



THE UNIVERSITY UNION  
2008/09 STRATEGIC PLAN

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



## STRATEGIC PLAN

Implement a strategically focused, campus-wide effort to improve recruitment, retention, and graduation rates.

Create and sustain an organizational structure and culture that facilitates evidence-based decision-making and purposeful planning in all important endeavors.

Enhance campus-wide engagement in and responsibility for the resolution of complex issues and in the planning and implementation of campus policies.

Build a creative and vibrant learning community derived from the strength and vitality of our diverse campus.

Identify and develop interdisciplinary and cross-divisional initiatives with the greatest potential to strengthen our role as an engaged partner in the region.

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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.



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.

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 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.

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 Event Services 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 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 an effective long range program to address the Union and Recreation Center Growth
- 5.0 Provide interim administrative support to the Student Activities Office in the division of Student Affairs

#### 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:** 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 08)
  - 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 09)
- 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 year's strategic plan (Davis—Spring 09)
  - II. Develop coming year's strategic plan, as committees submit their respective plans (Davis—Spring 09)
  - III. Final strategic plan and budget approved by the Board of Directors (Davis—Spring 09)



- 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—Fall 06 to Fall 08)
  - II. Verify accuracy and document issues on behalf of Auxiliaries (Davis—Fall 06 to Fall 08)
  
- 1.4 Strategy: Review and update any Financial policies that have not been updated within the last 3 years
  - I. Repair and Replacement Policy (Davis, Budget & Finance Committee—Fall 08)
  - II. Property Management policy (Davis, Budget & Finance Committee—Fall 08)
  - III. Purchase order handling Policy (Davis, Budget & Finance Committee—Fall 08)
  - IV. Repair and Replacement Reserve Policy (Davis, Budget & Finance Committee—Fall 08)
  - V. Risk Management (Davis, Budget & Finance Committee—Fall 08)
  
- 1.5 Strategy: Create a timeline for regular review of all policies on a regular basis
  - I. Create the timeline for current policies (Davis, Budget & Finance Committee—Fall 08)
  - II. Create a timeline for NEW policies needed for the RWC (Davis, Gavric, Budget & Finance Committee—Fall 08)
  
- 1.6 Strategy: Study the Human Resources program of the University Union taking into consideration the anticipated growth that comes with the addition of the Recreation Wellness Center
  - I. Create the Committee (Davis—Summer 08)
  - II. Implement research plan (Davis, Budget & Finance Committee—Fall 08)
  - III. Report out findings and recommendation to Board of Directors and President Gonzalez (Davis, Budget & Finance Committee—Spring 09)
  
- 1.7 Strategy: Study the method for conducting business in the UU/RWC
  - I. Begin dialogue to study current process with ASI (Davis, Gillum—Summer/Fall 08)
  - II. Determine best practices and efficiencies in services for both organizations (Davis, Gillum—Winter 09)
  - III. Report out on findings and recommendations to the Board of Directors and to Steve Garcia (Davis, Gillum—Spring 09)
  
- 1.8 Strategy: Implement the new governance structure to begin in January 2009
  - I. Review legal paper work Davis (Davis—Spring 08)
  - II. Revise the Bylaws as Required (Davis—Spring 08)
  
- 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—Summer 08)
  - II. Develop a plan how to best utilize the available resources (Davis—Fall 08)
  - III. Create a training program and timeline to fully implement MIP if appropriate (Davis, Singletary—Fall 08)
  - IV. Reduce use of Quick books for internal accounting and budgeting (Davis, Singletary—Spring 08)

- 2.3 Strategy: Develop quarterly reports for the Budget and Finance Committee
- I. Create the reports and report to the Budget and Finance Committee (Davis—quarterly 08/09)
  - II. Prepare a report on significant variances from budget projections (Davis—quarterly 08/09)
  - III. Review major changes in expenditures in the capital and plant fund areas (Davis—quarterly 08/09)

**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 08, Spring 09)
- II. Report as appropriate to the Board of Directors as a part of the audit committee reports (Davis—Fall 08)

3.2 Strategy: Track all UU/RWC funds in one accounting process , operationally through local fund management and also through the Revenue Fund (Above the line)

- I. Create new chart of accounts for 2008-2009 (Davis—Spring 08)
- II. Assess efficiencies of fiscal processes and make adjustments at end of first full year in operation (Davis—Summer 09)
- III. Improve and implement a process to request appropriate transfers to be completed (Davis, S. Green—Summer 08)

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



**4.0 GOAL:** Create effective long range program to address the Union and Recreation Center Growth

4.1 Strategy: Create a new long range plan

- I. Work with staff and students to identify priorities (Davis—Summer, Fall 08)
- II. Revise the vision 2020 plan (Davis—Spring 09)

4.2 Strategy: Get Recreation Wellness Center open

- I. Work with architects and contractors and campus constituencies to get the building built to our specifications (Davis—Spring 04 to Fall 2010)
- II. Get a full staffing program developed for the RWC (Davis, Gavric—Summer 08 to Fall 2010)

4.3 Strategy: Create new mission and vision statement for the corporation and it's entities

- I. Develop a timeline for fall 2008 (Davis—Summer 08)
- II. Work staff students and volunteers through the process of revisiting and revising current statements (Davis—Fall 08)
- III. Release new statements with the new governance structure (Davis—Fall 08)



## RECREATION WELLNESS ADMINISTRATION

2008/09

### UNIT MISSION

The Recreation Wellness Center is a welcoming environment where people, programs, services and facilities unit to provide involvement opportunities that lead to exceptional customer service and a dynamic campus life.

### UNIT GOALS

- 1.0 Provide superior service to our diverse campus community through continual assessment and improvement of our services and technological resources
- 2.0 Train, develop and encourage a highly committed and conscientious Recreation Wellness Center staff to provide exceptional, professional, customer oriented service, which is sensitive and responsive to the needs of our multicultural community
- 3.0 Enhance students' interpersonal, leadership and critical thinking skills; develop nurturing and supportive networks; and help prepare them for active citizenship beyond the collegiate experience
- 4.0 Maximize the use of the Recreation Wellness Center 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
- 5.0 Exercise financial controls and sound management using acceptable business practices, maximizing generated revenue production, while prudently monitoring all expenditures of the Recreation Wellness Center

### FOUNDATIONS

- Provide exceptional customer service, exceeding expectations daily
- Develop and advise the Recreation Wellness Center Advisory Board in all policy matters of the Union
- Work collaboratively with the Programs Unit, the Marketing and Assessment Unit, the Recreation and Wellness Center to present the best Union in the state
- Meet and interact with Sacramento State departments to maintain communication and ensure proper Union operations and event planning
- Fully staff the Recreation Wellness Center 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 Recreation Wellness Center
- Operate the Recreation Wellness Center (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

#### STRATEGIES AND ACTION PLANS

**1.0 GOAL:** Provide superior service to our diverse campus community through continual assessment and improvement of our services and technological resources

- 1.1 Strategy: Create the initial staff training program with a focus on enhanced customer service for the campus and visitors
  - I. Create initial program, working through staff and student management team (Gavric—Summer 08)
  - II. Create all manuals (Gavric—Spring 08)
  - III. Create new program with student staff input (Gavric—Spring 08)
  - IV. Budget approved by committees and submitted to B&F Committee (Davis, Gavric—Spring 09)
  - V. Budget approved by Board of Directors (Davis—Spring 09)
- 1.2 Strategy: Develop an personnel program for continued employment with the Recreation Wellness Center
  - I. Meet with UEI HR and determine restrictions (Gavric, Olmsted—Summer 08)
  - II. Develop working plan for development including input from students and Student Management Team and committees submit their respective plans (Gavric, Olmsted—Summer 08)
  - III. Create the plan (Gavric, Olmsted—Fall 08)
  - IV. Implement plan with HR approval (Gavric, Olmsted—Spring 09)
- 1.3 Strategy: Review plans for technology in the RWC
  - I. Study current plans for technology in the Union (Gavric, Singletary—Summer 08)
  - II. Determine what else is desired by students and event holders (Gavric, Singletary—Fall 08)
  - III. Within budget constraints, create long range plans for enhancing (Gavric, Singletary—Fall 08)
- 1.4 Strategy: Policy Review
  - I. Create policies for the RWC (Gavric—ongoing)
  - II. Prepare policies for Board approval (Davis, Gavric—Spring 09)
- 1.5 Strategy: Create a timeline for regular review of all policies on a regular basis
  - I. Create the timeline for current policies (Davis, Gavric, Budget & Finance Committee—Fall 08)
  - II. Create a timeline for NEW policies needed for the RWC (Davis, Gavric, Budget & Finance Committee—Fall 08)

**2.0 GOAL:** Train, develop and encourage a highly committed and conscientious Recreation Wellness Center staff to provide exceptional, professional, customer oriented service, which is sensitive and responsive to the needs of our multicultural community



2.1 Strategy: Study and modify as necessary the Group II equipment and furniture plans for the RWC and how they translate into customer services

- I. Develop timelines and implementations plans for each project (Gavric—Summer 08)
- II. Report to Executive Director and Recreation Wellness Center Advisory Board Completion of projects (Gavric, Davis—ongoing through Fall 2010)
- III. Implement adjustments as required (Gavric—Ongoing)

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

- I. Learn more about MIP (Davis, Gavric—Summer 08)
- II. Develop a plan how to best utilize the available resources (Davis, Gavric—Fall 08)
- III. Create a training program and timeline to fully implement MIP if appropriate (Singletary—Fall 08)
- IV. Reduce use of Quick books for internal accounting and budgeting (Singletary—Spring 09)

