

Strategic Plan Executive Summary 2012–2013

UNION | WELL | INC

SACRAMENTO STATE



SACRAMENTO
STATE



UNION | WELL | INC

SACRAMENTO STATE

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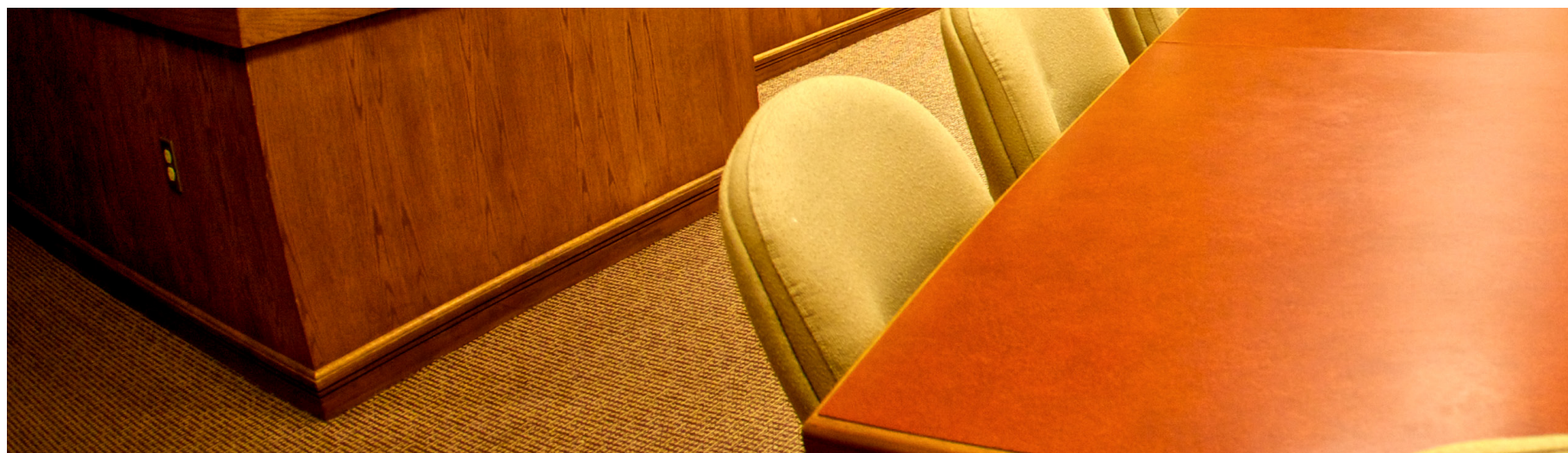
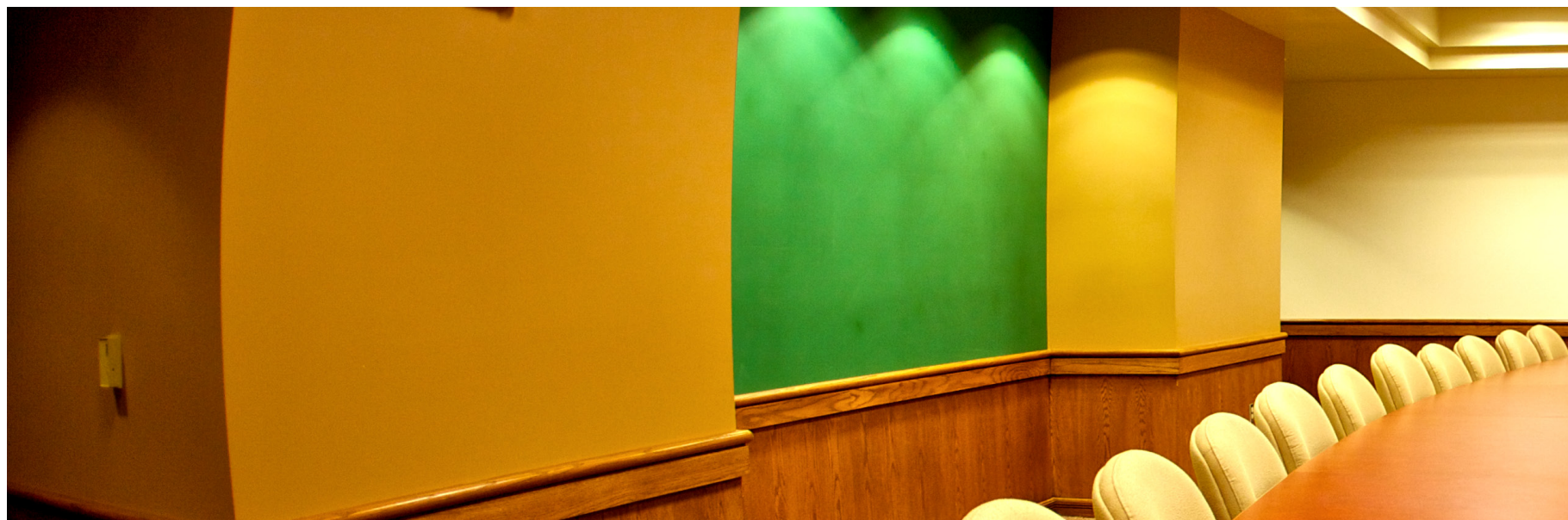
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UNION-WELL, INC. SHARED VISION

