



UNION WELL INC. STRATEGIC PRIORITIES 2015-2016

Union WELL Inc. Vision Statement:

To engage and connect the campus community through innovative programs, places and people that advance wellness, student success and Sacramento State pride. Both The University Union and The WELL align with the University's six strategic goals by delivering diverse and exceptional programs, services, and facilities that support Sacramento State beyond the classroom.

Sacramento State's Strategic Goals, 2014-2020

1. Enhance Student Learning and Success
2. Foster Innovative Teaching, Scholarship and Research
3. Commit to engaging the community by building enduring partnerships to strengthen and enrich the region
4. Excel as a place to learn, work, live and visit
5. Engage students in a comprehensive university experience
6. Promote a strong university identity

Links:

Union WELL Inc. Strategic Plan 2015-2016

https://unionwellinc.org/downloads/documents/2015-2016_StratPlan_final.pdf

University Union Assessment Report 2014-2015

https://unionwellinc.org/downloads/documents/union_well/assessments/2014-2015/ UU_Assessment_14-15.pdf

The WELL Assessment Report 2014-2015

https://unionwellinc.org/downloads/documents/union_well/assessments/2014-2015/ WELL_Assessment_14-15.pdf

Union WELL Inc. Corporate Documents

<https://unionwellinc.org/documents/>

UNIVERSITY UNION STRATEGIC PLAN

2015-2016

A. Unit Overview

The University Union creates a welcoming, collaborative environment as a central gathering place that builds community, complements the academic experience, and enhances campus life. The Union aligns with the six university strategic goals by delivering diverse and exceptional programs, services, and facilities that support Sac State beyond the classroom.

B. Indicators of Achievement and Strategies

Goal 4: Excel as a place to learn, work, live, and visit

Strategies

1. Pursue cost effective, relevant, and timely strategies for replacing and upgrading technology throughout the Union, in order to meet and exceed the standards that our customers demand.
2. Continue to update and modernize our aging equipment and facility furnishings to offer consistency of presentation and services in all of our spaces.
3. Identify and provide opportunities to interact with individuals and networks of support beyond the campus, in an effort to stay in tune with the latest trends, ideas, and successes that might also be implemented in the Union.

Indicators of Achievement

1. Replace sound systems, video/data projection, and cable infrastructure in Ballroom, Hinde Auditorium, meeting rooms, and portable systems, to take full advantage of current technologies and prepare for future advances, standards, and needs.
2. Replace carpeting in Ballroom (and Lobby), Hinde Auditorium, Valley Suite; replace furnishings in "preset" meeting rooms such as the Valley Suite.
3. Participate in or coordinate one-day meetings or trainings within easy driving distance that will allow Union staff to interact and develop relationships with representatives from other educational institutions and event facilities.

Goal 5: Engage students in a comprehensive university experience.

Strategies

1. Plan new and exciting events, programs, and series that highlight the Union and celebrate campus life.
2. Expand the variety and prominence of our program and service offerings to satisfy and enhance the experience of our regular patrons and also reach new individuals and communities not currently utilizing the Union.
3. Identify and provide additional opportunities to work with other campus departments to promote their programs, for increased campus community participation and engagement.

Indicators of Achievement

1. "Half-time show": Develop a weeklong series in mid semester to help students reenergize during the semesters. Draw attention to areas of the building that are underutilized. This series would be in collaboration with SHCS, The WELL, KSSU, Dining Services, UNIQUE. Examples: Patio Party 2nd floor, Atrium Yoga, Fire Up/reignite your semester, Pizza on the (2nd floor) Patio, Meditation Monday.
2. Offer DIY-Craft Nights, faculty and staff Games Room tournaments, and additional creative offerings with non-traditional students/campus communities in mind.
3. Add an additional Student Organizations and Department digital screen and marketing materials area for student organizations and departments near the Union Information Desk and promote their use.

Goal 6: Promote a strong University Identity

Strategies

1. Increase the sense of campus life, pride and spirit by providing displays, logos, and symbols of Sac State throughout the building.
2. Demonstrate active leadership in supporting University-wide programs and initiatives.
3. Utilize the 40th anniversary of the Union to highlight our history of being a "good partner" with the University in achieving its mission and goals over the years.