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

3.1 Strategy: Create a student employment program for all of the positions in the RWC

- I. Job descriptions, linked to student learning (Gavric—Fall 08)
- II. Wage Scale to match UU (Gavric, Olmsted—Spring 09)
- III. Get approvals via HR (Gavric, Olmsted—Spring 09)

3.2 Strategy: Track all UU/RWC funds in one accounting process , operationally through local fund management and also through the Revenue Fund (Above the line)

- I. Determine which programs can lead to professional development opportunities (Gavric—Fall 08, Spring 09)
- II. Create Graduate assistantship program, with targeted recruitment for Spring 2010 (Gavric—Fall 08, Spring 09)

**4.0 GOAL:** Maximize the use of the Recreation Wellness Center 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

4.1 Strategy: Create, implement and asses success of a full marketing program of the Recreation Wellness Center

- I. Work with Marketing and Assessment to create a full program to promote the Recreation Wellness Center services and facilities (Gavric—Spring 09)
- II. Partner with program to expand program offerings of interest to the campus (Gavric—Spring 09)
- III. Reach out to the surrounding community as appropriate to expand utilization of the Union during off hours (Gavric, Olmsted—Spring 09)



## RECREATION WELLNESS ADMINISTRATION

### 4.2 Strategy: Creation and Implementation of a total Assessment program for the Recreation Wellness Center

- I. Create a plan of customer satisfaction and student learning assessment for the Union (Gavric, Olmsted—Summer 08)
- II. Create a timeline for all assessment (Gavric—Summer 08)
- III. Implement and online reporting system of results (Gavric, Olmsted, Dreyer—Summer 08)
- IV. Track changes in assessment data for the Union (Gavric—Fall 08 to Spring 09)
- V. Create appropriate organizational changes as a result of the data (Olmsted—Spring 09)
- VI. Tie Job descriptions and student learning goals together (Gavric—Spring 09)

### 4.3 Strategy: Plan for the transition between Rec Services in Student Activities and the Rec Wellness Center

- I. Assess efficiencies of processes between the UU and RWC when open (Gavric—Fall 08)
- II. Create a transition plan with a target date of July 1, 2009 (Gavric, Rec Services—Fall 08 to Spring 09)

**5.0 GOAL:** Exercise financial controls and sound management using acceptable business practices, maximizing generated revenue production, while prudently monitoring all expenditures of the Recreation Wellness Center

### 5.1 Strategy: Complete study of UBIT and the impact on the Recreation Wellness Center

- I. Review study completed in Spring 2008 (Gavric, Dietzler, Saul—Summer 08)
- II. Create a proposal to make changes as the data suggests (Gavric, Dietzler, Saul—Summer 08)
- III. Review with auditors to insure appropriateness (Davis, Gavric—Summer 08)
- IV. Create record keeping system (Davis, Gavric, Gillum—Summer 08)

### 5.2 Strategy: Create a systematic method to monitor expenses and income for the RWC

- I. Develop timelines for review
- II. System of feedback to the Business Office (Davis—Summer 08)
- III. System of review to ensure changes were implemented accurately (Davis—Summer 08)



## UNION ADMINISTRATION

2008/09

### UNIT MISSION

The University Union is a welcoming environment where people, programs, services and facilities unit to provide involvement opportunities that lead to exceptional customer service and a dynamic campus life

### UNIT GOALS

- 1.0 Provide superior service to our diverse campus community through continual assessment and improvement of our services and technological resources
- 2.0 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
- 3.0 Enhance students' interpersonal, leadership and critical thinking skills; develop nurturing and supportive networks; and help prepare them for active citizenship beyond the collegiate experience
- 4.0 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
- 5.0 Exercise financial controls and sound management using acceptable business practices, maximizing generated revenue production, while prudently monitoring all expenditures of the University Union

### FOUNDATIONS

- Provide exceptional customer service, exceeding expectations daily
- Develop and advise the University Union Advisory Board in all policy matters of the Union
- Work collaboratively with the Programs Unit, the Marketing and Assessment Unit, the Recreation and Wellness Center to present the best Union in the state
- Meet and interact with Sacramento State 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

#### STRATEGIES AND ACTION PLANS

**1.0 GOAL:** Provide superior service to our diverse campus community through continual assessment and improvement of our services and technological resources

- 1.1 Strategy: Review the staff training program and revise with focus on enhanced customer service for the campus and visitors
  - I. Review existing program working through staff and student management team (Olmsted—Fall 08)
  - II. Review all manuals for consistency (Olmsted—Fall 08)
  - III. Create new program with student staff input (Olmsted—Fall 08)
  - IV. Budget approved by committees and submitted to B&F Committee (Davis—Spring 09)
  - V. Budget approved by Board of Directors (Davis—Spring 09)
- 1.2 Strategy: Develop an personnel program for continued employment with the University Union
  - I. Meet with UEI HR and determine restrictions (Olmsted—Fall 08)
  - II. Develop working plan for development including input from students and Student Management Team and committees submit their respective plans (Olmsted—Fall 08)
  - III. Create the plan (Olmsted—Fall 08)
  - IV. Implement plan with HR approval (Olmsted—Spring 09)
- 1.3 Strategy: Increase user satisfaction of technology in the Union
  - I. Study current offerings of technology in the Union (Olmsted, Singletary—Fall 08)
  - II. Determine what else is desired by students and event holders (Olmsted, Singletary—Fall 08)
  - III. Within budget constraints, create long range plans for enhancing (Olmsted, Singletary—Fall 08)
  - IV. Implement short term solutions (Olmsted, Singletary—Spring 09)
- 1.4 Strategy: Policy Review
  - I. Review any policies not updated for more than 3 years (Davis, Olmsted—Fall 08)
  - II. Create Revisions for Board approval (Davis, Olmsted—Fall 08)
- 1.5 Strategy: Create a timeline for regular review of all policies on a regular basis
  - I. Create the timeline for current policies (Davis, Olmsted, Budget & Finance Committee—Fall 08)
  - II. Create a timeline for NEW policies needed for the University Union (Davis, Olmsted, Budget & Finance Committee—Fall 08)

**2.0 GOAL:** 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

2.1 Strategy: Monitor capital and plant fund expenditures for the Union

- I. Develop timelines and implementations plans for each project (Olmsted—Summer 08)
- II. Report to Executive Director and Union Advisory Board Completion of projects (Olmsted—ongoing)
- III. Implement adjustments as required (Olmsted—Ongoing)

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

- I. Learn more about MIP (Davis, Olmsted—Summer 08)
- II. Develop a plan how to best utilize the available resources (Davis, Olmsted—Fall 08)
- III. Create a training program and timeline to fully implement MIP if appropriate (Singletary—Fall 08)
- IV. Reduce use of Quick books for internal accounting and budgeting (Singletary—Spring 09)

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

3.1 Strategy: Create a student employment program for all of the positions in the UU

- I. Job descriptions, linked to student learning (Olmsted—Fall 08)
- II. Wage Scale to match UU (Gavric, Olmsted—Spring 09)
- III. Get approvals via HR (Gavric, Olmsted—Spring 09)

3.2 Strategy: Revise the Graduate Assistant Ship program for the UU

- I. Determine which programs can lead to professional development opportunities (Olmsted, Sorensen, Dietzler—Fall 08, Spring 09)
- II. Revise Graduate assistantship program, with targeted recruitment for Spring 2009 (Olmsted, Sorensen, Dietzler—Fall 08, Spring 09)

**4.0 GOAL:** 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

4.1 Strategy: Create, implement and asses success of a full marketing program of the University Union

- I. Work with Marketing to create a full program to promote the University Union services and facilities (Olmsted, Sorensen—Fall 08, Spring 09)
- II. Partner with Programs to expand program offerings of interest to the campus (Olmsted, Sorensen—Fall 08, Spring 09)
- III. Reach out to the surrounding community as appropriate to expand utilization of the Union during off hours (Staff—Spring 09)

4.2 Strategy: Creation and Implementation of a total Assessment program for the University Union

- I. Create a plan of customer satisfaction and student learning assessment for the Union (Olmsted, Gavric—Summer 08)
- II. Create a timeline for all assessment (Olmsted—Fall 08)
- III. Implement and online reporting system of results (Olmsted, Gavric, Dreyer—Fall 08)
- IV. Track changes in assessment data for the Union (Olmsted—Fall 08 to Spring 09)
- V. Create appropriate organizational changes as a result of the data (Olmsted—Spring 09)
- VI. Tie Job descriptions and student learning goals together (Olmsted—Spring 09)

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

5.1 Strategy: Complete study of UBIT and the impact on the University Union

- I. Review study completed in Spring 2008 (Olmsted, Dietzler, Saul—Summer 08)
- II. Create a proposal to make changes as the data suggests (Olmsted, Dietzler, Saul—Summer 08)
- III. Review with auditors to insure appropriateness (Davis, Olmsted—Summer 08)
- IV. Create record keeping system (Davis, Olmsted, Gillum—Summer 08)

5.2 Strategy: Create a systematic method to monitor expenses and income for the University Union

- I. Develop timelines for review (Davis, Olmsted—Fall 08)
- II. System of feedback to the Business Office (Davis, Olmsted—Fall 08)
- III. System of review to ensure changes were implemented accurately (Davis, Olmsted—Spring 09)