The University Union and the WELL will be the centerpiece and the campus home for students, faculty, staff and alumni of Sacramento State. The Union and the WELL 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, Recreation Wellness Centers and programs on the regional and national level.



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 University 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.

WELL MISSION STATEMENT

Lifetime Wellness through Collaboration, Education, Innovation.

BELIEFS AND VALUES

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.

Integrity

We believe that honesty and principled action is the foundation of our professional and personal lives.

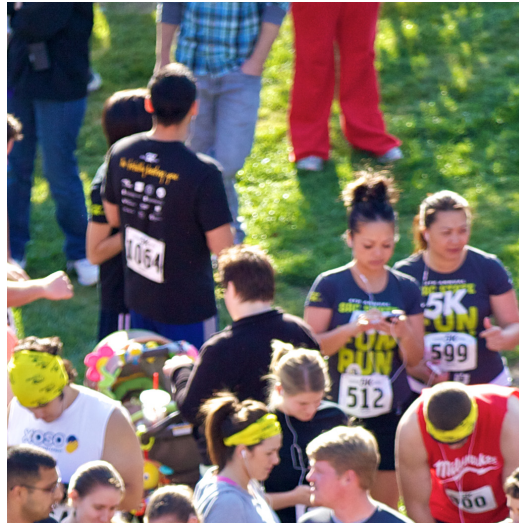
Respect

We are committed to actions of inclusiveness, appreciating and celebrating our diversity and differences, which leads to a unified Sac State community.

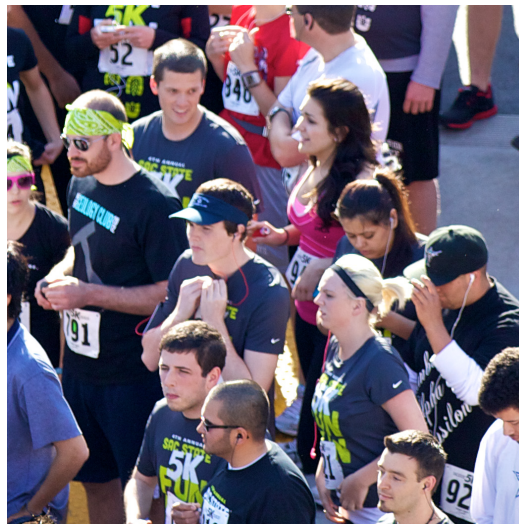
Teamwork

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





SERVE STUDENTS AND THE REST OF THE SACRAMENTO STATE CAMPUS COMMUNITY



STRATEGIC PLANNING FOUNDATIONS:

General:

1. Embrace and practice Union-Well, Inc. beliefs, values, and goals while living the Union-Well, Inc. and building missions.
2. Provide exceptional customer service, exceeding expectations.
3. Complete routine assessment/evaluation of employees, programs, and service offerings.
4. Provide an environmentally aware and safe environment.
5. Provide innovative and dynamic programs, services, and events to serve our diverse campus community.
6. Follow best practices and industry standards.
7. Encourage and provide full-time staff with direction and opportunities for organizational input and professional development.
8. Maintain optimum staffing levels for full-time and student part-time positions, based upon needs and fiscal ability.

Collaboration & Corporate Relationships:

9. Create and manage relationships/partnerships with various campus external and internal organizations in order to strengthen Union-Well, Inc. as a whole.
10. Work and collaborate with internal departments (Maintenance, Design, and Information Technology Services) on projects and routine tasks on an ongoing basis.
11. Encourage positive collaboration between all units: University Union, The WELL, Admin and Facility, and Union-Well, Inc. Corporate.
12. Follow direction and recommendations for the Union-Well, Inc. Board of Directors and the Advisory Groups.