Indicators of Achievement

1. Incorporate Herky the Hornet into the Hornet's Nest food court décor and add decals and other wall accents that promote campus spirit to the large public spaces on the 2nd and 3rd floors.
2. Partner with Athletics and the Green Army in displaying Union Lobby signage that promotes annual traditions and celebrates our successes in competition.
3. Plan and utilize the Union's 40th Anniversary activities as a vehicle to initiate or renew relationships with faculty, staff, alumni, student leaders, and others.



THE WELL STRATEGIC PLAN 2015-2016

A. Unit Overview

The WELL is committed to providing a wide variety of outstanding and cutting-edge programs, services, facilities, and equipment to the Sacramento State campus, in pursuit of our mission to encourage a habit of lifetime wellness through collaboration, education, and innovation.

B. Indicators of Achievement and Strategies

Goal 3: Commit to Engaging the Community by Building Enduring Partnerships to Strengthen and Enrich the Region.

Strategies

1. Expand our inclusive recreational programming that reaches students, the campus community and the Sacramento region by establishing formal relationships with community organizations and campus departments.
2. Collaborate with Student Health and Counseling Services to advance campus wide wellness initiatives that pertain to Healthy Campus 2020.
3. Develop a community sponsorship plan for both in-kind and monetary donations that includes guidelines and procedures for establishing community partnerships which will benefit The WELL programs and services.

Indicators of Achievement

1. Update current or create new MOU's with the City of Sacramento (Access Leisure), Recreation, Parks and Tourism Department, and the Aquatic Center to mutually benefit each organizations' initiatives in regards to providing opportunities for persons with disabilities.
2. Assist with the implementation of a new website for The WELL to meet the needs of our membership.
3. Establish in-kind and monetary sponsorship goals that will benefit The WELL programs and services.

Goal 4: Excel as a place to learn, work, live and visit

Strategies

1. Enhance the organizational structure of the free weight storage system and update fitness equipment floor plans to provide a safe and accessible facility.
2. Attract new climbers and excite existing climbers by implementing additional services seen in like-wise climbing facilities relative to both programming and equipment offerings.
3. Assess existing member services and programs with feedback from current and potential users through researching comparable organizations. Using these assessments, increase and enhance current program and service offerings.

Indicators of Achievement

1. Replace fitness equipment that is out of warranty, based on the corporate repair and replacement plan which will keep us current on what is new and save cost on equipment repairs. Update fitness floor plans to reflect new equipment arrivals and maximize the effectiveness of the building layout.
2. Modify the Climbing wall appearance by utilizing color climbing holds dedicated to specific routes, compared to the current practice of tape in an effort to both attract new climbers and help clarify the climbers' experience.
3. Develop two membership recruitment and retention plans. One plan will be focused on student membership and the other will focus on faculty/staff memberships which will target a 25% revenue growth over a 3 year time period.

Goal 5: Engage Students in a Comprehensive University Experience

Strategies

1. Expand campus partnerships by collaborating with the Residence Halls to develop a targeted program which will engage campus residents in wellness activities.
2. Conduct and benchmark 2016 NIRSA/NASPA Consortium Recreation and Wellness Impact survey, compare results to 2013, share findings with WELL staff and make membership enhancements based on results.
3. Enhance intramural sports participants' experience by reactivating in person captain's meetings and increasing our electronic communication to all participants.

Indicators of Achievement

1. Collaborate with the Residence Halls on a fitness program to increase on-campus resident membership activations and participation in fitness services.
2. Evaluate and enhance membership and guest offerings by utilizing information from the NIRSA/NASPA assessment and non-student member surveys.
3. Create competitive and recreational leagues to meet the demands of Intramural Sports Participants.



Goal 6: Promote a strong university identity

Strategies

1. Expand our team building program by offering additional leisure opportunities to all group reservations in the Conference and Meeting Space Suites.
2. Develop a marketing plan that targets WELL members including wellness education and highlights fitness services to increase participation by 3% in fitness programs.
3. Expand the Intramural Sports marketing campaign to engage new participants in the Intramural Sports program and increase growth by 5%.

Indicators of Achievement

1. Update and distribute a new one-stop-shop Conference and Banquet Reservation Brochure, which will highlight WELL BUILD opportunities.
2. Collaborate with IT, Marketing, Student Health and Counseling to create website, digital signage and social media based videos to educate WELL members and market fitness services.
3. Work with marketing staff to create a social media plan for Intramural Sports by identifying games of the week, officials of the month, promotional giveaways, recognition of champions and promoting participant's achievements.