**6.0 GOAL:** Continue development of Student Management Team (SMT) as an integral component of Union administration

6.1 Strategy: Develop efficient leadership of SMT

- I. Meet regularly with Graduate Assistants to plan and follow up on SMT agendas and suggestions (Olmsted—Spring/Summer/Fall/Winter 08, Spring 09)
- II. Assist Graduate Assistants with SMT meetings, providing process facilitation, feedback and guidance (Olmsted—Spring/Summer/Fall/Winter 08, Spring 09)

6.2 Strategy: Assess effectiveness of SMT

- I. Create assessment survey and administer to SMT members (Olmsted—Summer 08)
- II. Create assessment survey on SMT for other student employees (Olmsted—Summer 08)
- III. Initiate improvements to SMT, as appropriate (Olmsted—Fall 08, Spring 09)



## EVENT SERVICES

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

### FOUNDATIONS

- Facilitate customer 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:** Optimize and maximize the appropriate use of the Union through an effective and thorough event scheduling process

- 1.1 Strategy: Review and update the following policies: Arrangements and Scheduling, Catering in the University Union, Catering for Cultural Events, Confirmation of Space, Contractor Catering, Cultural Event, Displays-Booths-Tables, Equipment Rental
  - I. Prioritize policies for review (Dietzler—Summer 08)
  - II. Review policies and make changes as needed based on input from Union Staff (Dietzler—Fall 08)
  - III. Submit proposed changes to Union Operations Committee for review and revision (Dietzler—Fall 08, Spring 09)
  - IV. Submit final draft to Union Board of Directors for approval (Dietzler—Fall 08, Spring 09)
  - V. Submit final revisions to Graphics and Marketing to update Web page (Dietzler, Dreyer—Fall 08, Spring 09)
  - VI. Track revision approval dates in log (Dietzler—Fall 08, Spring 09)
  
- 1.2 Strategy: Research option of adding ability for users to add furniture/equipment and request changes online to OPUS (Online Personal Union Scheduler)
  - I. Research how adding these changes would affect the scheduling process (Dietzler, Event Staff, Singletary—Summer 08)
  - II. Determine whether controls can be put in place to safeguard our ability to provide superior service while allowing customers greater flexibility with online requests (Dietzler, Event Staff, Singletary—Summer 08)
  - III. Determine how these changes would affect the efficiency and flow of work in the Event Services Office (Dietzler, Event Staff, Singletary—Summer 08)
  - IV. If appropriate, implement changes in conjunction with IT department (Dietzler, Singletary—Fall 08)
  - V. Market any changes made to customers to ensure that customers are aware of new capabilities (Dietzler, Dreyer, Event Staff—Spring 09)
  - VI. Train customers on new capabilities and appropriate use (Dietzler, Event Staff—Spring 09)
  
- 1.3 Strategy: Develop policy and procedures for late changes to reservations, including potential fees for late changes, to limit the number and scope of changes within one week of event
  - I. In conjunction with Event Services Staff, Student Employees, Student Activities and other Union Staff, determine appropriate guidelines and fee structure for late changes (Dietzler, Event Staff—Summer 08)
  - II. Draft proposed policy and fee structure for submission to Union Operations Committee (Dietzler, Event Staff—Summer 08)
  - III. Make revisions as directed by Ops. Committee, submit final draft proposal to Union Board of Directors for consideration (Dietzler—Fall 08)
  - IV. If approved, implement policy, procedures and fee structure (Dietzler, Event Staff—Fall 08)
  - V. Train all Event staff and Operations staff on new policy and new procedures (Dietzler, Event Staff—Fall 08)
  - VI. Inform customers of and offer training on new policy and procedures (Dietzler, Event Staff—Fall 08)

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

- 2.1 Strategy: Purchase a second copier/scanner/printer/fax for the Event Services Office with enough features to eliminate delays and provide a back-up machine in the office
- I. Research desired options and capacities needed to be fully functional (Dietzler, Singletary—Summer 08)
  - II. Research purchasing or leasing options for appropriate machines (Dietzler, Singletary—Summer 08)
  - III. Purchase or Lease appropriate printer/copier and install in Event Services Office (Dietzler, Singletary, Marketing—Fall 08)
- 2.2 Strategy: Enhance décor of newly remodeled Event Services Office to present a more cohesive, inviting and professional appearance to our customers
- I. Develop color scheme/overall vision in conjunction with Graphics & Marketing staff and Event Services Staff (Dietzler, Event Staff, Dreyer—Fall 07)
  - II. Paint office and add artwork as appropriate (Dietzler, Maintenance Staff—Winter 09)

**3.0 GOAL:** Seek customer feedback, ensuring a results-driven events operation

- 3.1 Strategy: Increase customer use of web-based event feedback survey, through Student Voice, by 20%
- I. Explore ways to increase number and quality of responses (Dietzler, Event Staff—Fall 08)
  - II. Analyze responses and adjust questions as needed to receive useful feedback (Dietzler, Event Staff, Singletary—Spring 09)
  - III. Continue to implement changes in procedures based on customer feedback as necessary (Dietzler, Event Staff—Spring 09)
  - IV. Market results of surveys and any changes made as a result of feedback (Dietzler—Spring 09)
- 3.2 Strategy: Develop a quick response, post meeting survey using Student Voice and handheld PDA aimed at reaching customers holding regular general meetings during each semester
- I. Develop abbreviated survey using Student Voice to develop questions consistent with larger web-based event survey (Dietzler, Singletary, Marketing—Fall 08)
  - II. Develop procedure for eliciting responses from groups to determine level of satisfaction with services for regularly scheduled meetings (Dietzler, Event Staff—Fall 08)
  - III. Analyze responses to survey (Dietzler—Fall 08)
  - IV. Implement changes in procedures based on customer responses as necessary (Dietzler, Event Staff—Spring 09)
  - V. Market results of surveys and any changes made as a result of feedback (Dietzler—Spring 09)

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

4.1 Strategy: Purchase new portable stage sections for use in Event spaces

- I. Develop Equipment Specs (Dietzler, Tovar—Summer 08)
- II. Write RFP's and Purchase Order (Dietzler, Tovar—Summer 08)
- III. Purchase new stages (Dietzler, Tovar—Winter 09)
- IV. Train Staff on use of new stages (Dietzler, Tovar—Spring 09)

4.2 Strategy: Purchase replacement parts for Pipe & Drape system

- I. Determine extent of necessary replacement items (Dietzler, Tovar—Summer 08)
- II. Research original purchase and locate parts to match existing system (Dietzler, Tovar—Fall 08)
- III. Purchase enough replacement parts to allow full use of existing system and spare parts for replacement from future wear and tear (Dietzler, Tovar—Fall 08)

4.3 Strategy: If it becomes necessary, purchase new wireless microphones or adaptive equipment, or alterations to existing equipment to allow uninterrupted operation after February 19, 2009 when certain UHF frequencies will no longer be available for use

- I. Research frequencies available in our area after the transition in February 2009 (Dietzler, Tovar, Singletary—Summer 08)
- II. Research frequencies used by all of our wireless systems (Dietzler, Tovar, Singletary—Summer 08)
- III. Research solutions for any conflicts that arise (Dietzler, Tovar, Singletary—Fall 08)
- IV. Implement solutions to ensure continued usage of equipment after the transition (Ybarra—Fall 07)

4.4 Strategy: Replace outdated and unsupported components of existing Built-in sound system for Forest and Orchard Suites

- I. Research and Develop Equipment Specs (Dietzler, Tovar—Fall 08)
- II. Write RFP's and purchase order (Dietzler, Tovar—Winter 09)
- III. Purchase new equipment and have it installed (Dietzler, Tovar—Winter 09)
- IV. Train staff on new equipment, as needed (Dietzler, Tovar—Spring 09)

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

5.1 Strategy: Develop formal training and learning assessment program for student Scheduling Assistants

- I. Define areas of knowledge and skill to be assessed (Dietzler, Event Staff—Summer 08)
- II. Develop training method to address each area (Dietzler, Event Staff—Summer 08)
- III. Develop Assessment tool to measure effectiveness of training (Dietzler, Event Staff—Fall 08)
- IV. Implement program with Student Scheduling Assistants (Dietzler, Event Staff—Fall 08)
- V. Revise program as needed based on assessment feedback (Dietzler—Spring 09)

- 5.2 Strategy: Develop and implement procedures for new on-line scheduling program for student staff
- I. In conjunction with Operations Staff, develop standard procedures for scheduling of student staff using new on-line scheduling system (Dietzler, Forseth, Tovar—Fall 08)
  - II. Train staff on use of new system and on standard procedures (Dietzler, Forseth, Tovar—Fall 08)
  - III. Review scheduling process and revise procedures as necessary (Dietzler, Forseth, Tovar—Spring 09)
- 5.3 Strategy: Develop Performance Appraisal for student assistants and formal review process at the end of each semester to be conducted by Event Supervisory Staff
- I. Develop Performance Appraisal for student staff (Dietzler, Tovar—Fall 08)
  - II. Train Event Supervisory Staff on appraisal process (Dietzler, Tovar—Fall 08)
  - III. Incorporate appraisal into initial student assistant training and review appraisal with students at end of each semester (Dietzler, Tovar—Winter 09)
  - IV. Evaluate appraisal and review process and revise as needed (Dietzler, Tovar—Winter 09)



## MAINTENANCE SERVICES

2008/09

### UNIT MISSION

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

### UNIT GOALS

1.0 Provide the campus community with a facility that is maintained to the highest standards of quality and comfort

2.0 Improve training, performance and retention of student assistants

### 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

### STRATEGIES AND ACTION PLANS

**1.0 GOAL:** 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 08)
- II. Send out RFP to qualified companies (Ybarra, Forseth—Summer 08)
- III. Select company and issue purchase order (Ybarra, Forseth—Summer 08)
- IV. Schedule work during Winter 2008 (Ybarra— Winter 08)