Policies & Financial:

13. Operate corporation and individual units in a fiscally responsible manner.
14. Cooperate with annual/routine audits as required, maintaining proper records as mandated.
15. Exercise financial controls and sound management using acceptable business practices, maximizing generated revenue production, maintain appropriate reserve levels while prudently monitoring all expenditures of the corporation.
16. Develop, implement and manage compliance guidelines at Union-Well, Inc. and monitor that they remain consistent with the policies and procedures of the campus.
17. Maximize the utilization of Union-Well, Inc. resources, ensuring appropriate use and protection of student fee dollars.
18. Adhere to University, Trustee, and State policy.
19. Review, enforce, and continue to develop internal policies for the corporation and individual units as needed.

Facilities:

20. Maintain the cleanest facilities. Throughout all buildings and departments, provide the best aesthetic possible.
21. Operate all facilities to provide a safe and secure environment for the campus community and guests.
22. Follow state, local, and university risk management policies and safety guidelines throughout all facilities.
23. Work together to provide up-to-date electronic information through the corporation including updated websites, digital signage, and digital communication.
24. Perform preventative maintenance tasks on equipment items according to their proper schedule.
25. Perform emergency repairs when needed, in the fastest possible time frame.
26. Provide quality meeting, event, and informal space use for the campus community.
27. Provide quality facilities and recreation space for use of members of The WELL.

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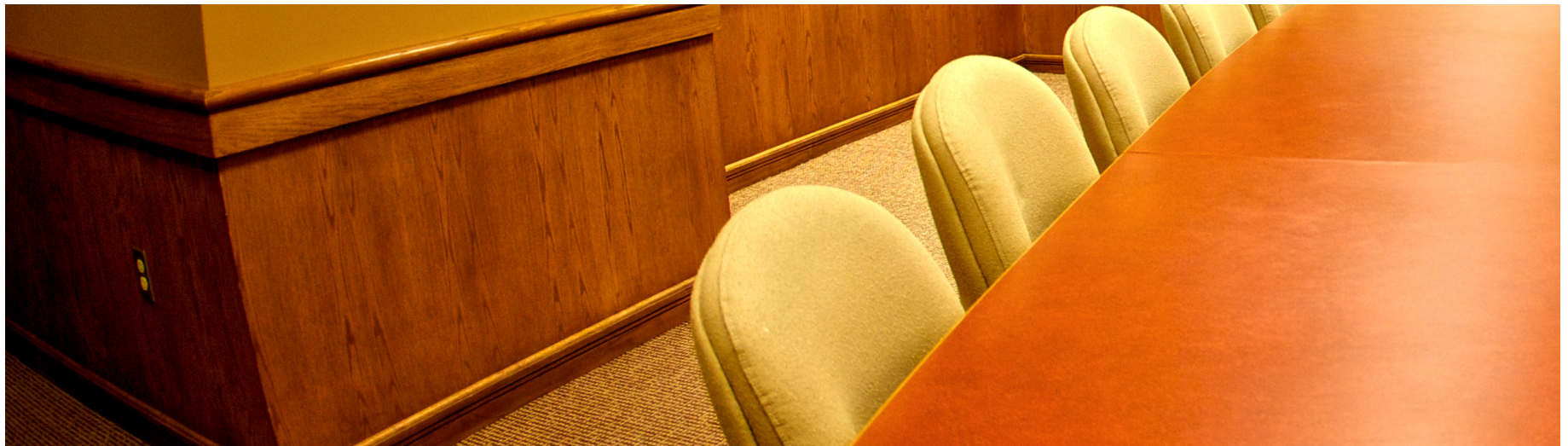
STRATEGIC PLANNING FOUNDATIONS:

Student Focused:

- 28. Provide opportunities for professional development and educational growth for student assistants.
- 29. Enhance students' interpersonal, leadership and critical thinking skills; develop nurturing and supportive networks; and help prepare them for active citizenship beyond the collegiate experience.
- 30. 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.

Technology:

- 31. Provide cutting edge and innovative technology offerings throughout all facilities through programs, services, and online/electronically.
- 32. Provide and maintain cutting edge equipment throughout all facilities and services.





COORPORATE ADMINISTRATION AND BUSINESS

I. Goal

Complete Long Range Plan, including Vision/Mission for the corporation that aligns with the campus strategic plan and that sets the Union-Well, Inc. direction and guides decision making for the next decade.

