

UNION PROGRAMS

2005-2006 Goals & Outcomes

Information Center

- *Increase number of WeekEnderz events by 25%. (Goal 1)*
Outcome: Not met. A total of 18 events were sponsored by WeekEnderz which is only one more than the previous year. For next year additional avenues for advertising have been identified through Student Activities and program information and applications on-line.
- *Formalize customer service training with the addition of professional video training and publications.*
Outcome: Training video and monthly newsletter ordered from *1st Rate Customer Service*. Video shown at staff meeting and customer service issues highlighted in the newsletter are discussed at staff meetings.
- *Provide online classified services to better serve student population, specifically distance learners. (Goal 4)*
Outcome: Temporarily on hold due to backlog in IT.
- *Provide comprehensive campus calendar on AS website (Goal 4)*
Outcome: Due to the hire of a new Info Center Coordinator in March, this goal was not met. However, a calendar for the AS website for all events/activities scheduled in the Bell Memorial Union has been created.

Art Gallery

- *Increase sales commission by 150%. (Goal 5)*
Outcome: no additional revenue realized. Most student artists must save their work for their graduation portfolio so they have little inventory to sell.

Recycling

- *Serve in a consulting capacity as member on new environmental committee established by the Provost's Office to address campus-wide environmental issues such as sustainability, renewable energy, environmental ethics and stewardship. (Goal 1)*
Outcome: Done and new coordinator continues to sit on this committee.
- *At the University's request, assist in developing a plan for the disposition of surplus equipment. (Goal 2)*
Outcome: In progress.
- *Develop a standardized Recycling 101 Survival Guide for all incoming interns. (Goal 3)*

Outcome: not done. There was a personnel change mid-year and the newly hired program coordinator did not follow through with this goal due to other more pressing issues. It is being re-considered for next year.

- *Provide technological parity for staff working in new warehouse location. (Goal 4)*

Outcome: Done.

- *Evaluate potential revenue from baled material. (Goal 5)*

Outcome: It was determined that securing a baler at this time is not feasible due to space and safety issues, however, other avenues for revenue generation on loose paper recycling are being explored.

Presents

- *Schedule a series of events to highlight Black History Month (e.g.; speakers, musicians, poet laureate of California, etc.) (Goal 1)*

Outcome: Six events including California's Poet Laureate Al Young were showcased.

- *Identify and network with University organizations/departments that would have a stake in co-sponsoring special interest programs (speakers, films, debates, concerts). (Goal 1)*

Outcome: Sponsored a variety of events with connections made through Undergraduate Education, Dept. of Business, Disabled Student Services; Dept. of Sociology; and the offices of the University President and both Provosts. Preliminary meetings with University Public Events were held to plan a joint event for 06-07.

- *Collaborate with Music Dept. to establish some type of internship exchange between the University department and Presents. (Goal 3)*

Outcome: Meetings with Paul Friedlander have resulted in the development of a Presents internship that will be offered to one of the students in his music industry class in fall 06.

- *Collaborate with University Police to develop a formal training program for Presents security Staff. (Goal 3)*

Outcome: A training program was held in Sept. and all Presents security staff were required to attend. This will be an annual training at the beginning of each academic year.

Union Graphics

- *In collaboration with Upward Bound and the College of Professional Studies jointly apply for a \$50,000 design education grant to recruit high school art students (specifically first generation college students) to CSU Chico Art and Design programs (Goals 1, 3)*

Outcome: Still waiting to hear if grant is awarded.

- Provide proscribed and enhanced exposure to professional commercial arts practices & networks (methods include: encourage and/or establish American Institute of Graphic Arts membership among staff and grow a CSU campus chapter; recruit first generation college students who qualify for admission to top tier art schools; establish staff training/leadership weekend, require texts for credited interns). (Goal 3)*
Outcome: Increased membership of CSU chapter of AIGA, funded AIGA membership for all studio interns; established required texts for studio interns which are on reserve in the library; collaborated with EOP and Upward Bound to produce two job fairs and sponsored a first time internship recruitment fair; offered studio tours to outside groups; produced a flyer describing all campus internships available related to graphic design and distributed to high school students;
- Secure full art director compatibility with AS scheduling, email, Timecentre and personnel systems (Goal 5)*
Outcome: Completed.