- 1.2 Strategy: Upgrade our pneumatic controls in the older air handler rooms to electric
  - I. Develop specifications for the job (Ybarra—Summer 08)
  - II. Send out our RFP to qualify companies (Ybarra, Forseth—Summer 08)
  - III. Select company and issue purchase order (Ybarra, Forseth—Summer 08)
  - IV. Schedule work during winter 2008/2009 (Ybarra—Winter 08, 09)
  
- 1.3 Strategy: Install new lighting poles coffee house patio to enhance safety and comfort at night
  - I. Develop specifications for job (Ybarra—Summer 08)
  - II. Research available lighting fixtures & pricing (Ybarra—Summer 08)
  - III. Select company and issue purchase order (Ybarra—Summer 08)
  - IV. Schedule installation (Ybarra—Summer 08)
  
- 1.4 Strategy: Upgrade old mechanical rooms outside air intake louvers to minimize repair calls
  - I. Develop specifications for the job (Ybarra, Forseth—Summer 08)
  - II. Send out our RFP to qualify companies (Ybarra, Forseth—Summer 08)
  - III. Select company and issue purchase order (Ybarra, Forseth—Fall 08)
  - IV. Schedule work (Ybarra—Winter 08)
  
- 1.5 Strategy: Maintain University Union furniture through reupholstering and repair
  - I. Determine items to be reupholstered or repaired (Ybarra, Forseth—Summer 08)
  - II. Select fabrics and develop RFP for reupholstering and repair (Ybarra, Forseth—Summer 08)
  - III. Select vendor and submit required work (Ybarra—Summer 08)
  - IV. Schedule installation (Ybarra, Forseth—January 09)
  
- 2.0 GOAL:** Improve training, performance and retention of student employees
  
- 2.1 Strategy: : Develop performance appraisal for student assistants and formalize review each semester conducted by maintenance staff
  - I. Develop performance review for student assistants (Ybarra—Summer 08)
  - II. Incorporate into initial training with review during last month of each semester conducted by Maintenance staff (Ybarra—Fall 08)
  - III. Evaluate and revise as required (Ybarra—Winter 08)
  - IV. Update for use in spring 08 (Ybarra—Spring 08)



## CUSTODIAL SERVICES

University Union Operations Committee 2008/09

### UNIT MISSION

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

### UNIT GOALS

- 1.0 Improve training and performance of student employees
- 2.0 Update cleaning materials to “go green” and follow LEED practices
- 3.0 Enhance appearance and utilization of the Union with updated furnishings and facilities
- 4.0 Review existing Union operations policies for revision, deletion or addition

### FOUNDATIONS

- Recruit, hire, train, and inspect the work of student assistants in Custodial Services and inspect work on a frequent, regular basis
- 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
- Provide the cleanest, fully stocked and most inviting restrooms possible
- Collect and properly route all trash recyclables
- Clean all glass on a project basis and on a daily basis
- Maintain proper inventory levels of consumables
- Seek lowest pricing on all items while maintaining quality
- Provide support to Event Services when needed

### STRATEGIES AND ACTION PLANS

#### **1.0 GOAL:** Improve training and performance of student employees

- 1.1 Strategy: Develop performance appraisal for student assistants and formalize review each semester conducted by lead custodians
  - I. Develop performance review for student assistants (Forseth—Summer 08)
  - II. Incorporate into initial training with review during last month of each semester conducted by lead custodians (Forseth—Fall 08)
  - III. Evaluate and revise as required (Forseth—Spring 08)
- 1.2 Strategy: Advance safe and correct use of cleaning chemicals by student assistant custodians
  - I. Develop training on safe practices in use of cleaning chemicals to include MSDS as well as appropriate use (Forseth—Summer 08)
  - II. Develop assessment tool to test student learning outcomes (Forseth—Summer 08)
  - III. In place for Fall semester (Forseth—Fall 08)
  - IV. Evaluate and revise training as necessary (Forseth—Winter 08)

**2.0 GOAL:** Update cleaning materials to “go green” and follow LEED practices

2.1 Strategy: Replace old chemicals with new “green” chemicals

- I. Research availability and feasibility of switching cleaning products to “green” Products (Forseth—Summer 08)
- II. Solicit current suppliers for “green” programs (Forseth—Summer 08)
- III. Select and test new “green” products (Forseth—Fall 08)
- IV. Final determination of products to remain in inventory (Forseth—Winter 08)

2.2 Strategy: Assess current cleaning equipment for “green” cleaning

- I. Inventory current cleaning equipment and match to LEED specifications (Forseth—Summer 08)
- II. Establish feasibility for switching to “green” cleaning equipment (Forseth—Fall 08)
- III. Develop plan for new purchases supporting “green” cleaning (Forseth—January 08)

**3.0 GOAL:** Enhance appearance and utilization of the Union with updated furnishing and facilities

3.1 Strategy: Complete Serna Plaza renovation

- I. Develop final plans and RFP with Facilities Management and architect (Forseth—Summer 08)
- II. Coordinate construction schedule with University and Union operations (Forseth—Summer 08)
- III. Select contractor (Forseth—Summer 08)
- IV. Complete renovation (Forseth—Summer 08)

3.2 Strategy: Remodel Coffee House women’s restroom

- I. Work with Facilities management to design restroom remodel and RFP (Forseth—Summer 08)
- II. Call for RFP and select contractor (Forseth—Fall 08)
- III. Perform remodel/renovation (Forseth—January 08)

3.3 Strategy: Install solar tubes in roofs of Event Services, Programs and Student Activities offices

- I. Determine feasibility and application with Union architect and roofing contractor (Forseth—Summer 08)
- II. Determine location for installation and develop RFP (Forseth—Fall 08)
- III. Select contractor (Forseth—Fall 08)
- IV. Install solar tubes (Forseth—January 09)

3.4 Strategy: Install T-bar ceiling and improved lighting in former exhibit lounge area lounge area

- I. Develop design, specifications and RFP for 2x2 ceiling with recessed (Forseth—Summer 08)
- II. Select contractor (Forseth—Fall 08)
- III. Demo and construction (Forseth—January 09)



**4.0 GOAL:** Review existing Union operations policies for revision, deletion or addition

4.1 Strategy: Review all Operations policies to prioritize individual review process

- I. Review, prioritize and establish timeline for completion by summer 2010 (Forseth, Dietzler—Summer 08)
- II. Complete review and revision of Fall 08 selections (Forseth, Dietzler—Fall 08)
- III. Complete review and revision of Spring 09 selections (Forseth, Dietzler—Spring 09)
- IV. Revise timeline for 09-10 selections if necessary (Forseth, Dietzler—Summer 09)

4.2 Strategy: Implementation of proposed new operations policies

- I. Through review of existing policies, determine needed additional policies (Forseth, Dietzler—Summer 08)
- II. Write new policies for adoption by Union Board of Directors (Forseth, Dietzler—Fall 08)
- III. Implement of new policies (Forseth, Dietzler—Spring 09)



## INFORMATION TECHNOLOGY SERVICES

University Union Operations Committee 2008/09

### UNIT MISSION

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

### UNIT GOALS

- 1.0 Provide the campus community with a facility that is on the cutting edge of University technologies
- 2.0 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 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:** Provide the campus community with a facility that is on the cutting edge of the University technologies

- 1.1 Strategy: Upgrade event display system to high definition
  - I. Research current methods of high definition video distribution (Singletary—Summer 08)
  - II. Evaluate products that will provide high definition video distribution throughout the building (Singletary—Summer 08)
  - III. Purchase new hardware (Singletary—Fall 08)
  - IV. Test and install new high definition video distribution system for event display system (Singletary—Fall 08)



- 1.2 Strategy: Upgrade door people counter system on East and West walkways to provide better accuracy
- I. Work with Walker Wireless and research current door people counter systems to find best method for accuracy (Singletary, Walker Wireless—Fall 08)
  - II. Evaluate door people counter systems on East and West entrance with current system (Singletary—Fall 08)
  - III. If accuracy is proven better with new door counters purchase new door counter system for East and West entrance (Singletary—Spring 09)
  - IV. Install new door people counter system (Singletary—Spring 09)
  - V. Remove old door people counter system from East and West entrances to use in other parts of building (Singletary—Spring 09)

**2.0 GOAL:** Maintain computer equipment with the latest software updates and highest level of security to only allow access for authorized individuals

- 2.1 Strategy: Install a network auditing and workstation monitoring software system
- I. Research what software is available for network auditing and workstation monitoring (Singletary—Summer 08)
  - II. Evaluate and test several products to find out which one provides the best and affordable solution (Singletary—Spring 08)
  - III. Purchase and install networking auditing and workstation monitoring system (Singletary—Fall 08)
  - IV. Begin submitting monthly reports to management regarding network statistics (Singletary—Fall 08)
- 2.2 Strategy: Install biometric readers for staff workstations to provide higher class of security and ease workstation administration
- I. Complete evaluation of biometric readers for Windows XP and Windows Vista operating systems (Singletary—Summer 08)
  - II. Purchase biometric readers (Singletary—Fall 08)
  - III. Install biometric readers on staff workstations and provide training to end-user (Singletary—Fall 08)
- 2.3 Strategy: Create written policies for Information Technology department
- I. Research current Information Technology department policies (Singletary—Fall 08)
  - II. Begin policy writing for workstation (end-user) and server (administrator) (Singletary—Fall 08)
  - III. Publish draft of Information Technology department policies for review (Singletary—Spring 09)
  - IV. Make revisions and publish final document (Singletary—Fall 08)