(Foundation 1, 6, 11)

II. Goal

Conduct a training module for student accounting staff on the mitigation of fraud in the work place.

(Foundation 7, 8, 13, 14, 15, 16, 17, 18, 19, 27)

ADMINISTRATION AND CORPORATE FACILITIES: ADMINISTRATION

I. Goal

The manage and implement a new sexual harassment training program from UEI H.R. to in-house management in order to have better control of the process, thus ensuring our staff is in full compliance with the requirement.

(Foundation 3, 4, 6, 8, 9, 18, 21, 22)

II. Goal

Host the ACUI Regional Conference in November 2012.

(Foundation 2, 5, 7, 9, 10, 11, 26, 27, 28)

III. Goal

Review/revise financial and personnel related policies that have not been updated in the last 3 years to ensure regulatory compliance.

(Foundation 1, 2, 3, 6, 9, 10, 11, 12, 13, 14, 15, 16, 18, 19)

IV. Goal

Rewrite and expand the Union-Well, Inc. Business Continuity Plan and update as necessary.

(Foundation 2, 5, 6, 7, 11, 12, 13, 14, 16, 17, 23, 25, 26, 30, 31)

III. Goal

Develop a part-time student assistant position(s) for the Union Administration office to assist Union Secretary with daily office functions and help provide full office coverage when other staff is out of the office.

(Foundation 1, 2, 3, 8, 27, 28, 29)

IV. Goal

Create a master MSDS (Material Safety Data Sheet) binder for all materials used (in Maintenance and Facility Services) in the University Union and The WELL to be in compliance with OSHA's mandate that chemical information be available to all staff members at all times, for quick content reference in the event of a spill or inadvertent contact.

(Foundation 4, 6, 10, 20, 21, 22)

ADMINISTRATION AND FACILITIES: FACILITY SERVICES

I. Goal

Purchase additional custodial equipment for hard floor care in the University Union in order to achieve a more thorough cleaning (on a weekly basis) of the entire first floor lobby.

(Foundation 4, 20, 26)

II. Goal

Create a new key checkout procedure/request incorporating Maintenance Connection which will formalize the process and provide consistent documentation, eliminating “casual” requests via email.

(Foundation 2, 9, 21, 30)

III. Goal

Work with campus Facilities Services to plan and implement landscape modifications around the Union exterior in order to present a professional and pleasing exterior aesthetic which is easily maintained.

(Foundation 20, 21, 22)

IV. Goal

Install hand dryers in two bathrooms to test usage patterns by customers and to assess their effectiveness towards keeping the restrooms cleaner and reducing annual paper towel expenses.

(Foundation 20, 26, 31)

V. Goal

Upgrade Union’s Keywatcher system to allow for network connectivity and remote access and reporting when needed outside of regular business hours.

(Foundation 10, 11, 30, 31)

VI. Goal

Replace floor in Redwood Room due to excessive wear and areas causing safety issues.

(Foundation 4, 20, 21, 26)

VII. Goal

Replace Union logo floor mats inside building entrances to enhance safety and appearance.

(Foundation 4, 20, 21, 26)

VIII. Goal

Obtain additional Hirsch electronic lock controller for the Union, in order to incorporate additional doors in North loading dock, as well as Police Service Center.

(Foundation 4, 9, 21, 30, 31)

IX. Goal

Purchase larger capacity carpet extractor for The WELL to increase efficiency and reduce the amount of time needed by staff performing this duty.

(Foundation 4, 17, 20, 21, 24)

X. Goal

Increase radio strength for effective communication between both buildings.

(Foundation 10, 11, 20, 21, 25, 26, 30, 31)

XI. Goal

Renegotiate pricing for custodial supplies at The Well through a competitive bidding process.

(Foundation 6, 13, 15, 16, 17, 20)

ADMINISTRATION AND FACILITIES: MAINTENANCE

I. Goal

Study possible solutions for a golf cart parking/charging area at The WELL.

(Foundation 4, 21, 22)

II. Goal

Install air conditioning in back-of-house offices and maintenance shop at The WELL.

(Foundation 4, 10, 21, 22, 31)

III. Goal

Explore the possibility of contracting with an exercise equipment repair contract for The WELL, to supplement work currently done by full-time staff.

(Foundation 2, 3, 4, 8, 17, 21, 24, 25)

IV. Goal

Establish a required safety training program for all maintenance staff which utilizes specialized external training sources (i.e. SMUD, UEL, etc.).

