

THE UNIVERSITY UNION STRATEGIC PLAN

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SACRAMENTO STATE

DESTINATION 2010

The University Union is dedicated to being a leader in Destination 2010 and all that it encompasses. As part of a premier metropolitan university, which is the campus of choice for students, faculty, staff, and the community,

we will:

- foster excellent academic and student programs
- build a welcoming campus
- create a dynamic physical environment
- develop community support

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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.





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 Sacramento State 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 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 University Union in a fiscally responsible manner according to Union Board policy, the University, the CSU 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 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.

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 Marketing 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.

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 the Union and Recreation Wellness 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 Center and all future expansions of or changes in the facility or operations
- Maintain appropriate reserve levels to protect the University Union Corporation
- Ensure appropriate use and protection of the 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 07)
 - II. Develop budget with input from all committees (Davis, Sorensen—Spring 08)
 - III. Budget approved by committees and submitted to Budget and Finance Committee (Davis—Spring 08)
 - IV. Budget approved by Board of Directors (Davis—Spring 08)
- 1.2 Strategy: Budget is tied to the strategic plan and representative of the Union priorities and the Sacramento State budget priorities
 - I. Assess current years strategic plan (Davis—Spring 08)
 - II. Develop coming year strategic plan and committees submit their respective plans (Davis—Spring 07)
 - III. Final strategic plan and budget approved by the Board of Directors (Davis—Spring 08)
- 1.3 Strategy: Serve as the auxiliary representative to the Cost Allocation Review Committee (CAR) to ensure accurate representation of expenses to and from the University to the Union and Auxiliaries
 - I. Study costs related to CAR from the Union (Davis—Ongoing from 2006–08)
 - II. Verify accuracy and document issues on behalf of Auxiliaries (Davis—Ongoing from 2006–08)

ADMINISTRATION

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 Budget and Finance Committee (Davis—Ongoing)
- III. Implement adjustments as required (Davis—Ongoing)

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—Fall 07)
- II. Develop a plan how to best utilize the available resources (Davis—Fall 07)
- III. Create a training program and timeline to fully implement MIP if appropriate (Staff—Spring 08)
- IV. Reduce use of Quick books for internal accounting and budgeting. (Staff—Spring 08)

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 07, Spring 08)
- II. Report as appropriate to the Board of Directors as a part of the audit committee reports (Davis—Fall 07)

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

- I. Provide assessment of process for adjustments at end of first full year in operation (Davis—Fall 07)
- II. Improve and implement a process to request appropriate transfers to be completed (Davis, S. Green—Summer 07)

3.3 Strategy: Monitor the interest return vs. risk on the new "sweep" account at CBT (Davis—Ongoing)

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

4.1 Strategy: Create a new organization chart

- I. Evaluate current positions for appropriateness of duties and level (Davis—Summer 07)
- II. Recommend to Board of Directors through the Budget and Finance Committee, recommend changes (Davis—Fall 07)
- III. Create funding strategy for new positions (Davis—Spring 08)
- IV. Create a timeline for all personnel changes (Davis—Spring 08)

- 4.2 Strategy: Develop a fiscal monitoring process, which partners with Sacramento State Business and Finance to monitor use of resources in the development of the Recreation Wellness Center
- I. Learn how to view CMS and Union records (Davis—Summer 07)
 - II. Create a monitoring system to keep track of the flow of funds (Davis—Summer 08)
 - III. Collaborate with Facilities to track changes to the facility and use of fiscal resources (Davis, R. Richardson, S. Green—Ongoing from 2006–09)
- 4.3 Strategy: Begin a two year study of the Human Resource function of the University Union taking into consideration the addition of personnel around the Recreation Wellness Center
- I. Develop a committee to study the conceptual basis for the University Union to consider the creation of a Human Resources unit vs. continuing with University Enterprises, Inc. (Davis—Ongoing from 2007–08, 2008–09)
 - II. Invite appropriate Human Resource representatives and campus business professionals to assist in process of the study (Davis—Ongoing from 2007–08, 2008–09)
 - III. Identify the steps required to do a complete study and create a timeline (Davis—Ongoing from 2007–08, 2008–09)
 - IV. Begin implementing the timeline and report to the Budget and Finance Committee and the Board of Directors as appropriate (Davis—Ongoing from 2007–08, 2008–09)

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 process
- 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

EVENT SERVICES

STRATEGIES AND ACTION PLANS

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

- 1.1 Strategy: Research, develop specifications, and purchase employee scheduling software to change student staff scheduling from paper based to web based system
- I. Research available software options (Dietzler—Summer 07)
 - II. Develop Software specifications based on research (Dietzler—Fall 07)
 - III. Write RFP's and Purchase Order (Dietzler—Fall 07)
 - IV. Install software on server and workstations (Singletary—Spring 08)
 - V. Train staff on new software program (Dietzler—Spring 08)
 - VI. Measure student success with assessment survey (Dietzler, Olmsted—Spring 08)

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

- 2.1 Strategy: Develop an informational brochure suitable for marketing to off-campus organizations
- I. Collaborate with University Hospitality, Catering, and Event Services staff to determine content (Dietzler, Events staff—Summer 07)
 - II. Develop content and submit proposed layout to Marketing Department (Dietzler, Marketing—Fall 07)
 - III. Produce brochure, website and electronic distribution (Podcasts) to current and potential customers as appropriate (Dietzler, Singletary, Marketing—Spring 08)
- 2.2 Strategy: Improve OPUS website to the appearance quality of the Campus Calendar
- I. Collaborate with Marketing to develop a more attractive user interface (Dietzler—Fall 07)
 - II. Develop new help text and links to related content (Dietzler, Singletary—Fall 07)
 - III. Train and inform users of new content (Events Coordinator—Spring 08)
 - IV. Evaluate web use statistics to measure effectiveness (Dietzler—Spring 08)

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

- 3.1 Strategy: Develop a web based customer feedback survey using Student Voice
- I. Based on input from student and full-time staff, develop survey questions designed to elicit the degree of customer satisfaction with aspects of Event Services (Dietzler—Fall 07)
 - II. Submit questions to Student Voice and set-up web survey (Dietzler, Singletary, Olmsted—Spring 08)
 - III. Record and Analyze customer responses (Dietzler, Singletary, Olmsted—Spring 08)
 - IV. Implement changes in procedures based on customer feedback as necessary (Dietzler—Spring 08)

EVENT SERVICES

- 3.2 Strategy: Collaborate with Catering to develop a post-catered event feedback card
- I. Model card on existing Event Services thank you card (Dietzler, Marketing—Fall 07)
 - II. Develop new criteria with Catering (Dietzler, Catering—Spring 08)
 - III. Mail new follow up cards to customers following some catered events (Dietzler—Spring 08)
 - IV. Establish log process for measuring results (Dietzler, Olmsted—Spring 08)