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

- 3.1 Strategy: Move AXIS TV Content Server and Development Server to the Academic Information and Resource—Data Center to provide better physical security and atmosphere for machines
- I. Work with IRT and staff to find an appropriate time to move servers (Singletary—Fall 08)



- II. Develop time line for move and contingency plan (Singletary—Fall 08)
  - III. Perform server moves to data center (Singletary—Winter 08)
  - IV. Complete testing and clean up old data closet (Singletary—Winter 08)
- 3.2 Strategy: Reassess tape drive backup storage method as the amount of backed up information continues to grow
- I. Consult with IRT to research what backup storage solution provides the best and affordable method for backup (Singletary, IRT—Winter 08)
  - II. Purchase hardware/service backup storage solution (Singletary—Spring 08)
  - III. Begin initial testing of backup storage solution (Singletary—Spring 08)
  - IV. Migrate to new backup storage solution and assign previously used tape drive for other uses (Singletary—Spring 08)
- 3.3 Strategy: Create an Information Technology contingency plan and create an off-site storage solution
- I. Research current Information Technology contingency plans and affordable off-site storage solutions available (Singletary—Fall 08)
  - II. Develop contingency plan in conjunction with an off-site storage solution (Singletary—Winter 08)
  - III. Begin contract with off-site storage solution (Singletary—Spring 09)
  - IV. Finalize contingency plan and begin setup of off-site storage solution (Singletary—Spring 09)
  - V. Create and test a case scenario for off-site storage solution (Singletary—Summer 09)
- 4.0 GOAL:** Seek new information services to offer students and staff
- 4.1 Strategy: Replace Dell Dimension 2400 student computer workstations six (6) and add four (4) additional stations in building
- I. Consult with IRT for recommended software/hardware for student workstations (Singletary, IRT—Summer 08)
  - II. Research the possibility of adding four (4) additional student computer workstations (Singletary—Summer 08)
  - III. Purchase new student workstations, install electrical and network jacks if needed (Singletary—Summer 08)
  - IV. Install new workstations (Singletary—Fall 08)
  - V. Remove old workstations from production and discard by proper procedure (Singletary—Fall 08)
- 4.2 Strategy: Remodel Student Computer Room to provide a more welcoming lounge atmosphere
- I. Research other computing lab lounge environments in student lounge facilities for ideas (Singletary—Spring 09)
  - II. Put together a remodel proposal for student computer room (Singletary—Spring 09)
  - III. Review plan with maintenance staff and revise if necessary (Singletary—Spring 09)
  - IV. Complete student computer room remodel (Maintenance Staff, Singletary—Summer 09)
- 4.3 Strategy: Replace ten (10) student computer room chairs
- I. Work with staff to select best new chairs (Forseth, Singletary—Summer 08)
  - II. Purchase new chairs through vendor (Singletary—Summer 08)
  - III. Install new chairs in student computer room (Singletary, Staff—Summer 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 Provide student and professional staff with additional networking and training opportunities on a regional and national level
- 2.0 Participate in a coordinated effort to support the University during a period of fiscal challenge, as appropriate to the University Union mission
- 3.0 Review current and develop new Programs and Services Policies for adoption by Board of Directors
- 4.0 Improve participation, usage, and functionality of Campus Calendar
- 5.0 Continue development of Student Management Team as an integral component of Union administration

#### FOUNDATIONS

- Encourage full-time staff to be involved in professional activities to upgrade knowledge and skills
- Encourage student lead staff to be involved in activities to upgrade knowledge and skills
- Involve professional and student staff in campus activities and administration

#### STRATEGIES AND ACTION PLANS

**1.0 Goal:** Provide student and professional staff with additional networking and training opportunities on a regional and national level

- 1.1 Strategy: Accommodate involvement in ACUI training and conference participation and regional leadership
  - I. Send lead Music Listening attendant and Programs Graduate Assistant to 2008 ACUI annual conference (Sorensen—Spring 08)
  - II. Send lead Music Listening attendant to ACUI I-Lead Program (Sorensen—Summer 08)
  - III. Send student staff and possibly professional staff to ACUI Region 15 conference, as appropriate (Sorensen—Fall 08)
  - IV. Send student staff and possibly professional staff to 2009 ACUI annual conference, as appropriate (Sorensen—Spring 09)

- 1.2 Strategy: Determine additional opportunities for professional and student affiliation, as appropriate
- I. Investigate and identify other professional associations and activities that may support the mission of the Union (Sorensen—Spring, Summer 08)
  - II. Determine which professional and student personnel would best benefit by participation in those associations and activities (Sorensen—Spring, Summer 08)
  - III. Send professional and student staff, as funding allows (Sorensen—Summer/Fall/Winter 08, Spring 09)

**2.0 Goal:** Participate in a coordinated effort to support the University during a challenging budget period, as appropriate to the University Union mission

- 2.1 Strategy: Determine potential areas of support and collaboration
- I. Meet with Union Executive Director to discuss division units' needs and the scope of the assistance that we can offer (Sorensen, Davis—Spring 08)
  - II. Meet with unit directors or representatives to offer our support (Sorensen, Davis—Spring 08)

- 2.2 Strategy: Assist Student Affairs units that need our help
- I. Determine which Programs and Services personnel would best assist other units (Sorensen—Spring, Summer 08)
  - II. Assign staff to assist and accommodate their schedules and workload as appropriate (Sorensen—Summer/Fall/Winter 08, Spring 09)
  - III. Follow up regularly on progress (Sorensen—Summer/Fall/Winter 08, Spring 09)

**3.0 Goal:** Participate in Union-wide policies review and update

- 3.1 Strategy: Review, Revise and develop new Programs and Services Policies for approval by Union Board of Directors
- I. Meet with Program Services leadership team to identify all Programs and Services policies, both those previously adopted by Board of Directors and ones currently in practice, but not formalized (Sorensen—Spring 08)
  - II. Evaluate policies and identify any additional ones that are needed (Sorensen—Spring, Summer 08)
  - III. Formalize a revised set of policies for submission to Executive Director, Programs and Services Committee, and Board of Directors for adoption (Sorensen—Summer, Fall 08)
  - IV. Put all adopted policies into practice (Sorensen—Fall/Winter 08, Spring 09)
- 3.2 Strategy: Assist the other units in the Union with their policies development
- I. Meet with members of Union management team to assist with their policies review and development (Sorensen—Spring, Summer 08)
  - II. Review all adopted policies with Programs and Services professional staff for their knowledge and dissemination (Sorensen—Fall/Winter 08, Spring 09)

**4.0 Goal:** Improve participation, usage, and functionality of Campus Calendar

4.1 Strategy: Identify potential additional Campus Calendar participants

- I. Meet with current calendar managers to solicit suggestions for other calendar sponsors (Sorensen—Spring/Summer/Fall/Winter 08, Spring 09)
- II. Survey scheduled campus events to identify their sponsors (Sorensen—Spring/Summer/Fall/Winter 08, Spring 09)
- III. Contact prospects, as appropriate (Sorensen—Spring/Summer/Fall/Winter 08, Spring 09)
- IV. Set up new calendars for interested parties (Sorensen, Singletary—Spring/Summer/Fall/Winter 08, Spring 09)

4.2 Strategy: Identify obstacles to Campus Calendar use

- I. Meet with current calendar managers to solicit suggestions for improving calendar performance (Sorensen—Spring/Summer/Fall/Winter 08, Spring 09)
- II. Recruit a focus group for feedback on calendar ease of use, performance, and appeal (Sorensen—Spring/Summer/Fall/Winter 08, Spring 09)
- III. Improve Calendar per suggestions, when possible (Sorensen—Spring/Summer/Fall/Winter 08, Spring 09)



## UNIQUE PROGRAMS

2008/09

### 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 Strive to increase the financial efficiency of UNIQUE's overall program to obtain the best quality of programming for the resources available
- 4.0 Pursue collaboration opportunities with other campus entities, in an effort to provide a diverse offering of programs and activities to the campus community in a time of reorganization and current budget challenges

### FOUNDATIONS

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



## 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: Recruit volunteers for UNIQUE Programs, with assistance from current volunteers
  - I. Staff New Student Orientation tables with UNIQUE volunteers (Diokno—Summer/Fall 08)
  - II. Visit classes, Residence Halls, and club/organization meetings to present UNIQUE volunteer opportunities (Diokno—Summer/Fall/Winter 08, Spring 09)
  - III. Develop a “street team” approach to volunteer recruitment (Diokno—Summer/Fall/Winter 08, Spring 09)
  
- 1.2 Strategy: Coordinate regular group meetings to plan, promote, coordinate, and evaluate events
  - I. Schedule regular, weekly UNIQUE meetings (Diokno—Fall/Winter 08, Spring 09)
  - II. Involve UNIQUE Program student leader and volunteers in meeting planning and coordination (Diokno—Summer/Fall/Winter 08, Spring 09)
  - III. Involve UNIQUE Program student leader and volunteers in meetings follow-up (Diokno—Fall/Winter 08, Spring 09)
  
- 1.3 Strategy: Involve UNIQUE volunteers in collaborative meetings with event co-sponsors
  - I. Involve UNIQUE Program student leader and volunteers in scheduling and planning meetings with other collaborators (Diokno—Summer/Fall/Winter 08, Spring 09)
  - II. Involve UNIQUE Program student leader and volunteers in participating in meetings with other collaborators (Diokno—Summer/Fall/Winter 08, Spring 09)
  - III. Involve UNIQUE Program student leader and volunteers in meetings follow-up (Diokno—Summer/Fall/Winter 08, Spring 09)
  