(Foundation 4, 6, 21, 22, 24, 25)

V. Goal

Create a parts storage area in the room behind the fitness desk at The WELL in order to maintain a ready inventory of frequently needed parts for fitness equipment repair.

(Foundation 2, 4, 10, 21, 22, 24, 25)

VI. Goal

Update the lighting in the Fireplace Lounge in the University Union.

(Foundation 4, 21, 26, 31)

VII. Goal

Re-locate existing water fountain in Nest to facilitate vendor remodel at Dreyer's space in the University Union.

(Foundation 4, 6, 9, 17, 20, 21, 22)

VIII. Goal

Replace remaining, original butterfly valves in University Union.

(Foundation 4, 6, 17, 20, 21, 22)

IX. Goal

Reinforce walls and corners in high-traffic corridors and storage areas on Union 2nd and 3rd floors.

(Foundation 4, 10, 20, 21, 22, 24)

X. Goal

Install fan for greater air circulation in seating area above lounge at southern end of the Union.

(Foundation 4, 17, 21, 22, 26, 31)

XI. Goal

Replace decaying/missing expansion joints on Union North and West walkways.

(Foundation 4, 6, 20, 21, 22)

XII. Goal

Rebuild motors for chill water supply pumps in the Union's South dock cooling towers.

(Foundation 4, 6, 20, 21, 22)

ADMINISTRATION AND FACILITIES: INFORMATION TECHNOLOGY SERVICES

I. Goal

Improve radio signal communication between the University Union and The WELL to better accommodate the communication of the new Administration & Facilities unit.

(Foundation 2, 6, 10, 23, 31)

II. Goal

Upgrade University Union administration, event services, and UNIQUE offices with VOIP CAT6 networking standards for monthly costs savings and consistency with University plans.

(Foundation 6, 23, 31)

III. Goal

Replace University Union digital signage to be in line with The Well digital signage technical capabilities and features, eliminate current screens' "burn in", and highlight system for ACUI regional conference.

(Foundation 6, 23, 30)

IV. Goal

Replace outdated University Union Terminal Lounge audio system for improved audio quality, ease of repair and adjustment, independence from Union's other audio systems, and facilitation of ongoing technological advances.

(Foundation 5, 6, 10, 23, 30)

V. Goal

Reconfigure University Union 1st floor student computer and printing area for better function and traffic flow.

(Foundation 2, 4, 6, 10, 20, 21, 23)

VI. Goal

Refresh select University Union security cameras to be in line with security camera quality and features in The WELL.

(Foundation 4, 6, 23, 31)

VII. Goal

Continue multi-year phased upgrade of University Union music system for increased customer offerings.

(Foundation 6, 10, 23, 31)

VIII. Goal

Research replacement plans for University Union clock tower bell system for accuracy and ease of use.

(Foundation 6, 23, 31)

IX. Goal

Research space for future University Union telecom room expansion to accommodate growth in services and demands and technological upgrades.

(Foundation 6, 10, 23, 31)

X. Goal

Establish self-serve report running for CSI Crystal Reporting environment to ease time demands on IT unit.

(Foundation 6, 23, 30)

XI. Goal

Move Union-Well, Inc. primary physical Windows web server and database servers to virtual machines as a solution for outdated equipment, costs savings, and continuity in approach.

(Foundation 6, 23)

XII. Goal

Implement a strategic planning software solution for Union-Well, Inc. to accommodate our new approach and provide consistency between units.

(Foundation 6, 10, 23, 30)

XIII. Goal

Improve workstation and server security to maintain compliance and exceed CSU system requirements.

(Foundation 4, 6, 23)

XII. Goal

Implement a work-at-home software purchase policy in-line with the University/IRT plan.

(Foundation 16, 19)



UNIVERSITY UNION: OPERATIONS

I. Goal

Hire a new Public Information & Leisure Services Manager as part of the corporate reorganization, to oversee the daily operation of the service areas in the Union.

(Foundation 1, 8, 6, 9)

II. Goal

Review current job description, training and practices of Building Supervisors and establish a relationship in which they are mentored and empowered to serve customers and manage evening and weekend operations for the building.

(Foundation 2, 9-11, 27- 29)

III. Goal

Implement a Union safety and emergency training series to educate employees about proper procedures, methods and guidelines that are to be followed and enforced.

