit's impact on customer satisfaction and student learning (Olmsted, Assessment Team—Fall 06)
- 6.2 Strategy: Create a 3-year cycle for various service areas to be evaluated
 - I. Develop a method for future assessment to be used by individual units (Olmsted—Spring 07)
 - II. Establish goals and outline desired outcomes for future evaluations (Olmsted—Spring 07)

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.