- 1.4 Strategy: Involve UNIQUE volunteers in marketing of events
  - I. Expand successful “street team” approach to events marketing by students (Diokno—Summer/Fall/Winter 08, Spring 09)
  - II. Expand successful creation of multimedia marketing materials by students (Diokno—Summer/Fall/Winter 08, Spring 09)
  - III. Involve UNIQUE Program student leader and volunteers in meetings with Union Marketing staff (Diokno—Summer/Fall/Winter 08, Spring 09)
  
- 1.5 Strategy: Involve UNIQUE volunteers in customer assessment of programs
  - I. Meet with UNIQUE volunteers to create customer assessment instruments (Diokno—Summer/Fall/Winter 08, Spring 09)
  - II. Facilitate administration of assessment instrument by UNIQUE volunteers (Diokno—Summer/Fall/Winter 08, Spring 09)
  - III. Provide opportunities for UNIQUE volunteers to share assessment results, as appropriate (Diokno—Fall/Winter 08, Spring 09)

- 1.6 Strategy: Involve UNIQUE volunteers in planning and coordination of retreats and research trips
- I. Meet with UNIQUE volunteers to plan and coordinate retreats and research trips (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
  - II. Assign responsibilities to UNIQUE volunteers to accomplish in preparation of trips (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
  - III. Provide opportunities for volunteers to lead planning and brainstorming sessions at retreats (Diokno—Summer 08, Winter 09)

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

- 2.1 Strategy: Investigate the offerings of similar program boards at other campuses for additional program ideas
- I. Survey program board calendars at other campuses (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
  - II. Contact programs staff at other campuses to inquire about process, costs, and outcomes of programs that seem interesting (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
  - III. Implement program ideas, as appropriate (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)

- 2.2 Strategy: Begin long-term planning for programs geared to an anticipated increase in the residential population of the campus
- I. Identify low-risk, low-cost late night and weekend programs that can be reasonably managed by student staff (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
  - II. Meet with Residence Halls staff to discuss their perspective and ideas on future programs and interest in collaborative programming (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
  - III. Create and administer an assessment instrument to the residence halls population, with specific questions about what programs would incline them towards remaining on the campus on the weekends (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)

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

- 3.1 Strategy: Coordinate "block bookings" of entertainment and lectures with other campuses
- I. Contact other campuses to establish close relationships with talent buyers (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
  - II. Book acts/speakers in conjunction other campuses, as appropriate (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)

- 3.2 Strategy: Coordinate other partnerships to bring entertainment and lectures to Sac State
- I. Contact radio stations, newspapers, community organizations, etc. to explore interest in co-sponsoring programs at Sac State (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
  - II. Book acts/speakers, as appropriate (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)

**4.0 Goal:** Pursue collaboration opportunities with other campus entities, in an effort to provide a diverse offering of programs and activities to the campus community in a time of reorganization and budget challenges

- 4.1 Strategy: Re-establish a strong relationship with the Multicultural Center (MCC) as a collaborative partner
- I. Meet with new MCC Director to acquaint her with past collaborative successes and offer assistance (Diokno—Spring/Summer 08)
  - II. Identify and develop programs and strategies that UNIQUE and MCC can immediately collaborate on (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
  - III. Schedule regular meetings with MCC Director for planning and feedback (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
  - IV. Discuss ways in which MCC can be of assistance to UNIQUE (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
  - V. Work together to develop process, role of each entity, as appropriate, in supporting or coordinating annual cultural celebrations (ie, Black History Month) (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
- 4.2 Strategy: Build on and establish close relationships with student clubs and organizations, Student Activities Office, ASI, and campus departments as collaborative partners
- I. Meet with programming leaders individually and in group settings to acquaint them with past collaborative successes and offer assistance, where appropriate (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)
  - II. Identify and develop programs and strategies that UNIQUE can immediately collaborate on with others (Diokno—Spring/Summer/Fall/Winter 08, Spring 09)



## INFO DESK, GAMES ROOM, MUSIC LISTENING

2008/09

### 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

#### Information Desk

- 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 Investigate and establish superior standards of customer care and services offered, comparable to the finest concierge and help desks

#### Games Room

- 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 Games Room
- 3.0 Maintain fiscal accountability of budgets and the revenue operations of the Games Room
- 4.0 Investigate and establish superior standards of customer care and services offered, comparable to the finest recreation centers

#### Music Listening

- 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 Music Listening
- 3.0 Investigate and establish superior standards of customer care and services offered, comparable to the finest music and video lounge experiences



## 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
- 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
- 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— INFORMATION DESK

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

1.1 Strategy: Proactively plan for December 2008 leadership transition due to graduation of current desk lead employees

- I. Identify potential new desk leads, in consultation with current leadership (Sanchez—Spring/Summer 08)
- II. Select and train new leads, in time for concurrent peer training by departing desk leads (Sanchez—Summer/Fall 08)
- III. Involve new leads in all employee training and desk preparation (Sanchez—Summer/Fall 08)
- IV. Include new leads in the Programs Office 1-day retreat during the summer (Sanchez, Sorensen—Summer 08)

1.2 Strategy: Develop a performance appraisal for student assistants and formalize a review process each semester

- I. Develop a performance review for student assistants (Sanchez—Summer 08)
- II. Incorporate the review into initial training (Sanchez—Fall 08, Winter 09)
- III. Complete the review and share with each student during the semester (Sanchez—Fall 08, Spring 09)
- IV. Revise and update the review, as appropriate (Sanchez—Winter 09)



**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: Add a touch screen to the Information Desk, for attendant (and possibly customer) usage in accessing maps, directories, event calendars, etc.
- I. Remodel desk area to accommodate the touch screen (Sanchez—Summer 08)
  - II. Investigate, bid, and purchase hardware and software for the system (Sanchez, Singletary—Spring/Summer 08)
  - III. Install the system (Sanchez, Singletary—Summer 08)
  - IV. Download and update information to the system (Sanchez—Summer/Fall/Winter 08, Spring 09)
- 2.2 Strategy: Move public transportation informational handouts off of Information Desk to their own display below the wall map of the system, to free up Information Desk counter space
- I. Purchase pedestal/storage rack, as appropriate (Sanchez—Summer 08)
  - II. Display and update materials (Sanchez—Summer/Fall/Winter 08, Spring 09)
- 2.3 Strategy: Assess success of all implemented changes, through employee and customer surveys
- I. Design and administer customer assessment instruments to measure level of satisfaction with offerings and service provided and identify areas of success and needed improvement (Sanchez—Summer/Fall/Winter 08, Spring 09)
  - II. Design and administer employee assessment instruments to measure level of accomplishment in implementing changes and identify areas of success and needed improvement (Sanchez—Summer/Fall/Winter 08, Spring 09)
  - III. Adjust operation and service based on feedback, as appropriate (Sanchez—Summer/Fall/Winter 08, Spring 09)

**3.0 Goal:** Investigate and establish superior standards of customer care and services offered, comparable to the finest concierge and help desk

- 3.1 Strategy: Coordinate student employee group visits to hotels, educational institutions, and other appropriate venues that have made a distinguished reputation for themselves through the exemplary quality and variety of their guest information services, in order to see how our Information Desk compares
- I. Meet with student staff to determine locations to visit (Sanchez—Spring/Summer/Fall 08)
  - II. Conduct visits (Sanchez—Summer/Fall/Winter 08, Spring 09)
  - III. Implement new ideas and standards, as appropriate (Sanchez—Summer, Fall, 2008; Winter, Spring, 2009)



- 3.2 Strategy: Develop Information Desk Policies for approval by Union Board of Directors
- I. Meet with Program Services leadership team to identify all Information Desk policies currently in practice (Sanchez, Sorensen—Spring 08)
  - II. Evaluate policies and identify any additional ones that are needed (Sanchez, Sorensen—Spring, Summer 08)
  - III. Formalize policies for submission to the University Union Executive Director, the Programs and Services Committee, and the Board of Directors for feedback, adjustment, and adoption (Sanchez, Sorensen—Summer, Fall 08)
  - IV. Put all adopted policies into practice (Sanchez—Summer/Fall/Winter 08, Spring 09)

#### STRATEGIES AND ACTION PLANS— GAMES ROOM

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

- 1.1 Strategy: Proactively plan for December 2008 leadership transition due to graduation of current desk lead employees

- I. Identify potential new desk leads, in consultation with current leadership (Sanchez—Spring, Summer 08)
- II. Select and train new leads, in time for concurrent peer training by departing desk leads (Sanchez—Summer, Fall 08)
- III. Involve new leads in all employee training and desk preparation (Sanchez—Summer, Fall 08)
- IV. Include new leads in the Programs Office 1-day retreat during the summer (Sanchez, Sorensen—Summer 08)

- 1.2 Strategy: Develop a performance appraisal for student assistants and formalize a review process each semester

- I. Develop a performance review for student assistants (Sanchez—Summer 08)
- II. Incorporate the review into initial training (Sanchez—Fall 08, Winter 09)
- III. Complete the review and share with each student during the semester (Sanchez—Fall 08, Spring 09)
- IV. Revise and update the review, as appropriate (Sanchez—Winter 09)

**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 Games Room

- 2.1 Strategy: Add a touch screen to the Games Room, for attendant (and possibly customer) usage in accessing maps, directories, event calendars, etc.