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

- 4.1 Strategy: Research and develop specifications for future purchase of portable stage sections for use in large event rooms
- I. Research available options for portable staging (Dietzler—Summer 07)
 - II. Attend ACUI New Orleans conference to assess available equipment (Dietzler—Spring 08)
 - III. Develop list of potential vendors for future purchase (Dietzler—Spring 08)
 - IV. Develop equipment specifications (Dietzler—Spring 08)
- 4.2 Strategy: Replace current light colored stage skirting with Black stage skirting to meet repeated customer requests and to fall in line with industry standards
- I. Develop equipment specifications (Dietzler—Summer 07)
 - II. Request quotes and write purchase order (Dietzler—Summer 07)
 - III. Purchase and replace current stage skirting inventory (Dietzler—Summer 07)
 - IV. Properly store and/or dispose of current skirting (Dietzler, Ybarra—Summer 07)
- 4.3 Strategy: Replace rolling room dividers with sectional partitions suitable for use individually or as a unit
- I. Develop equipment specifications (Dietzler—Summer 07)
 - II. Write RFP's and purchase order (Dietzler—Summer 07)
 - III. Purchase new sectional partitions (Dietzler—Summer 07)
 - IV. Dispose of old room dividers (Ybarra—Fall 07)
 - V. Train staff on use of new dividers/partitions (Dietzler, Tovar—Fall 07)
- 4.4 Strategy: Replace house sound system in Redwood Room
- I. Develop equipment specifications (Dietzler, Tovar—Fall 07)
 - II. Write RFP's and purchase order (Dietzler, Tovar—Fall 07)
 - III. Install new system (Contractor—Winter 08)
 - IV. Train staff on new system (Tovar—Spring 08)
 - V. Measure staff learning with assessment test (Dietzler, Olmsted—Spring 08)

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 according to their individual abilities
- 3.0 Optimize job descriptions and staff structure to reflect the constantly evolving work environment

FOUNDATIONS

- 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

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: Install a new side Collie door for Burger King
 - I. Develop specifications for job (Ybarra—Summer 07)
 - II. Send out RFP to qualified companies (Ybarra, Forseth—Summer 07)
 - III. Select company and issue purchase order (Ybarra, Forseth—Summer 07)
 - IV. Schedule work during Summer 2007 (Ybarra)

- 1.2 Strategy: Install upgrade old mechanical room and fan motors with a variable speed motors to save energy
 - I. Develop specifications for the job (Ybarra—Summer 07)
 - II. Research available on variable speed motors and pricing and installations (Ybarra—Summer 07)
 - III. Select company and issue purchase order (Ybarra—Summer 07)
 - IV. Schedule installation (Ybarra—Summer 07)

- 1.3 Strategy: Install alarm system in sump pumps and generators to notify by cell phone, and work when high water and generators are running
 - I. Develop specifications for job (Ybarra—Summer 07)
 - II. Research available on alarm system and pricing (Ybarra—Summer 07)
 - III. Select company and issue purchase order (Ybarra—Summer 07)
 - IV. Schedule installation (Ybarra—Summer 07)

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

- 2.1 Strategy: Create custodial equipment, furniture and AV equipment repair center
 - I. Designate an appropriate area near the basement shop (Ybarra—Summer 07)
 - II. Purchase storage shelving and parts bins and work bench and case area (Ybarra—Summer 07)

- 2.2 Strategy: Supplement existing tool inventory. Purchases are to include 40 foot extension ladder, rotary surface cleaner for roof cleaning, drywall/plywood cart as well as additional items deemed necessary. Provide secure storage for tools and equipment
 - I. Consult with the maintenance staff to identify tool models and specifications (Ybarra—Summer 07)
 - II. Purchase professional quality tools and identify secure storage (Ybarra—Summer 07)

MAINTENANCE SERVICES

- 2.3 Strategy: Buy a pallet of Freon 22 used for refrigeration in main kitchen
- I. Research availability and pricing (Ybarra—Summer 07)
 - II. Select company and issue purchase order (Ybarra—Summer 07)

- 2.4 Strategy: Develop measurable student learning model and assessment function
- I. Write list of skills for each student to learn (Ybarra—Fall 07)
 - II. Pre-test to assess incoming knowledge (Ybarra—Fall 07)
 - III. Implement training steps for each skill (Maintenance staff—Fall 07)
 - IV. Administer post-test to assess learning (Ybarra—Spring 08)

3.0 GOAL: 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 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 (Ybarra—Summer 07)
 - II. Consult with event services to determine special needs for each event (Ybarra—Fall 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 improve training and performance of student assistants
- 2.0 We will update equipment to improve performance of cleaning staff
- 3.0 Enhance appearance and utilization of Union with additional furnishings
- 4.0 Improve refuse handling and increase recycling

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:** We will improve training and performance of student assistants
- 1.1 Strategy: Convert early day and swing custodians to lead positions
 - I. Update job descriptions to incorporate training and supervision of students (Forseth—Fall 07)
 - II. Post openings within University Enterprises, Inc. (Forseth—Fall 07)
 - III. Interview and hire leads, possibly from among existing staff (Forseth—Fall 07)

CUSTODIAL SERVICES

1.2 Strategy: Increase training of second semester students

- I. Identify areas for increased training (Forseth—Fall 07)
- II. Develop training program (Forseth—Fall 07)
- III. Train students (Forseth—Fall 07, Spring 08)
- IV. Follow-up with students (Forseth—Spring 08)
- V. Administer skills test for direct measure of student learning (Forseth—Spring 08)

2.0 GOAL: We will update equipment to improve performance of cleaning staff

2.1 Strategy: Replace 17" and 20" low speed scrubbers

- I. Research available equipment (Forseth—Summer 07)
- II. Develop specifications and RFP for vendors (Forseth—Summer 07)
- III. Select vendor and order (Forseth—Summer 07)

2.2 Strategy: Purchase additional wet vacuum for floor refinishing

- I. Research available equipment (Forseth—Summer 07)
- II. Develop specifications and RFP for vendors (Forseth—Summer 07)
- III. Select vendor and order (Forseth—Summer 07)

3.0 GOAL: Enhance appearance and utilization of Union with additional furnishings

3.1 Strategy: Purchase conference table and seating for both group study lounges

- I. Seek input for best style and design for tables and chairs (Forseth—Summer 07)
- II. Develop specifications and RFP for vendors (Forseth—Summer 07)
- III. Select vendor and order (Forseth—Fall 07)
- IV. Setup in study lounges (Forseth—Winter 08)

3.2 Strategy: Update Union signage

- I. Research signing needs to bring all directories up to current building layout (Forseth—Spring 07)
- II. Review ADA requirements in collaboration with SSWD (Forseth—Summer 07)
- III. Give list of changes to Marketing for sign appearance comparison (Forseth—Summer 07)
- IV. Get comparison quotes from off campus sign company (Forseth—Summer 07)
- V. Order and install new signs (Forseth—Fall 07)

4.0 GOAL: Improve refuse handling and increase recycling

4.1 Strategy: Replace Hornet's Nest/Brown Bag trash and recycling containers

- I. Research style, color & placement of containers (Forseth—Summer 07)
- II. Develop specifications and RFP for vendors (Forseth—Summer 07)
- III. Select vendor & order (Forseth—Summer 07)
- IV. Replace existing containers with new (Forseth—Fall 07)

CUSTODIAL SERVICES

4.2 Strategy: Replace lounge and corridor trash and recycling containers to include increase of recycling containers

- I. Research style, color & placement of containers (Forseth—Summer 07)
- II. Develop specifications and RFP for vendors (Forseth—Summer 07)
- III. Select vendor & order (Forseth—Summer 2007)
- IV. Replace existing containers with new (Forseth—Fall 07)

