

ASSOCIATED STUDENTS

STUDENT UNION

Annual Objectives 2003-04

1. *Conference services*: increase revenue by 10 percent, implement Web-based room reservation system, and install smart room technology in meeting rooms. (Goals 1,4,5)
2. Pursue additional programming opportunities for students—specifically the development of an Aquatics Center to provide a wide-range of water sport recreation managed by Adventure Outings. (Goals 1,2,5)
3. Assess current space allocation and relocate and/or remodel program/service areas for more functionality while continuing to pursue off-campus sites for warehousing Union programs. (Goal 2)
4. Evaluate staffing needs to determine possible opportunities for a reduction in wages/salaries. (Goals 1,5)

Annual Objectives and Outcomes 2002-03

1. Update BMU computer lab to closely mirror the services provided by in university labs so that students may move seamlessly between labs for their academic needs. (Goals 1,4,5)
Part-time IT Coordinator hired to manage the lab, purchased color printer and scanner, updated software, and installed a cloning image on all lab computers.
2. Research and design protocol for managing the BMU Art Gallery as a venue for student artists. (Goals 1,2)
Hired gallery coordinator, sponsored a grand opening displaying the works of Master of Fine Arts students in January 2003, and mounted three additional spring shows and one summer show.
3. Increase night and weekend programming through AS Presents by utilizing multiple BMU venues (auditorium, lounge area, games room) and increase Games Room usage through a vigorous marketing plan and sponsorship of special events. (Goals 1,5)
Sponsored 27 night and weekend events serving 7,798 students (approximately 6,000 more than the previous year). Despite marketing, special tournaments, and new equipment, the Games Room failed to flourish. Usage dropped to an all-time low and we determined that it was no longer feasible to operate the Games Room.

4. Develop additional paid internships for graphic design students and update the operating system for all Union Graphics computers to meet the university and industry standards. (Goals 1,4)
Hired three graphic design interns. Updated the operating systems for all department computers.
5. Using student marketing interns, design and conduct an on-line survey and a series of focus groups to assess building use and the type and quality of programs/services offered through the Union. (Goals 1,2,4,5)
On-line survey and focus groups were conducted and all data was compiled and presented in a year-end written report and presentation to the Bell Memorial Union Committee.
6. Expand both the Climb High program (portable climbing wall) and the Chico Bound program (freshman wilderness orientation) for Adventure Outings by 20 percent. (Goals 1,5)
The climbing wall was utilized five times: two paid events off-campus and three free on-campus events. The Chico Bound program collaborated with Summer Orientation and served twenty more students than last year (thirty-five vs. fifty-five).
7. Provide staff trainings to enhance hard skills and help manage risk associated with outdoor education. (Goals 1,3)
Offered swift water rescue, raft guide school, kayak instructors school, sea kayak school, plus new staff orientation training.
8. Increase Operations staff to ensure adequate staff coverage at events in order to meet the needs of clients using Bell Memorial Union facilities. (Goal 1)
One additional staff person was hired to assist with event coverage allowing us to meet the increased demand for the BMU facilities.
9. Implement an inventory control system for the Associated Students fixed assets. (Goal 5)
Software for an inventory control system was purchased and put into service. All fixed assets are now tagged and this information is coordinated with the Business Office fixed assets records.
10. Purchase additional audiovisual equipment for meeting rooms. (Goal 1)
Two data projectors, two overhead projectors , and three TV/VCR/DVD units were purchased for use by clients in the BMU.