- I. Investigate, bid, and purchase hardware and software for the system (Sanchez—Spring, Summer 08)
- II. Install the system (Sanchez, Singletary—Summer 08)
- III. Download and update information to the system (Sanchez—Summer/Fall/Winter 08, Spring 09)



- 2.2 Strategy: Re-cover Billiards Tables as part of a regular maintenance cycle
- I. Determine the best color and materials for coverings, based on durability, upkeep, quality of play, and Games Room decor (Sanchez—Fall 08)
  - II. Bid out the job of re-covering the tables (Sanchez—Fall 08)
  - III. Recover the tables (Sanchez—Winter 09)
- 2.3 Strategy: Establish additional Games Room tournaments and special events to introduce new customers to the Games Room and build enthusiasm of current customers
- I. Investigate additional tournament options (Sanchez—Spring/Summer/Fall 08)
  - II. Survey interest in various tournaments (Sanchez—Spring/Summer/Fall 08)
  - III. Conduct tournaments, as interest and appropriateness dictates (Sanchez—Fall 08, Spring 09)
- 2.4 Strategy: Expand and improve physical environment of Home Console Lounge
- I. Remove current home console games and plasma screens from current location, purchase additional games systems and plasma screens, and install in current coin games area (Sanchez, Singletary—Summer 08)
  - II. Add T1 lines for each installed game system, in order to accommodate popular online gaming and special tournament play (Sanchez—Summer 08)
  - III. Purchase and install new “wireless” rocker chairs for lounge (Sanchez—Summer 08)
  - IV. Purchase and install new rubber floor mats for lounge (Sanchez—Summer 08)
  - V. Move coin games to current home console lounge area (Sanchez—Summer 08)
- 2.5 Strategy: Assess success of all implemented changes, through employee and customer surveys
- I. Design and administer customer assessment instruments to measure level of satisfaction with offerings and service provided and identify areas of success and needed improvement (Sanchez—Summer/Fall/Winter 08, Spring 09)
  - II. Design and administer employee assessment instruments to measure level of accomplishment in implementing changes and identify areas of success and needed improvement (Sanchez—Summer 08)
  - III. Adjust operation and service based on feedback, as appropriate (Sanchez—Summer/Fall/Winter 08, Spring 09)

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

- 3.1 Strategy: Explore alternative revenue streams to our current coins games contract
- I. Investigate and complete a cost-benefit analysis of the purchase or rental of coin games as an alternative to the current “split revenue” contract currently in practice (Sanchez, Sorensen—Spring 08)
  - II. Investigate and complete a cost-benefit analysis of the purchase of home console versions of coin games as a complete or partial alternative to the current “split revenue” contract currently in practice (Sanchez, Sorensen—Spring 08)
  - III. If deemed appropriate to retain all or part of the current coin games inventory through a “split revenue” deal, investigate and possibly bid the contract out to multiple companies (Sanchez, Sorensen—Spring 08)
  - IV. Initiate and implement changes, as appropriate (Sanchez, Sorensen—Spring, Summer 08)





- 3.2 Strategy: Attempt to acquire additional home console games rights
- I. Investigate and provide information to legal counsel for feedback on the legality/appropriateness of establishing home console game LLCs (such as Savage Geckos) and other approaches currently in practice at other schools (Sanchez, Sorensen, Davis—Spring 08)
  - II. Expand usage of home console software by additional companies, as appropriate (Sanchez— Spring 08)

**4.0 Goal:** Investigate and establish superior standards of customer care and services offered, comparable to the finest recreation centers

- 4.1 Strategy: Coordinate student employee group visits to billiards and gaming venues that have made a distinguished reputation for themselves through the exemplary quality and variety of their offerings and services, in order to see how our Games Room compares
- I. Meet with student staff to determine locations to visit (Sanchez—Spring/Summer/Fall 08)
  - II. Conduct visits (Sanchez—Summer/Fall/Winter 08, Spring 09)
  - III. Implement new ideas and standards, as appropriate (Sanchez—Summer/Fall/Winter 08, Spring 09)
- 4.2 Strategy: Revise and develop new Games Room Policies for approval by Union Board of Directors
- I. Meet with Program Services leadership team to identify all Games Room policies, both those previously adopted by Board of Directors and ones currently in practice, but not formalized (Sanchez, Sorensen—Spring 08)
  - II. Evaluate policies and identify any additional ones that are needed (Sanchez, Sorensen—Spring, Summer 08)
  - III. Formalize a revised set of policies for submission to Executive Director , Programs and Services Committee, and Board of Directors for adoption (Sanchez, Sorensen—Summer, Fall 08)
  - IV. Put all adopted policies into practice (Sanchez—Fall/Winter 08, Spring 09)

#### STRATEGIES AND ACTION PLANS— MUSIC LISTENING

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

- 1.1 Strategy: Proactively plan for December 2008 leadership transition due to graduation of current desk lead employees
- I. Identify potential new desk leads, in consultation with current leadership (Sanchez—Spring, Summer 08)
  - II. Select and train new leads, in time for concurrent peer training by departing desk leads (Sanchez—Summer, Fall 08)
  - III. Involve new leads in all employee training and desk preparation (Sanchez—Summer, Fall 08)
  - IV. Include new leads in the Programs Office 1-day retreat during the summer (Sanchez, Sorensen—Summer 08)



- 1.2 Strategy: Develop a performance appraisal for student assistants and formalize a review process each semester
  - I. Develop a performance review for student assistants (Sanchez—Summer 08)
  - II. Incorporate the review into initial training (Sanchez—Fall 08, Winter 09)
  - III. Complete the review and share with each student during the semester (Sanchez—Fall 08, Spring 09)
  - IV. Revise and update the review, as appropriate (Sanchez—Winter 09)
  
- 2.0 Goal:** Enhance services and programs to meet the continually changing student's needs and provide an atmosphere that maximizes student use of Music Listening
  
- 2.1 Strategy: Download current library of CDs to MP3 format, in order to allow students to listen to a "mix" of songs from different CDs, rather than having to listen to only full albums
  - I. Purchase hardware and software for Music Listening attendant's use in playing music in MP3 format (Sanchez, Singletary—Summer 08)
  - II. Download the library of CDs (Sanchez—Summer 08)
  
- 2.2 Strategy: Wire Rooms 5 & 6 with T1 lines and hardware, to enable users of those rooms to both play their own MP3s and also to legally download and play audio, while retaining desk attendant's capability to control usage
  - I. Contact sound installation companies for cost estimates and bids, if appropriate (Sanchez—Spring 08)
  - II. Install systems (Sanchez—Summer 08)
  - III. Upgrade and maintain systems (Sanchez—Summer/Fall/Winter 08, Spring 09)
  
- 2.3 Strategy: Install a "Divix" audio and video system and monitor in each room, to allow users to watch music videos and add flexibility to their listening experiences
  - I. Contact hardware and software companies for cost estimates and bids, if appropriate (Sanchez, Singletary—Spring 08)
  - II. Install systems (Sanchez, Singletary—Summer 08)
  - III. Upgrade and maintain systems (Sanchez, Singletary—Summer/Fall/Winter 08, Spring 09)
  
- 2.4 Strategy: Install one or two "Divix" audio and video systems and monitors in sight and sound lounge, and replace headset system with a wireless one, to modernize the room and attract additional usage
  - I. Contact hardware and software companies for cost estimates and bids, if appropriate (Sanchez, Singletary— Spring 08)
  - II. Install systems (Sanchez, Singletary—Summer 08)
  - III. Upgrade and maintain systems (Sanchez—Summer 08)
  
- 2.5 Strategy: Upgrade and streamline the ambience of Music Listening, as budget allows
  - I. Paint the area with a new color scheme (Sanchez, Forseth—Summer 08)
  - II. Add a new, black false ceiling in the Sight and Sound Lounge (Sanchez, Forseth—Summer 08)
  - III. Add student purchase artwork to Sight and Sound Lounge décor (Sanchez, Olmsted—Summer 08)
  - IV. Replace magazine racks with wall-mounted graphics of our available offerings, in order to free up floor space and reduce clutter (Sanchez—Summer 08)



- 2.6 Strategy: Add a touch screen to the Games Room, for attendant (and possibly customer) usage in accessing maps, directories, event calendars, etc.
- I. Investigate, bid, and purchase hardware and software for the system (Sanchez—Spring, Summer 08)
  - II. Install the system (Sanchez, Singletary—Summer 08)
  - III. Download and update information to the system (Sanchez—Summer/Fall/Winter 08, Spring 09)
- 2.7 Strategy: Upgrade rooms ventilation, either by improving HVAC or installing small fans in each room
- I. Investigate the cost-effectiveness and efficiency of each ventilation solution (Sanchez—Spring 08)
  - II. Purchase and install equipment, as appropriate (Sanchez—Summer 08)
- 2.8 Strategy: Assess success of all implemented changes, through employee and customer surveys
- I. Design and administer customer assessment instruments to measure level of satisfaction with offerings and service provided and identify areas of success and needed improvement (Sanchez—Summer/Fall/Winter 08, Spring 09)
  - II. Design and administer employee assessment instruments to measure level of accomplishment in implementing changes and identify areas of success and needed improvement (Sanchez—Summer/Fall/Winter 08, Spring 09)
  - III. Adjust operation and service based on feedback, as appropriate (Sanchez—Summer/Fall/Winter 08, Spring 09)
- 3.0 Goal:** Investigate and establish superior standards of customer care and services offered, comparable to the finest music and video lounge experiences
- 3.1 Strategy: Coordinate student employee group visits to venues that have made a distinguished reputation for themselves through the exemplary quality and variety of their offerings and services, in order to see how our Music Listening Lounge compares
- I. Meet with student staff to determine locations to visit (Sanchez—Spring/Summer/Fall 08)
  - II. Conduct visits (Sanchez—Summer/Fall/Winter 08, Spring 09)
  - III. Implement new ideas and standards, as appropriate (Sanchez, Sorensen—Spring 08)
  - IV. Initiate and implement changes, as appropriate (Sanchez—Summer/Fall/Winter 08, Spring 09)
- 3.2 Strategy: Revise and develop new Music Listening Policies for approval by Union Board of Directors
- I. Meet with Program Services leadership team to identify all Music Listening policies, both those previously adopted by Board of Directors and ones currently in practice, but not formalized (Sanchez, Sorensen—Spring 08)
  - II. Evaluate policies and identify any additional ones that are needed (Sanchez, Sorensen—Spring/Summer 08)
  - III. Formalize a revised set of policies for submission to Executive Director, Programs and Services Committee, and Board of Directors for adoption (Sanchez, Sorensen—Summer/Fall 08)
  - IV. Put all adopted policies into practice (Sanchez—Fall 08)