4.3 Strategy: Increase participation in Union recycling by Union occupants

- I. Seek input on recycling strategies (Forseth—Fall 07)
- II. Incorporate into refuse handling procedures (Forseth—Fall 07)
- III. Implement program with all areas (Forseth—Fall 07)
- IV. Measure success of programs with statistical data (Forseth—Spring 08)

UNIT MISSION

To provide high quality and innovative 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 and secure access for authorized individuals
- 3.0 Union servers and databases will be maintained with the highest of both access and security
- 4.0 We will seek new information services to offer students and staff

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 servers with latest updates, patches, and security enhancements
- Provide education and training for staff and students
- Make recommendation on procurement of new and replacement equipment
- Administer server backups and upgrades, verify through nightly e-mail reports
- Maintain high quality services, security, cleanliness for Student Computer workstations
- Replace aging data equipment on a three-year cycle
- Maintain the networked security camera system
- Verify web statistics system is working properly and provide nightly reports
- Maintain toner ordering and supply for offices

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: Upgrade AxisTV hardware (one content server, two player servers)
 - I. Evaluate upgrade needs. Solicit quotes and server specifications for upgrade (Singletary—Summer 07)
 - II. Purchase new hardware (Singletary—Summer 07)
 - III. Install hardware and begin initial testing of new AxisTV hardware (Singletary—Summer 07)
 - IV. Work with marketing team to set a migration date to the new hardware allowing for a smooth transition between old and new systems (Singletary, Olmsted—Summer 07)

INFORMATION TECHNOLOGY SERVICES

1.2 Strategy: Assess IT services offered to students in the Union with Student Voice through student workstations

- I. Design and develop survey regarding evaluation of IT services (Singletary—Fall 07)
- II. Send survey to Student Voice for publishing (Singletary, Student Voice—Spring 08)
- III. Distribute survey to students via student computer workstations (Singletary—Spring 08)
- IV. Analyze data and present results (Singletary—Spring 08)

1.3 Strategy: Replace and expand share, user, and e-mail storage on uu-union4

- I. Determine future storage needs for next three years (Singletary—Summer 07)
- II. Create several different hardware configuration and analyze needs vs. price (Singletary—Fall 07)
- III. Purchase new storage server (Singletary—Fall 07)
- IV. Migrate storage services from uu-union4 to new storage server (Singletary—Fall 07)
- V. Verify backups are working correctly (Singletary—Fall 07)
- VI. Remove uu-union4 from production (Singletary—Fall 07, Spring 08)

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: Complete a security audit of all workstations and servers

- I. Analyze all daily end-user and server applications for security holes and vulnerabilities (Singletary—Fall 07, Spring 08)
- II. Verify software versions are current and up-to-date (Singletary—Fall 07, Spring 08)
- III. Implement stronger end-user password security with SaLink IDs (Singletary—Spring 08)
- IV. Remove unused services from servers (Singletary—Spring 08)
- V. Verify current security measures are working (Singletary—Summer 08)

2.2 Strategy: Begin Windows Vista workstation upgrade plan

- I. Setup Windows Vista workstation to begin testing applications (Singletary—Summer 07)
- II. Work with vendors/university that have application/system incompatibilities for solutions (Singletary—Summer/Fall 07)
- III. Create Windows Vista workstation upgrade plan (Singletary—Fall 07)
- IV. Begin workstation upgrades (Singletary—Fall 07, Spring 08)

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

3.1 Strategy: Separate Web (IIS) and Database (SQL) services on uu-union6 unto different physical servers to enhance security

- I. Begin initial testing of Virtual EMS in a separated Web and SQL environment (Singletary—Summer 07)
- II. Purchase and install new SQL Server (Singletary—Summer 07)
- III. Migrate all SQL databases to new server (uu-sql) including: EMS, Virtual EMS, Campus Calendar, ClarityNet, LearnerWeb, Windows Update Services
- IV. Verify all databases are operating correctly after migration (Singletary—Fall 07)
- V. Uninstall SQL services on uu-union6 (Singletary—Fall 07, Spring 08)

INFORMATION TECHNOLOGY SERVICES

3.2 Strategy: Upgrade Camera Server (camsrv-1) from Windows 2000 to Windows 2003 Server or current Microsoft server operating system

- I. Verify NetDVR or current camera server vendor software is compatible with latest Windows Server operating system (Singletary—Fall 07)
- II. Purchase Windows server license through ASAP (Singletary—Fall 07)
- III. Complete server reinstallation including Microsoft Server operating system and NetDVR camera recording software (Singletary—Spring 08)
- IV. Re-Configure operating system and NetDVR software (Singletary—Spring 08)
- V. Verify all cameras and NetDVR software is working correctly (Singletary—Spring 08)

3.3 Strategy: Upgrade HVAC workstation to newer hardware for added security, access, and reliability

- I. Purchased standard recommended workstation through the University Dell vendor (Singletary—Spring 08)
- II. Bring workstation up simultaneously as old uu-hvac workstation (Singletary—Spring 08)
- III. Work with vendor to migrate HVAC software to new workstation (Singletary—Spring 08)
- IV. Verify HVAC services on new workstation (Singletary, Ybarra—Spring 08)
- V. Remove old uu-hvac from production (Singletary—Spring 08)

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

4.1 Strategy: Expand Student Computer Room (SCR) Print Services to another part of the building

- I. Assess the need for an additional student printer location on the 1st Floor (Singletary—Fall 07)
- II. Purchase printer, print release workstation, and needed furniture (Singletary—Fall 08)
- III. Install printer and print release workstation (Singletary—Fall 07, Spring 08)
- IV. Begin tracking print usage (Singletary—Spring 08)

4.2 Strategy: Assess Information Technology student assistants to verify they are participating in a working and learning environment

- I. Assess student assistant twice per year to find out what they would like to learn, preferably three goals (Singletary—Ongoing)
- II. Provide necessary training and tools to allow student assistants to meet their goals (Singletary—Ongoing)
- III. Meet routinely to make sure goals are being or have been met (Singletary—Ongoing)
- IV. Create a student learning assessment measurement for both direct and indirect (Singletary—Fall 07)

4.3 Strategy: Provide Information Technology “info” programs to students

- I. Educate students on importance of securing their identify on the Internet (Singletary—Fall 07)
- II. Educate students on best methods for keeping their operating system secure and up-to-date (Singletary—Fall 07)
- III. Educate students on free virus protection, malware software, and other discounted software available to them through CCMS/UCCS and the bookstore (Singletary—Fall 07)
- IV. Educate students on University Union Information Technology services and other services throughout campus (Singletary—Fall 07)
- V. Assess programs ability to educate students and provide useful information through Student Voice at the of presentation (Singletary, Student Voice—Fall 07)