Adventure Outings and Aquatic Center

- Research and write a critical incident policy recommendation for how best to handle a “worst case scenario” for Adventure Outings (Goal 1)*
Outcome: Research completed and a draft has been submitted for review in Sept. 06
- Develop a replacement plan for 12 passenger AO vehicles (Goal 1)*
Outcome: Recommendation submitted and currently under review.
- Expand FAC summer specialty camps to include six new offerings (2 sailing, 2 guppies and 2 paddling) (Goal 1)*
Outcome: Completed.
- Write a proposal to the Department of Recreation or Kinesiology to offer a credit bearing sailing course at the Forebay Aquatic Center (FAC) (Goal 1)*
Outcome: Proposal submitted but rejected.
- Seek government funding for infrastructure improvement at FAC (phone line, electricity, etc.) (Goals 2 & 5)*
Outcome: Requests were made to the California Dept. of Parks and Recreation. They agreed to bring in a small amount of electricity to the new structure, but denied the installation of a phone line due to lack of funding.
- Continue to make improvements to the physical plant at the FAC to better serve customers (i.e., build storage racks for kayaks, canoes, possibly rowing shells; set up boat repair shop for equipment maintenance; create signage for the FAC). (Goal 2)*
Outcome: A storage rack for kayaks has been built. Five more are needed. Boat repair shop was set up and is operational. Signs are currently being constructed and installation bids are being solicited.

- *Insure FAC staff have proper training/certification for all water-related activities (eg. certified sailing instructors and lifeguards). (Goal 3)*
Outcome: All staff are certified life guards and all sailing instructors have been certified.
- *Develop a series of databases to manage AO and FAC information (trip scouting reports, equipment inventory and rental, trip calendar) (Goal 4)*
Outcome: Not met due to insufficient staff time.
- *Increase FAC rental income by 8%. (Goal 5)*
Outcome: Achieved. Rental income was increased by 9% for a total of \$16,425.
- *Seek money from two local sources to fund rowing program at FAC. (Goal 5)*
Outcome: two grants were submitted and rejected. Received a small fleet of rowing shells from a local club as a donation. The first stage of a rowing program will begin in fall 06.

Union Operations

- *Continue to research potential warehouse sites for acquisition. (Goal 2)*
Outcome: Still in progress. This search will continue for 06-07.
- *Implement a monthly training program for student staff and expand current student orientation program to include a team building component. (Goal 3)*
Outcome: Partially accomplished. The focus has been safety and customer service. This training will continue in 06-07 with other areas of focus (see goals section)
- *Implement web base reservation system and Room Viewer software. (Goal 4)*
Outcome: Goal met. Virtual EMS was launched in spring 06. Room Viewer was launched in fall 05.
- *Upgrade lighting technology. (Goals 1 & 4)*
Outcome: Goal met. Moving lights were purchased for the auditorium and installed in spring 06.
- *Implement a preventative maintenance software program. (Goal 4)*
Outcome: This goal was partially met. The software has been purchased, and implementation is scheduled for fall 06.
- *Increase revenue by 5% and decrease expenses by 5% (Goal 5)*
Outcome: Only one area increased revenue by more then 5%. The Theatre Tech Department increased revenue by 68.6% (\$754.03). Custodial increased revenue by 1.5% (\$2416.29), Maintenance by 4.1% (\$10,775.13), and Conference Services was under budget by 4% (\$5018.43). Only one area decreased expenses. Conference Services

was under budget by 6.5% (\$15,973). Theatre Tech was over budget by 3.8% (\$5219), Custodial by .08% (\$3,607), and Maintenance by 2.6% (\$15,966).