(Foundation 2-4, 6, 9-11, 21, 22, 27- 29)

IV. Goal

Improve Giving Tree/Wish Upon a Star campaign to better serve The Sunburst Project in a more organized and efficient manner.

(Foundation 2-5, 7, 27- 29)

V. Goal

Establish a productive relationship with Union vendors and departments to improve customer service and increase their involvement in building events such as Phlagleblast.

(Foundation 2-5, 9-11)

VI. Goal

Review, update, and establish policies and procedures for effective daily operation of the Union's public areas and desks, in order to enhance customer service, provide a safe and secure building environment, and provide greater direction and clarity to Union staff and patrons.

(Foundation 2, 3, 6, 9, 12, 16, 18, 19, 22, 27, 28)

VII. Goal

Develop an innovative customer service training program for all Union employees that will teach them techniques and skills, instill customer appreciation and foster motivation to deliver exemplary customer service.

(Foundation 2, 3, 5, 10, 27-29)

VIII. Goal

Create a daily building operations supervision process to assist customers, employees and vendors effectively and efficiently with needs, complaints, concerns and unpredictable requests/incidences.

(Foundation 2, 9, 10, 21)

UNIVERSITY UNION: PUBLIC INFORMATION AND LEISURE SERVICES

I. Goal

Replace broken furniture as needed in public service areas to provide safe and adequate seating for employees and customers.

(Foundation 2, 4, 17, 20, 21)

II. Goal

Replace, add and/or upgrade gaming consoles to new system releases, in order to provide our customers with cutting edge gaming technology in the Games Room.

(Foundation 2, 3, 5, 10, 30, 31)

III. Goal

Re-brand the University Union Information Desk as “the place to go for all your information needs” on campus so that customers are aware of our services, capabilities and hours.

(Foundation 2, 3, 5, 9, 10)

IV. Goal

Become more eco-friendly and financially efficient in the Terminal Lounge by reducing the amount of printed reading material through technology, to offer a wider selection of digital periodicals and reduce cost.

(Foundation 2-5, 10, 30, 31)

V. Goal

Improve Games Room usage by offering incentives, specials and additional targeted promotion of services to increase revenue during low peak hours and attract more campus residents.

(Foundation 2, 3, 5, 9, 10, 13, 15, 19)

VI. Goal

Replace non-working televisions in the Games Room and bring warranty and support in line with current standards that are being followed by the WELL, for improved customer service.

(Foundation 2, 5, 10, 23, 30, 31)

UNIVERSITY UNION: DESIGN AND VISUAL COMMUNICATION**I. Goal**

Improve and update the University Union's over-all image, including: The Hornet's Nest, meeting room aesthetics, and other interior decisions to be more consistent with the scope, quality, and consistency in approach of that which is offered by The WELL.

(Foundation 2, 3, 6, 20)

II. Goal

Refresh and improve the current internship & graphic design student employee program that considers and utilizes individual skill sets to enhance our design offerings.

(Foundation 2, 3, 6, 27, 28)

III. Goal

Establish a department that not only offers design services for Union-Well, Inc., but expands on our fee-based services outside the corporation on a public/walk in basis for added revenue generation.

(Foundation 2, 3, 6, 10, 15)

IV. Goal

Improve current visual arts displays throughout the University Union to better utilize our exhibitions and current permanent collection, as intended.

(Foundation 2, 3, 6, 10)

V. Goal

Collaborate with multiple departments within the University Union to provide the highest level of design services possible to our customers.

(Foundation 2, 3, 9, 6, 10, 23, 30)

VI. Goal

Establish new design & interior decisions for The WELL, to achieve maximum effectiveness of collateral and provide a building atmosphere consistent with the building's intended purpose.

(Foundation 2, 3, 6, 30)

VII. Goal

Redistribute workload based on upcoming re-organization of Union-Well, Inc. for enhanced professional development, quality control, and efficiency.

(Foundation 8, 6, 7, 8, 12)

VIII. Goal

Revisit permanent art acquisition by Union-Well, Inc., to develop a process that involves art acquisition for both the Union and The WELL in a purposeful manner.

(Foundation 13, 14, 15, 16, 17, 24)

UNIVERSITY UNION: PROGRAMS AND MARKETING

I. Goal

Hire and train a new UNIQUE Programs Advisor as part of the corporate reorganization.

(Foundation 7, 8)

II. Goal

Create and implement a plan for social networking for the University Union, to help build awareness for Union events and services.