INFORMATION TECHNOLOGY SERVICES

- 4.4 Strategy: Work with Marketing staff to put together advertising and promotional materials of Information Technology services offered to students
- I. Design promotional materials/brochure of Information Technology services to be available for students at Phlagleblast (Singletary, Olmsted—Summer 07)
 - II. Provide students with e-mail/help line for Student Computer workstation comments and questions (Singletary—Fall 07, Spring 2008)
 - III. Provide better help documentation about computer workstations hours, printing services, available applications, login/logout procedures (Singletary—Spring 08)
- 4.5 Strategy: Begin learning and use of Crystal Reports for EMS as well as other custom reports
- I. Begin learning and creating reports in Crystal Reports (Singletary—Summer 07)
 - II. Complete requests for EMS custom reports (Singletary—Fall 07)
 - III. Complete further self-learning for advanced reporting for other SQL related databases, calendar, etc (Singletary—Spring 08)
- 4.6 Strategy: Begin learning programming methods for Campus Calendar
- I. Learn and document current modifications to Campus Calendar programming code (Singletary—Fall 07, Spring 08)
 - II. Continue to provide support to Campus Calendar expansion and modifications (Singletary—Ongoing)

UNIT MISSION

Provide a positive atmosphere of relaxation and comfort in conjunction with an abundance of services and programs for the Sacramento State 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 the Information Desk
- 3.0 Enhance services and programs to meet the continually changing student needs, and provide an atmosphere that maximizes student use of the Games Room
- 4.0 Maintain fiscal accountability of budgets and the revenue operations of the Games Room
- 5.0 Enhance services and programs to meet the continually changing student needs, and provide an atmosphere that maximizes student use of Music Listening

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

INFO DESK, GAMES ROOM, MUSIC LISTENING

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: Assess student learning in all areas, using direct and indirect measures
 - I. Review student learning assessment results from 2006–2007 (Sanchez—Summer 07)
 - II. Refine assessment instrument for 2007–2008 (Sanchez—Summer 07)
 - III. Administer updated assessment instrument, through Student Voice, if appropriate (Sanchez—Summer/Fall 07, Spring 08)
 - IV. Analyze results and adjust training and leadership opportunities, as appropriate (Sanchez—Summer/Fall 07, Spring 08)
- 1.2 Strategy: Assess employee satisfaction in all areas
 - I. Develop a survey instrument for employee satisfaction (Sanchez—Summer/Fall 07, Spring 08)
 - II. Administer assessment instrument, through Student Voice, if appropriate (Sanchez—Summer/Fall 07, Spring 08)
 - III. Analyze results and implement improvements, as appropriate (Sanchez—Summer/Fall 07, Spring 08)

INFORMATION DESK

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

- 2.1 Strategy: Cultivate and improve the relationship and communications between the Information Desk and UTAPS/shuttle program
 - I. Meet with UTAPS to discuss the services which they provide and the benefits of using the Information Desk as a conduit for disseminating information about those services to the public (Sanchez—Spring/Summer 07)
 - II. Work with UTAPS to acquire needed/useful information and support materials for the Information Desk (Sanchez—Spring/Fall 07, Spring 08)
 - III. Share common suggestions raised about parking and shuttle services and brochures with UTAPS (Sanchez—Spring/Summer 07)
 - IV. Assess success of the arrangement between both offices and provide feedback to UTAPS (Sanchez—Spring/Summer 07)
- 2.2 Strategy: Cultivate and improve the relationship and communications between the Information Desk and ASI's Student Life and Services Center (SSC)
 - I. Meet with the SSC to discuss the services which each area provides, the mission of each program, and what distinguishes each from the other (Sanchez—Spring/Summer 07)
 - II. Explore and implement ways in which each area might compliment the other and also clearly communicate its own specific role and purpose to the public (Sanchez—Spring/Fall 07, Spring 08)

INFO DESK, GAMES ROOM, MUSIC LISTENING

- 2.3 Strategy: Cultivate and improve the relationship and communications between the Information Desk and Public Affairs
- I. Meet with Public Affairs to discuss the services and mission of the Information Desk as a conduit for disseminating information to the public (Sanchez—Spring/Summer 07)
 - II. Explore and implement ways in which each area might be of assistance to the other (Sanchez—Spring/Fall 07, Spring 08)
- 2.4 Strategy: Utilize and encourage use of the Campus Calendar website to its fullest potential by desk attendants, event organizers, and customers alike
- I. Train desk staff thoroughly in the use of the Campus Calendar (Sanchez—Spring/Fall 07, Spring 08)
 - II. Research and input events that belong in the Campus Calendar, monitor the accuracy of its listings, and make corrections/updates as appropriate (Sanchez—Spring/Fall 07, Spring 08)
 - III. Make most customers aware of the Campus Calendar in a very positive fashion, as a typical business practice, when looking up events for them (Sanchez—Spring/Fall 07, Spring 08)
 - IV. Contact event organizers who are not utilizing the Campus Calendar and encourage them to do so (Sanchez—Spring/Fall 07, Spring 08)
 - V. Update Associate Director, Operations on any and all usage and content issues which arise (Sanchez—Spring/Fall 07, Spring 08)
- 2.5 Strategy: Utilize Student Voice to assess customer service at the Information Desk
- I. Develop survey instrument for assessing customer needs and satisfaction concerning Information Desk Services (Sanchez—Spring/Fall 07, Spring 08)
 - II. Administer the survey to customers, using Student Voice (Sanchez—Spring/Fall 07, Spring 08)
 - III. Implement suggestions, as appropriate (Sanchez—Spring/Fall 07, Spring 08)

GAMES ROOM

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

- 3.1 Strategy: Cultivate and improve the relationship and communications between the Games Room and Residence Halls
- I. Meet with Residence Halls to share Games Room offerings and discuss possible ways in which the Games Room might compliment the Residence Hall program (Sanchez—Spring/Fall 07, Spring 08)
 - II. Implement suggestions & activities, as appropriate (Sanchez—Spring/Fall 07, Spring 08)

INFO DESK, GAMES ROOM, MUSIC LISTENING

- 3.2 Strategy: Cultivate and improve the relationship and communications between the Games Room and Recreation Sports
- I. Meet with Rec Sports to share Games Room offerings and discuss possible ways in which the Games Room might compliment the Recreation Sports (Sanchez—Spring/Fall 07, Spring 08)
 - II. Implement suggestions and tournaments, as appropriate (Sanchez—Spring/Fall 07, Spring 08)
- 3.3 Strategy: Cultivate and improve the relationship and communications between the Games Room and New Student Orientation
- I. Meet with New Student Orientation staff to share Games Room offerings and discuss possible ways in which the Games Room might compliment the Summer and Winter programs (Sanchez—Spring/Fall 2007, Spring 08)
 - II. Participate in Freshman “Overnight” programs, as appropriate (Sanchez—Summer/Fall 07, Spring 08)
 - III. Implement other suggestions and programs, as appropriate (Sanchez—Spring/Fall 07, Spring 08)
- 3.4 Strategy: Build upon the Spring launch of the new Games Room publicity campaign and website to increase campus awareness of offerings
- I. Organize events and tournaments to introduce Games Room offerings to the general public (Sanchez—Spring/Fall 07, Spring 08)
 - II. Encourage use of the website to make suggestions and learn about all the Games Room has to offer (Sanchez—Spring/Fall 07, Spring 08)
 - III. Organize online tournaments between console lounge users and students playing from home (Sanchez—Fall 07, Spring 08)
 - IV. Assess website usefulness through statistics for online tournament sign ups and suggestions; changes in usage; include in Student Voice survey (see 3.5) (Sanchez—Fall 07, Spring 08)
- 3.5 Strategy: Utilize Student Voice to assess customer service at the Games Room
- I. Develop survey instrument for assessing customer needs and satisfaction concerning Games Room Services (Sanchez—Spring/Fall 07, Spring 08)
 - II. Administer the survey to customers, using Student Voice (Sanchez—Spring/Fall 07, Spring 08)
 - III. Implement suggestions, as appropriate (Sanchez—Spring/Fall 07, Spring 08)
- 3.6 Strategy: Assist in organization of ACUI Regional Recreation Tournament at Sac State in February, 2008
- I. Serve on organizing committee (Sanchez—Spring/Fall 07, Spring 08)
 - II. Coordinate all necessary arrangements for Games Room use during the tournament (Sanchez—Spring/Fall 07, Spring 08)
 - III. Assist in supervision of tournament (Sanchez—Spring 08)