STUDENT UNION GOALS

2006-07

Information Center

- Develop a Downtown Chico Business Association business faire in the mall area. (Goal 5)
- Provide online access to info center services and information - specifically, the classifieds. (Goals 1 & 4)

Art Gallery:

- Promote new public art space in the BMU (Goal 1)
- Collaborate with other galleries on campus to develop a campus wide gallery tour (Goal 1)
- Investigate cost and feasibility of adding moveable walls to the gallery (Goal 2)

Recycling

- Implement a new indoor paper recycling collection program with access for the general public. (Goals 1 & 5)
- Expand existing compost collection program to include post-consumer food waste and compostable dishware. (Goal 1)
- Assist University in developing a plan to increase surplus property diversion. (Goal 1)
- Pursue options for increased revenue on recyclable materials, particularly fiber and metals. (Goal 5)
- Incorporate "Fish Philosophy" into a multi-session staff development training program. (Goal 3)
- Develop a mentoring program between new and veteran interns. (Goal 3)

Presents

- Establish submissions of online EPK's (electronic press kits) from prospective artists. (Goals 1 & 4)
- Provide a minimum of three shows that require no subsidy from Union funds (Goal 5)
- Integrate Dept. of Music intern into staff. (Goal 3)
- Maintain an active presence in the residence halls by promoting events at hall meetings, council meetings, and RHA meetings. (Goal 1)
- Develop an e-mail database of students interested in weekly announcements about Presents Events. (Goal 1)
- Develop a formal process for tabulating on-line evaluation forms and generate a monthly report for the Associate Student Union Director. (Goal 1)

Union Graphics

- Identify local revenue generating markets. (Goal 5)
- Hard cost reimbursements to exceed hard costs by 1%. (Goal 5)
- Implement new recycling practices to reduce paper waste. (Goal 1)
- Automate staff scheduling and computer use. (Goal 1)
- Implement staff leadership training event. (Goal 3)
- Enhance online estimates and ordering so that actual calculations can be performed while the customer is on-line rather than waiting for estimate replies from UG. (Goals 1 & 4)
- Update computers with current software. (Goal 4)

Late Night and Weekend Programming

- Implement new tiered funding structure for WeekEnderz allocations and provide application on-line. (Goals 1 & 4)
- Create and implement student staff orientation/training for Late Night Chico (Goal 3)
- Develop an internship with the Recreation Department's Special Events Advisor to assist with programming for Late Night Chico. (Goals 1 & 3)
- Hire a student Publicity Coordinator and develop a marketing strategy (Goals 1 & 3)
- Seek feedback from students through online surveys, focus groups, and written evaluations (Goal 1)

Adventure Outings & Forebay Aquatic Center

- Develop an "in-house" drivers training program for current and new AO drivers. (Goals 1 & 3)
- Increase participation in the Chico Bound Program participation rate by 20%. (Goal 1)
- Re-draft proposal to offer for credit sailing/rafting classes for the Dept of Kinesiology. (Goal 1)
- Review and refine current risk management plan for the FAC. Plan should include:
 - Emergency action plan
 - Critical incident response policy
 - Job descriptions for all positions
 - Course curriculum for sailing, canoeing, kayaking and summer camps (Goal 1)
- Research viability of, and develop a proposal for, the addition of new full-time/benefited FAC staff position. (Goals 1 & 3)

Operations

- Improve radio communications for Operations Staff. (Goal 1)
- Add internet connectivity and power to auditorium lobby area. (Goal 1)
- Install additional movie screens in meeting rooms. (Goal 1)
- Implement Preventative Maintenance Software program. (Goal 1)
- Purchase two additional smart carts from meeting rooms. (Goal 1)
- Install additional lighting in auditorium. (Goal 1)

- Evaluate conference services fee schedule and institute increases where appropriate. (Goal 2)
- Reduce expenses by 3%. (Goal 2)
- Increase Conference Services revenue by 5%. (Goal 2)
- Continue to research warehouse facilities and/or building sites. (Goal 3)
- Develop a space plan for the Student Union addressing potential vacancies due to WAC. (Goal 2)
- Develop personal professional development plans for all staff. (Goal 4)
- Expand student staff orientation program to include team building element. (Goal 4)
- Convert to all green cleaning products and paper products in Custodial. (Goal 5)
- Reduce paper consumption in Conference Services by 10%. (Goal 5)
- Purchase products from local companies. (Goal 5)
- Purchase products and equipment from environmentally friendly companies. (Goal 5)
- Provide recycling services at all auditorium events. (Goal 5)