(Foundation 5, 9, 10, 23, 30)

III. Goal

Strengthen relationships with on-campus and off-campus entities to build and enhance marketing of Union programs and services.

(Foundation 9, 10, 11, 15, 17)

IV. Goal

Create a marketing strategy for The Lab to solicit new business.

(Foundation 1, 2, 3, 5, 6, 9, 10)

V. Goal

Begin overall management of the Campus Calendar.

(Foundation 2, 3, 5, 9, 10, 11, 17, 23, 30)

VI. Goal

Develop relationships with college and marketing associations to enhance networking relationships and promotion strategies.

(Foundation 3, 5, 9)

VII. Goal

Strengthen Union Gallery promotion to increase gallery exhibit attendance.

(Foundation 9, 10, 23)

VIII. Goal

Support all Union-managed programs and services (Event Services, Games Room, Terminal Lounge, etc.) promotion to increase usage.

(Foundation 9, 10, 23)

IX. Goal

Review, systemize, and improve policies, procedures, and methods for Union-housed and other campus entities to market their programs and services in Union to enhance customer service.

(Foundation 6, 14, 15, 16, 18)

X. Goal

Lead & train Union staff in assessment methods and assist assessment implementation and reporting to remain consistent with campus and division assessment goals and improve customer service.

(Foundation 3, 5, 6, 17, 28, 29, 30)

UNIVERSITY UNION: UNIQUE PROGRAMS

I. Goal

Select and train a new UNIQUE Programs Assistant to replace the current student leader, for program consistency and student development.

(Foundation 2, 3, 8, 27, 28, 29)

II. Goal

Attend a music/ arts festival alternative to Coachella, to reward volunteer involvement, expand the number of participants, facilitate performer research, and improve fiscal effectiveness.

(Foundation 5, 27, 28)

III. Goal

Upgrade UNIQUE's wireless microphone system for greater flexibility and to reduce the need for equipment rental.

(Foundation 24, 31)

IV. Goal

Minimize the impact of the Ticket Office move across campus on the customer service provided for UNIQUE event ticket purchasers.

(Foundation 2, 3, 5, 9, 10, 23)

V. Goal

Visit other college campus(es) to educate volunteers on their programs and explore other programming, marketing, and committee structure ideas.

(Foundation 3, 5, 9, 17, 27, 28)

VI. Goal

Strengthen and renew relationships with on-campus & off-campus groups to increase programming and marketing collaboration and co-sponsorship opportunities.

(Foundation 5, 9, 11, 17,)

VII. Goal

Refine committee leadership positions and sub-committee opportunities and offer students a more formal way of becoming involved, to enhance student development.

(Foundation 3, 8, 27, 28, 29)

UNIVERSITY UNION: ADMINISTRATION**I. Goal**

Develop a purposeful supervision and communication process with the Union management team to enhance the effectiveness, collaboration, and morale of Union staff during Union-Well, Inc. reorganization.

(Foundation 3, 10, 11)

II. Goal

Increase independence of Union management team in their planning & administration of the areas of budget, personnel, and strategic goal-setting for increased fiscal effectiveness and professional development.

(Foundation 7, 10, 11, 15, 19)

III. Goal

Develop a standardized, regular process of communication with Union vendors, offices, and heavy users of the facility and programs to enhance customer service and facilitate feedback.

(Foundation 1, 2, 3, 5, 6, 9, 17)

IV. Goal

Establish a clear communication process with the units of Facilities & Administration and The WELL to strengthen collaboration, increase efficiency, and facilitate feedback.

(Foundation 1, 2, 10, 11)

V. Goal

Lease remaining space on Union 1st floor, to achieve 100% occupancy, enhance customer service, and maximize revenue.

(Foundation 5, 17, 26)

VI. Goal

Work with student leaders and staff to develop options for alternate use of TV and general lounge space on the 2nd floor, to enhance customer service and maximize effectiveness.

(Foundation 5, 10, 12, 17, 26)



THE WELL: ADMINISTRATION 2012-2013

I. Goal

Create a renovation plan to reconfigure the underutilized spaces in The WELL.

(Foundation 4, 2, 3, 5)

II. Goal

Create proposal for Graduate Assistant Program for Union-Well, Inc.

(Foundation 7, 8, 6, 1)

III. Goal

Install two interior design projects for The WELL.

(Foundation 2, 4, 5, 6)

THE WELL: FACILITIES And INFORMAL RECREATION

Administration

I. Goal

Educate The WELL membership on the appropriate use of lockers.