INFO DESK, GAMES ROOM, MUSIC LISTENING

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

- 4.1 Strategy: Meet with Patton Vending to determine whether to renew their amusement games contract and determine contract renewal length
- I. Analyze and evaluate income trends and responsiveness by current vendor (Sanchez, Sorensen—Spring 08)
 - II. Present any concerns and successes to the vendor (Sanchez, Sorensen—Spring 08)
 - III. Solicit suggestions from vendor for increasing revenue (Sanchez, Sorensen—Spring 08)
 - IV. Make a determination about contract renewal and terms and renew, if appropriate (Sanchez—Spring 08)
- 4.2 Strategy: Initiate renewal of i-Games 1-year license for console lounge games
- I. Purchase public performance license renewals for individual home video game software manufacturers, through i-Games (Sanchez—Summer 07)
 - II. Contact i-Games to determine if any more manufacturers are entering public performance deals with them and express frustration if they aren't
 - III. Contact additional software manufacturers and attempt to initiate license deals directly (Sanchez—Spring/Fall 07, Spring 08)

MUSIC LISTENING

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

- 5.1 Strategy: Cultivate and improve the relationship and communications between Music Listening and Residence Halls
- I. Meet with Residence Halls to share Music Listening offerings and discuss possible ways in which Music Listening might compliment the Residence Hall program (Sanchez—Spring/Fall 07, Spring 08)
 - II. Implement suggestions and activities, as appropriate (Sanchez—Spring/Fall 07, Spring 08)
- 5.2 Strategy: Cultivate and improve the relationship and communications between Music Listening and New Student Orientation
- I. Meet with New Student Orientation staff to share Music Listening offerings and discuss possible ways in which Music Listening might compliment the summer and winter programs (Sanchez—Spring/Fall 07, Spring 08)
 - II. Participate in Freshman "Overnight" programs, as appropriate (Sanchez—Summer/Fall 07, Spring 08)
 - III. Implement other suggestions and programs, as appropriate (Sanchez—Spring/Fall 07, Spring 08)

INFO DESK, GAMES ROOM, MUSIC LISTENING

- 5.3 Strategy: Integrate and actively promote the “Get Legal” campaign for legal music downloading into Music Listening’s operations as both a service to the campus and a technological resource
- I. Work with Union’s Information Technology specialist and Associate Directors of Program Services and Operations to purchase and set up equipment needed to fully integrate digital downloading into the Music Listening facility, with maximum flexibility in mind to accommodate technological change (Sanchez—Spring/Fall 07, Spring 08)
 - II. Use Music Listening as a front line marketing and training area for use of legal downloading (Sanchez—Summer/Fall 07, Spring 08)
 - III. Monitor quality and effectiveness of legal downloading services offered on the website and identify additional providers for possible inclusion (Sanchez—Summer/Fall 07, Spring 08)
- 3.5 Strategy: Utilize Student Voice to assess customer service at Music Listening
- I. Develop survey instrument for assessing customer needs and satisfaction concerning Music Listening Services, including Get Legal website (Sanchez—Spring/Fall 07, Spring 08)
 - II. Administer the survey to customers, using Student Voice (Sanchez—Spring/Fall 07, Spring 08)
 - III. Implement suggestions, as appropriate (Sanchez—Spring/Fall 07, Spring 08)

UNIT MISSION

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

UNIT GOALS

- 1.0 Lead and involve students in the planning, organizing, and production of a wide variety of activity programs through participation in UNIQUE Programs
- 2.0 Develop a comprehensive and balanced overall activity program for University Union UNIQUE Programs
- 3.0 Maximize the attendance and increase the financial efficiency of UNIQUE's overall program to obtain the best quality of programming for the resources available
- 4.0 Collaborate with a wide variety of 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

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 UNIQUE Programs

1.1 Strategy: Encourage a higher level of student initiative in event research

- I. Evaluate success of Spring 2007 Coachella trip and make necessary adjustments in planning for future, similar trips (Diokno—Summer 07)
- II. Assist and motivate students to attend more area events; Friday night Concerts in the Park, the Sammies, the Jammies, nightclubs, comedy shows, arts events, lectures, etc. (Diokno—Summer/Fall 07, Spring 08)
- III. Facilitate process for individual students to assess the results of their findings and prepare them for presentation to the other volunteers (Diokno—Summer/Fall 07, Spring 08)
- IV. Follow up by booking campus events that are a direct result of research outcome (Diokno—Summer/Fall 07, Spring 08)

1.2 Strategy: Encourage volunteers to better get to know each other and work as a team

- II. Coordinate frequent, informal, low cost gatherings for students to socialize, while at the same time attending an entertainment event for research purposes (Diokno—Summer/Fall 07, Spring 08)
- III. Organize group activities that aren't task-oriented, but encourage volunteers to develop closer relationships, while practicing appropriate risk management (Diokno—Fall 07, Spring 08)
- IV. Research and provide additional ice breakers and discussion starters at meetings (Diokno—Summer/Fall 07, Spring 08)
- V. Brainstorm and implement ways in which to make the UNIQUE office a comfortable and welcoming area (Diokno—Summer/Fall 07, Spring 08)

1.2 Strategy: Involve volunteers in marketing and promoting UNIQUE events through a "Street Team" approach

- I. Create a list of locations for marketing distribution, using volunteer feedback (Diokno—Summer/Fall 07, Spring 08)
- II. Provide the list, along with event marketing materials, and allow individuals and groups of volunteers to select and coordinate the distribution program (Diokno—Summer/Fall 07, Spring 08)
- III. Evaluate "Street Team" effectiveness by visiting locations often and replenishing materials (Diokno—Summer/Fall 07, Spring 08)

1.3 Strategy: Select and train a new UNIQUE Program Assistant/Student Leader to replace the student who has successfully served in that position for the past three years

- I. Select and hire the new Program Assistant from among the volunteers in UNIQUE, in consultation with both the current Student Leader and the Associate Director, Programs (Diokno, Sorensen—Spring 07)
- II. Develop training opportunities for mentoring by the current Student Leader (Diokno—Spring/Summer 07)
- III. Delegate tasks of increasing significance to the new Student Leader to help establish the new role and working relationship between that person and the current group of volunteers (Diokno—Spring/Summer 07)
- IV. Give the new leader the primary role in new volunteer recruitment and staff coordination at events (Diokno—Spring/Fall 07, Spring 08)