## DESIGN & MARKETING

2008/09

### 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: Turn the Union's first floor "Suggestion Board" into an online feature (in addition to its current form) in an attempt to make it a more visible entity and further involve the campus in what happens at the Union
  - I. Create new, linked page to house online suggestion board (Dreyer—Summer 08)
  - II. Establish protocol, style, and schedule for this section in conjunction with existing board in the Union (Dreyer—Summer/Fall 08)
  - III. Publish and promote this material on a regular basis to the campus community and regular site visitors (Marketing Staff, Dreyer—ongoing)

1.2 Strategy: Design, commission, and have installed new exterior signage outside the North and South entrances to the University Union

- I. Identify look, size, and exact location of signage (Dreyer, Olmsted—Summer 08)
- II. Obtain bids from appropriate sign companies (Dreyer, Olmsted—Summer 08)
- III. Select vendor and establish schedule for production and installation (Dreyer, Olmsted—Summer 08)

1.3 Strategy: Continue to evolve the marketing campaigns for program service areas and special services offered through the University Union (ie, Campus Calendar, legal music downloads, Games Room, wireless, etc)

- I. Solicit feedback from individuals and committees associated with each project (Marketing Staff—Summer, Fall 08)
- II. Change design schemes based on new areas to be highlighted (Marketing Staff—Fall 08)
- III. Repeat this process each semester to keep all materials, and messages, fresh (Marketing Staff—ongoing)

1.4 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 as well as development of new (Dreyer, ESO Staff—Summer, Fall 08)
- II. Design and produce a final product for approval by the Event Services Manger (Marketing Staff, ESO Staff—Fall 08, Spring 09)
- III. Produce and distribute as needed (Marketing Staff, ESO Staff—Fall 08, Spring 09)

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

2.1 Strategy: Replace existing Macintosh laptop used for various marketing and multimedia presentations

- I. Research appropriate model(s) and variable costs involved (Dreyer—Summer 08)
- II. Determine vendor (Dreyer, Sorensen—Summer 08)
- III. Purchase (Dreyer, Sorensen—Summer 08)

2.2 Strategy: Purchase and install newest Macintosh OS (Leopard) on all Marketing office machines

- I. Determine most recent version at time of purchase (Dreyer—Summer 08)
- II. Purchase and install (Dreyer—Summer 08)

2.3 Strategy: Purchase and install increased memory for certain Marketing office macs in order to better maximize productivity

- I. Determine exact memory configurations needed and on which machines (Dreyer—Summer 08)
- II. Research priced differences (if any) on available brands (Dreyer—Summer 08)
- III. Purchase and install (Dreyer—Summer 08)

2.4 Strategy: Stay current with applicable software packages used in the design of Union Marketing materials. Purchase upgrades if necessary

- I. Consult with I.T. and Marketing staff to determine specific needs of the system (Marketing Staff, Singletary—Fall 08, Spring 09)
- II. Research available options (Marketing Staff—Fall 08, Spring 09)
- III. Purchase and install (when/if necessary) (Marketing Staff—Fall 08, Spring 09)

**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: Implement a self-evaluation and portfolio process for all University Union design interns, which will be used in greater assessment efforts and archived on the student resource website

- I. Develop criteria for this process and integrate it into the internship description (Dreyer—Spring, Summer 08)
- II. Provide guidance and critiques to the student(s) throughout the semester (Dreyer—Spring 08)
- III. Upload final product to internship site for use in assessment (Dreyer—Semester end, Fall 08, Spring 09)

3.2 Strategy: Update the Union's Marketing Style Guide (print and web), as necessary, to reflect changes and additions from the previous semester

- I. Review guide each semester for accuracy (Dreyer—Fall 08)
- II. Make adjustments to reflect changes in office methodology or policy (Dreyer—Fall 08)
- III. Create new documents for both print and web for use in following semester (Marketing Staff—Fall 08)

3.3 Strategy: Create a digital archive of promotional materials used for UNIQUE Programs

- I. Determine which pieces of the campaign to include, and in what format (Marketing Staff—Summer 08)
- II. Create linked site to house the archive (from the UNIQUE Programs website) (Marketing Staff—Summer 08)
- III. Upload pieces at the conclusion of each event (Marketing Staff—Summer 08)

3.4 Strategy: Hire a new Student Gallery Coordinator for Fall semester 2008

- I. Seek out and recruit interested (and qualified) candidates (Dreyer, Sorensen—Spring, Summer 08)
- III. Hire and train (Dreyer, Sorensen—Spring/Summer 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: Permanent signage for both Music Listening and the Union Gallery
- I. Develop design concepts appropriate for each area (Marketing Staff—Fall 08, Spring 09)
  - II. Consult with other committees, student leaders, and staff (as necessary) on the look and implementation of the project (Marketing Staff—Fall 08, Spring 09)
- 4.2 Strategy: New portable, pedestal sign holders for the Union Gallery for daily use and special events
- I. Locate vendor with adequate selection from which to choose (Dreyer, Sorensen—Fall 08)
  - II. Select appropriate model with the assistance of the Student Gallery Coordinator (Dreyer, Sorensen—Fall 08)
  - III. Purchase (Dreyer, Sorensen—Fall 08)
- 4.3 Strategy: Promote, and implement new proposed student photo exhibition space in the Union's old Exhibit Lounge space
- I. Work with building staff to prepare the area (acoustic ceiling, updated lighting, etc.) (Dreyer, Maintenance Staff—Fall 08, Spring 09)
  - II. Create criteria which all potential bodies of work must adhere (Dreyer, Maintenance Staff—Fall 08, Spring 09)
  - III. Work with faculty and staff from the Department of Design to distribute an initial call for entries among photography student (Dreyer, DOD—Fall 08, Spring 09)
  - IV. Create semester schedule, and install (Dreyer—Fall 08, Spring 09)
- 4.4 Strategy: Create a blog for the Union Gallery (tied to Gallery website) that replaces the current guest book
- I. Consult with Union I.T. staff to acquire or develop appropriate software to be used in setting up a blog which synchronizes with the Union's Gallery website (Dreyer, Singletary—Summer 08)
  - II. Activate (or install) network connection in appropriate location within the Gallery (Dreyer, Singletary—Summer 08)
  - III. Configure computer to be used to be used solely for this function (Dreyer, Singletary—Summer 08)
  - IV. Create user instructions, test, implement as an ongoing Gallery feature (Dreyer—Summer 08)
- 4.5 Strategy: Create a placement map (and hanging schedule) for all of the Union's permanent art pieces not currently installed in the building
- I. Inventory all pieces which are ready to be installed or which need framing (Dreyer—Fall 08, Spring 09)
  - II. Work with Maintenance staff to develop a schedule for work to be completed (Dreyer, Maintenance Staff—Fall 08, Spring 09)

4.6 Strategy: Create a built-in work surface in the Union Gallery storage room for fixing and making necessary adjustments to artworks

- I. Outline general plan with Union maintenance staff (Dreyer, Maintenance Staff—Fall 08)
- II. Schedule work (Dreyer, Sorensen—Fall 08)
- III. Purchase materials, build, and install (Dreyer, Sorensen—Fall 08)

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

5.1 Strategy: Implement a bi-monthly web survey linked to the Union's home page to survey customers about programs and services in the Union

- I. Work with Union staff to determine topics to be used (likely, specific to current building issues) (Marketing Staff, Union Staff—Fall 08)
- II. Develop a system with Union Design and I.T. staff to have a dynamic interface on the web which allows results to funnel through the Student Voice system (Marketing Staff, Singletary—Fall 08)
- III. Process results and report to Union staff of Board at regular intervals (Marketing Staff, Union Staff—Fall 08)

5.2 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 (Dreyer, Sorensen, Union Staff—Fall 08, Spring 09)
- II. Schedule assignments based on group input and previous survey data (Dreyer, Sorensen, Union Staff—Fall 08, Spring 09)
- III. Emphasize student involvement in the assessment/survey process as to encourage further participation and continued development of student leaders (Dreyer, Sorensen, Union Staff—Fall 08, Spring 09)





## SACRAMENTO STATE AQUATIC CENTER

2008/09

### 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

**A**ssure the public a safe facility  
**Q**uality instruction  
**U**nderstand our partnerships  
**A**ccountability  
**T**eam work  
**I**ntegrity  
**C**ustomer 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 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 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.



DEFINITIONS  
(cont.)

**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. (ie, 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



DEFINITIONS  
(cont.)

**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.