(Foundation 21, 24, 26)

II. Goal

Purchase an iPad to help automate services at the equipment desk and the conference suites.

(Foundation 13, 23, 26, 30, 31)

Aquatics

I. Goal

Offer the Swim through California program.

(Foundation 5, 10, 21, 23)

II. Goal

Increase participation in the Swim Lesson Program by 10%.

(Foundation 3, 5, 10, 21)

Climbing wall and Group Facilitation

I. Goal

Create two instructional climbing classes starting in the Spring 2013.

(Foundation 2, 6, 7, 8, 13)

Informal Recreation (Equipment Desk)

I. Goal

Determine desired informal recreation equipment needs of The WELL membership.

(Foundation 2, 3, 5)

Facility Rentals

I. Goal

Develop a Financial Impact report for the conference suites to ensure sustainability.

(Foundation 13-19)

II. Goal

Develop a conference suite marketing brochure to educate potential clients on the rental opportunities at The WELL.

(Foundation 26)

THE WELL: INTRAMURALS

I. Goal

Hire a Coordinator of Intramural Sports.

(Foundation 8, 6,)

II. Goal

Further develop online registration for individual Intramural participants in csus.athleague.com

(Foundation 2, 5, 6)

III. Goal

Create opportunities for Intramural Employees to officiate at the NCCS Regional Tournament in both Flag Football and Basketball.

(Foundation 7, 6, 5)

THE WELL: SPORT CLUBS

I. Goal

Assist in the transition of Sport Clubs from Union-Well, Inc./The WELL to Sacramento State, Student Organizations and Leadership.

(Foundation 6,1,5)

II. Goal

Further develop online registration for individual Intramural participants in csus.athleague.com

(Foundation 2, 5, 6)

III. Goal

Create opportunities for Intramural Employees to officiate at the NCCS Regional Tournament in both Flag Football and Basketball.

(Foundation 7, 6, 5)

THE WELL: STUDENT DEVELOPMENT And ASSESSMENT

Assessments

I. Goal

Create a program WELL Assessments.

(Foundation 6,10,15)

Staff Development

I. Goal

Create a comprehensive staff development program for WELL part-time student staff.

(Foundation 1, 6, 8,)

THE WELL: MEMBERSHIP

I. Goal

Increase student membership rate to 65% of currently enrolled students.

(Foundation 2, 5, 9)

II. Goal

Increase non-student membership by 10%, 759 members.

(Foundation 2,5,9)

THE WELL: MARKETING

I. Goal

Create a skilled marketing team for The WELL programs and services.

(Foundation 8)

II. Goal

Develop successful department-wide cornerstone promotional piece.

(Foundation 2, 5)

III. Goal

Enhance in-person engagement between The WELL and the campus community.

(Foundation 2,5,9)

THE WELL: FITNESS/ WELLNESS

I. Goal

Restructure and implement a Wellness program for the Sac State Capital Fellows to start Fall 2012.

(Foundation 2, 3, 4, 5, 9, 15)

II. Goal

Host a fitness certification in The WELL that is offered to WELL staff, WELL members and the Sacramento community.

(Foundation 7, 9, 27, 29)

THE WELL: PERSONAL FITNESS

I. Goal

Achieve an average of good (four points) on the secret shopper program for the fitness department.

(Foundation 2, 3, 4, 21, 27, 29)

II. Goal

Increase participation in personal fitness services by 10%.

(Foundation 5, 9, 15, 17, 27, 29)

III. Goal

Increase participation for fitness special events by 10%.

(Foundation 3, 5, 9, 10, 11, 26)

IV. Goal

Create and implement a six week small group training program for Residence Halls.

(Foundation 9, 10, 11, 15, 17)

V. Goal

Implement a Gym Etiquette campaign to educate WELL members, using the fitness areas, on proper gym etiquette.

(Foundation 9, 10, 11, 15, 17)

THE WELL: GROUP FITNESS

I. Goal

Increase Group Fitness Participation by 10%.

(Foundation 2, 3, 5, 6, 8, 23)

II. Goal

Develop an implementation plan to offer Water Fitness Classes.

(Foundation 5, 6, 9, 10)

III. Goal

Increase the WE FIT classes by 5%.

(Foundation 2, 3, 6, 9, 10, 11)

IV. Goal

Implement a new Group Fitness Pass System.

(Foundation 2, 3, 6, 9, 10, 13, 30)



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SACRAMENTO STATE

THE
UNIVERSITY
UNION