UNIQUE PROGRAMS

- 1.4 Strategy: Refine the current point system, consisting of subjective and objective points, to further encourage students to volunteer and take part in productive tasks while in UNIQUE
- I. Assess and adjust numerical points awarded to specific tasks accomplished (Diokno—Summer/Fall 07, Spring 08)
 - II. Evaluate volunteer performance subjectively, assessing quality of work individual volunteers provide to the organization (Diokno—Summer/Fall 07, Spring 08)
 - III. Refer to the point system where conflicts arise in interest for specific positions during events (Diokno—Summer/Fall 07, Spring 08)
 - IV. Discuss the results of the point system individually with volunteers, whenever possible. Suggest and develop strategies for greater success, when there is interest (Diokno—Summer/Fall 07, Spring 08)
- 1.5 Strategy: Refine the skill assessment questionnaire for volunteers, in an attempt to better measure learning during their experience
- I. Based on volunteer feedback, adjust questions as needed to directly relate to skills and interests of UNIQUE volunteers (Diokno—Summer/Fall 07, Spring 08)
 - II. Give to volunteers at the beginning and end of the school year (Diokno—Summer/Fall 07, Spring 08)
 - III. Analyze questionnaires at the beginning of each semester and use to match volunteers with desired tasks and/or to improve skills (Diokno—Summer/Fall 07, Spring 08)

2.0 Goal: Develop a comprehensive and balanced overall activity program for University Union UNIQUE Programs.

- 2.1 Strategy: Emphasize and educate UNIQUE volunteers on the responsibility, value and challenge of providing a comprehensive program
- I. Discuss the importance of a balanced calendar of events and the variety of customers to be served. (Diokno—Spring/Fall 07, Spring 08)
 - II. Solicit volunteer input and assistance in coordinating a calendar that will include the interests of volunteers, while meeting the programming needs of other campus entities (Diokno—Spring/Fall 07, Spring 08)
- 2.2 Strategy: Create partnerships with other college campuses for fresh ideas and collaboration in designing and implementing a balanced program
- I. Dialogue with other campuses to discuss their programming ideas and potential calendar of upcoming events (Diokno—Spring/Fall 07, Spring 08)
 - II. Share contact information and other resources (Diokno—Spring/Fall 07, Spring 08)
 - III. Collaborate in booking and organizing events of mutual interest (Diokno—Spring/Fall 07, Spring 08)

UNIQUE PROGRAMS

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

3.1 Strategy: Work closely with University Union Marketing and Assessment team to refine and improve UNIQUE's marketing process

- I. Continue weekly meeting with marketing team to discuss current and upcoming needs for marketing materials (Diokno—Spring/Fall 07, Spring 08)
- II. Create a report of feedback received from Street Teams concerning the status and usefulness of materials and relay information to marketing team- posters torn down, flyers taken quickly, etc. (Diokno—Spring/Fall 07, Spring 08)

3.2 Strategy: Work closely with the Central Ticket Office in implementation of a new system for e-mail notification about upcoming campus events for interested parties

- I. Meet regularly with the Ticket Office Manager to discuss implementation of system, offer assistance, and provide appropriate support materials regarding upcoming UNIQUE events (Diokno—Spring/Fall 07, Spring 08)
- II. Provide the Ticket Office with email addresses acquired at UNIQUE events through voluntary sign ups by audience members (Diokno—Spring/Fall 07, Spring 08)
- III. Sign up as a user to test the system and provide feedback (Diokno—Spring/Fall 07, Spring 08)

3.3 Strategy: Implement cost-saving ideas, based on partnerships with on-campus and off-campus entities and work with them in promoting events

- I. Organize meetings with appropriate organizations to explore/share financial cosponsorship possibilities for events (Diokno—Spring/Fall 07, Spring 08)
- II. Identify and utilize new resources and contacts in event bookings, coordination, production, and promotion (Diokno—Spring/Fall 07, Spring 08)

3.4 Strategy: Survey event audience members to assess UNIQUE's marketing efforts, their entertainment preferences, and their overall knowledge of UNIQUE as an organization

- I. Create questions that will relate directly to audience members, and will assess UNIQUE's various methods of marketing events, the organization, and the audience's entertainment preferences and ideas (Diokno—Spring/Fall 07, Spring 08)
- II. Administer survey(s) using Student Voice (Diokno—Spring/Fall 07, Spring 08)
- III. Review surveys after each event and implement suggestions, or forward as appropriate (Diokno—Spring/Fall 07, Spring 08)

UNIQUE PROGRAMS

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

- 4.1 Strategy: Expand partnerships with members of the campus community, including academic departments and student clubs and organizations
- I. Organize meetings with on-campus groups, in an effort to bring together various entities who may not normally communicate or work together (Diokno—Spring/Fall 07, Spring 08)
 - II. Discuss, share ideas, and research programming ideas of interest to specific groups (Diokno—Spring/Fall 07, Spring 08)
 - III. Discuss, share ideas, and research event ideas with potential interest to multiple groups (Diokno—Spring/Fall 07, Spring 08)
 - IV. Determine and implement programs to enhance the UNIQUE calendar of events through on-campus collaboration (Diokno—Spring/Fall 07, Spring 08)
 - V. Offer experience and resource guidance to others on campus who need assistance, as appropriate (Diokno—Spring/Fall 07, Spring 08)
- 4.2 Strategy: Survey staff, student leaders, and faculty to assess their understanding of the purpose and offerings of UNIQUE Programs and the University Union
- I. Create questions that will assess UNIQUE's effectiveness in communicating with staff, student leaders, and faculty (Diokno—Spring/Fall 07, Spring 08)
 - II. Administer survey(s) using Student Voice (Diokno—Fall 07, Spring 08)
 - III. Review surveys and implement ideas, as appropriate (Diokno—Fall 07, Spring 08)

UNIT MISSION

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

UNIT GOALS

- 1.0 Lead Program Office staff in planning their own professional growth at the University Union
- 2.0 Engage in long-term budget planning for the Programs Office, anticipating the significant budget impact of low campus enrollment projections
- 3.0 Start a University Union alumni program in order to build a long-term, committed base for enthusiasm, loyalty, and pride in the Union and the campus as a whole

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: Lead Program Office staff in planning their own professional job and career growth at the University Union
- 1.1 Strategy: Meet with Programs professional staff as a group on a regular basis, to build a team and encourage greater knowledge and involvement between areas
 - I. Schedule bi-weekly meetings (Sorensen—Spring/Fall 07, Spring 08)
 - II. Develop basic agendas and ask staff for their items to be added (Sorensen—Spring/Fall 2007, Spring 2008)
 - III. Meet with staff as a team and talk about issues of relevance to the office, the University, the Union, and the community (Sorensen—Spring/Fall 07, Spring 08)
 - IV. Schedule and coordinate a 1-day retreat, outside of the office, at least twice per year for long-term planning purposes and more thorough discussions (Sorensen—Spring/Fall 07, Spring 08)
- 1.2 Strategy: Meet with Programs Office professional staff individually on a regular basis, to discuss professional and personal progress and performance
 - I. Schedule bi-weekly meetings (Sorensen—Spring/Fall 07, Spring 08)
 - II. Encourage staff to develop their own agendas (Sorensen—Spring/Fall 07, Spring 08)
 - III Meet with staff to provide guidance and discuss their feelings, plans, and interests (Sorensen—Spring/Fall 07, Spring 08)

PROGRAM ADMINISTRATION

- 1.3 Strategy: Guide learning process of student program office leadership staff by developing and administering a skills assessment questionnaire and creating a plan for their personal and professional growth in an attempt to better measure learning during their experience
- I. Create questions that will assess student program office leadership staff skills, interests, and learning needs (Sorensen, Sanchez, Diokno—Spring/Fall 07, Spring 08)
 - II. Administer survey(s) using Student Voice (Sorensen, Sanchez, Diokno—Spring/Fall 07, Spring 08)
 - III. Review surveys and implement an individual growth plan with each student leader, as appropriate (Sorensen, Sanchez, Diokno—Spring/Fall 07, Spring 08)
- 2.0 Goal:** Engage in long-term budget planning for the Programs Office, anticipating the significant budget impact of low campus enrollment projections.
- 2.1 Strategy: Explore new ways to lower overall program budget outlays when possible, through creativity in spending
- I. Initiate new program partnerships with interested community-based organizations that bring either financial backing or community support to the table in presenting events of interest to the campus, with a low outlay on our part (Sorensen—Spring/Fall 07, Spring 08)
 - II. Explore the possibility of bringing a campus series of sneak previews of major studio films, which will involve an initial major equipment outlay, but relatively low ongoing program costs. (Sorensen—Spring/Fall 07, Spring 08)
 - III. Survey other campuses that are successful with low-cost programs and implement their ideas, as appropriate (Sorensen—Spring/Fall 07, Spring 08)
- 2.2 Strategy: Generate additional revenue for programs and services, through grants, corporate sponsorships, and other alternative means
- I. Identify and apply for additional general grants and corporate sponsorships (Sorensen—Spring/Fall 07, Spring 08)
 - II. Work with campus advancement office, University Enterprises, and other sources in order to identify and secure campus monies that may already be available from Pepsi, Apple, and other corporations who have contracts with Sacramento State (Sorensen—Spring/Fall 07, Spring 08)
 - III. Seek possible Games Room revenue through sponsorships by Brunswick pool tables, video game manufacturers, and sports equipment suppliers (Sorensen—Spring/Fall 07, Spring 08)
- 3.0 Goal:** Start a University Union alumni program in order to build a long-term, committed base for enthusiasm, loyalty, and pride in the Union and the campus as a whole
- 3.1 Strategy: Initiate an “employee association” program for current employees and UNIQUE volunteers
- I. Contact current Union employees and volunteers to inquire about their interest in an alumni association (Sorensen—Spring/Fall 07)
 - II. Set up an initial association event/planning meeting to determine the nature of the association and organize it, with input from all parties (Sorensen—Spring/Fall 07)

PROGRAM ADMINISTRATION

- 3.2 Strategy: Initiate an “alumni association” program for past employees and UNIQUE volunteers
 - I. Identify past Union employees and UNIQUE volunteers (Sorensen—Spring/Fall 07)
 - II. Attempt to build database with their current information (Sorensen—Spring/Fall 07)
 - III. Contact Union alumni to inquire about their interest in an alumni association (Sorensen—Spring/Fall 07)
 - IV. Set up an initial association event/meeting to determine the nature of the association and organize it, with input from all parties. (Sorensen—Spring/Fall 07)

UNIT MISSION

The University Union's Marketing Department exists to provide creative direction and marketing support to the component units and programs of the University Union in an effort to ensure a consistent message, image, and communication strategy for informing the campus community of these available events and services.

UNIT GOALS

- 1.0 Develop and implement a comprehensive marketing plan for the University Union and its services, and inform the campus community of the availability of all programs and services
- 2.0 Provide quality promotional materials while optimizing the effectiveness of the University Union Design and Marketing Office
- 3.0 Continue a strong internship and graphic design student employee program that enables a positive learning laboratory for students to develop skills through practical work experience
- 4.0 Enhance services and programs to meet the continually changing student's needs, and provide an atmosphere that maximizes student use of these facilities
- 5.0 Evaluate the effectiveness and popularity of the programs, services, and facilities of the University Union

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 informed of new design technology and techniques
- Develop operational procedures for efficiency and timely production of promotional materials
- Provide a positive and meaningful learning environment for student assistants and interns which will enhance their academic and professional growth

STRATEGIES AND ACTION PLANS

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

- 1.1 Strategy: New display cases on the second floor in front of Music Listening in order to increase promotion exposure in that area
 - I. Locate any existing cases, or find vendor for creation of new ones (Stuart—Spring 07)
 - II. Schedule installation with building maintenance staff (Stuart—Summer 07)
 - III. Install, fill with desired content (Maintenance staff, Stuart—Summer 07)

DESIGN & MARKETING

- 1.2 Strategy: Create and implement a process for producing banners/flags to display above the Coffee House on the first floor of the Union which will serve to illustrate University spirit within the facility
 - I. Identify most cost effective and time sensitive method for production of materials (Stuart—Summer 07)
 - II. Create a schedule for change over throughout the semester (Stuart—Summer 07)
 - III. Design, produce and install based on the established schedule (Stuart, Dreyer—Summer/Fall 07)

- 1.3 Strategy: Draft a plan for the future integration of video into current displays (event monitors) in the University Union, using a web-based delivery method and a 16:9 ratio
 - I. Outline the current pros and cons of the existing, individual procedures (Staff—Fall 07)
 - II. Through combined efforts between IT and Marketing, identify new system structure (Olmsted—Fall 07)
 - III. Write final proposal and have ready for inclusion into future departmental budget process (Olmsted—Spring 08)

- 1.4 Strategy: Install lighting to better illuminate the content of the seven display cases (outside the Redwood Room) in the University Union main lobby
 - I. Research directional lighting options and costs for each (Olmsted—Summer 07)
 - II. Determine exact mounting location and wiring needs (Olmsted—Summer 07)
 - III. Schedule work, purchase, and install (Olmsted, Maintenance staff—Summer 07)

- 1.5 Strategy: Continue to evolve the marketing campaigns for program service areas and special services offered through the University Union (i.e. Campus Calendar, legal music downloading, Games Room, Music Listening, etc.)
 - I. Solicit feedback from committees associated with each project (Stuart, Dreyer—Fall 07)
 - II. Change design schemes based on new areas to be highlighted (Stuart, Dreyer—Fall 07)
 - III. Repeat this process each semester to keep all materials, and messages, fresh (Stuart, Dreyer—Ongoing)

- 1.6 Strategy: Redesign/significantly update the University Union website (template, navigation, information categories)
 - I. Meet with all service areas and departments to assess the current site and outline their wishes and goals for the updated site (Olmsted, Dreyer—Summer 07)
 - II. Design a look and an information structure for new site (Dreyer, Stuart—Fall 07)
 - III. Build site, upload to Union web server (Dreyer—Fall 07)
 - IV. Gather feedback from users and implement changes where necessary (Olmsted, Dreyer—Spring 08)

DESIGN & MARKETING

2.0 GOAL: Provide quality promotional materials while optimizing the effectiveness of the University Union Marketing Office

- 2.1 Strategy: Finish migration to new, more efficient animation software for all plasma screen content
- I. Finalize conversion of base program (or "stub") from Macromedia Director to Flash (Dreyer—Summer 07)
 - II. Recreate existing promotional animations using new software (Stuart, Dreyer—Summer 07)
 - III. Purge hard drive, archive old files, and restructure file storage (Dreyer—Summer 07)
- 2.2 Strategy: Stay current with applicable software and operating system upgrades on all computers in the University Union Marketing Office
- I. Consult with IT staff to determine specific needs of the system (Stuart—Fall 07, Spring 08)
 - II. Research available options (Stuart—Fall 07, Spring 08)
 - III. Purchase and install (when/if necessary) (Olmsted, Stuart—Fall 07, Spring 08)
- 2.3 Strategy: Create a rotation of event promotion animations (similar to plasma screen content) on the home page of the University Union's website to promote Union programs and services
- I. Create a method for transforming existing large-screen animation to a smaller, web-compatible format (Dreyer—Summer/Fall 07)
 - II. Test load times and speed on various computer models and platforms (Dreyer—Summer/Fall 07)
 - III. Implement finalized method and create a rotation schedule for introducing fresh content (Stuart, Dreyer—Summer/Fall 07)
- 2.4 Strategy: Create permanent marketing materials for the Event Services Office
- I. Make final evaluation (with Event Services staff) of department needs by reviewing and identifying necessary changes to existing materials (Olmsted, Stuart—Fall 07)
 - II. Design and produce a final product for approval by the Event Services Manger (Stuart—Fall 07)
 - III. Print and begin distributing as needed (Stuart, ESO staff—Fall 07)

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

- 3.1 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 07)
 - II. Create written and illustrative content to be used (Olmsted, Stuart—Summer 07)
 - III. Produce and distribute as needed per semester (Stuart—Fall 07)
- 3.2 Strategy: Develop an unlinked intern resource page on the Union website to house style guide, tips and how-to's, and best practices. Link mainly for in-house use but can be shared with other like organizations
- I. Determine type of information to be included (Stuart, Dreyer—Fall 07)
 - II. Create written and illustrative content to be used (Stuart, Dreyer—Fall 07)
 - III. Produce and distribute as needed per semester (Stuart—Fall 07)

DESIGN & MARKETING

- 3.3 Strategy: Modify the current project tracking system to include accountability features such as sign-off tags, or email proof approvals
- I. Develop additional procedures to be included (Stuart—Summer 07)
 - II. Implement with work done within the Union organization (Stuart—Summer 07)
 - III. Evaluate effectiveness (Olmsted, Stuart—Summer 07)
- 3.4 Strategy: Redesign intern recruiting website to allow for a greater amount of images, and adding a pre-test into the online application process
- I. Evaluate site input from previous interns/visitors (Stuart—Fall 07)
 - II. Modify existing method for evaluating student skill sets, in order to create an applicant pre-test which can be administered through the recruiting website (Olmsted, Stuart— Fall 07)
 - III. Make appropriate changes, creating an interface which will entice the target audience (Stuart, Dreyer—Fall 07)
 - IV. Upload site and promote through typical recruiting channels (Stuart, Dreyer—Fall 07)
- 3.6 Strategy: Standardize a presentation to be used in all Graphic Design (GPHD) 005 classes for purposes of recruiting student design interns from the Department of Design
- I. Presentation (PPT or Keynote) will be evaluated and updated each semester (Staff—Ongoing)
 - II. File can be sent in advance for review by design professors (Staff—ongoing)
 - III. Presentation to be given to multiple sections of GPHD 005 each semester (Staff—Ongoing)
 - IV. Prospective interns will be directed to the intern recruiting site for formal application (Staff—Ongoing)
- 3.7 Strategy: Create a tandem intern evaluation process working in conjunction with student's advisors in the Department of Design
- I. Align student design intern assessment with current Department of Design curriculum (Olmsted—Fall 07)
 - II. Evaluate performance based on task completion and skill development (Olmsted, Stuart—Fall 07)
 - III. Review each semester with Departmental advisor to best determine student learning objectives for future internship participants (Olmsted—Fall 07, Spring 08)

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: Hire a new Student Gallery Coordinator
- I. Talk with art instructors regarding potential referrals to the position (Olmsted—Spring 07)
 - II. Interview candidates (Olmsted—Summer 07)
 - III. Hire and train (Olmsted—Summer 07)
 - IV. Evaluate student performance (each semester) based on employee feedback regarding fulfillment of predetermined learning objectives and departmental goals

DESIGN & MARKETING

- 4.2 Strategy: Increase entries in the Union's annual Student Purchase Award Show to a minimum of 50 participants
- I. Develop a re-designed marketing approach for recruiting submissions into the show (Stuart, Dreyer—Fall 07)
 - II. Execute the process further out from the event (in stages), giving more time for potential participants to plan and pull work together (Stuart, Dreyer, student assistant—Spring 08)
 - III. Assess results by number of entries and a post-show questionnaire given to all participants (Olmsted, Stuart—Spring 08)

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

ASSESSMENT

- 5.1 Strategy: Create a formatted web page which centralizes all finished aspects of Union assessment materials for use in sharing with colleagues or other campuses
- I. Determine type of information to be included, navigation, and structure of the information (Olmsted—Summer 07)
 - II. Design, produce, and populate with existing assessment content from various Union departments (Olmsted, Dreyer—Fall 07)
- 5.2 Strategy: Add assessment components to various service areas of the Union website to allow people to complete an online survey in the same way they would use an online suggestion box
- I. Work with the Student Management Team and the Marketing and Assessment subcommittee to create the "area-specific" content to be included in each survey (Olmsted—Fall 07)
 - II. Design and program links into each web area (Dreyer—Fall 07)
 - III. Train staff on the usage (Olmsted, Program Services Manager—Fall 07)
 - IV. Promote this feature to users (Marketing staff—Fall 07)
 - V. Create a plan to implement change based on the interpretation of data (Olmsted, Student Management Team—Spring 08)
- 5.3 Strategy: Work with Marketing and Assessment subcommittee and Union staff members to identify assessment targets, evaluate results, and create appropriate policies to govern the Union's assessment process
- I. Organize regular meetings with various committees and groups (Olmsted—Fall 07)
 - II. Schedule assignments based on group input and previous survey data (Olmsted—Fall 07)
 - III. Emphasize student involvement in the assessment/survey process as to encourage further participation and continued development of student leaders (Olmsted—Fall 07)

SACRAMENTO STATE AQUATIC CENTER

MISSION STATEMENT

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

VISION

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

SHARED BELIEFS AND VALUES

Assure the public a safe facility
Quality instruction
Understand our partnerships
Accountability
Team work
Integrity
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 Sacramento State Aquatic Center in the form of operational expenses and capital expenditures. The Sacramento State Aquatic Center is a program of the Associated Students Inc. of Sacramento State.

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 ACUI 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.

(cont.)

DEFINITIONS

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.

Graphic Design Assistant—Student employee who has considerable background in graphic design.

Graphic Design Intern—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.

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

(cont.)

DEFINITIONS

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.

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.