Presentation

- “Open Doors, Open Minds”
- Media Advisor for student newspaper and radio station
  - Somewhat new model
- Office of Student Engagement
  - Very new
  - Be adding some career development staff and functions
  - Expect to have an internship coordinate moving to not just student activities but student engagement
- Engage Students in campus community
  - New student orientation
    - Making sure students’ basic needs are met
  - Student organizations
    - Cultural, social, departmental, religious, Greek, etc.
  - Some student groups work through Multicultural Student Services
- Provide a place to come together and connect
  - Have over 6,000 events in Union per year
  - Open
    - Weekdays – 7:00 AM – Midnight
    - Weekends – 10:00 AM – Midnight
  - Also a campus community building
    - Host off-campus community events
  - Volstorff Ballroom is very popular
- Student employment and leadership
  - Students have a lot of ownership for the union building
  - Have made changes in the lower level
    - Including Blue Print Center
  - Look to have outcomes of growth and professional development
  - 125 student workers
    - Primarily on hourly basis
  - Print center and technical reinforcement areas are unique
- Looking at number of seats needed
  - Students have been sitting on floor
- Also need space not just for dining
• Improving their print services
  o Moving to digital technologies
• Indoor and outdoor recreation
• Think about how to infuse academics into their program
• Stretch goals
  o Develop a traditions center
  o Develop a retail landscape
  o Expand to include a retention center and a cohesive student leadership/organization complex

Questions
• What are the challenges you face on a daily basis and where do you want to go?
  o Enjoy being engaged with students
  o Much of what they do is developmental
  o Know services could be better
    ▪ When busy they are doing “event triage”
  o Expectations are high
  o For tech support
    ▪ Like power company – only time people notice them is when things aren’t working
  o Challenges are time and logistics
  o So many great things to spend time on
    ▪ Hard to prioritize
  o Good they have a road map
  o Want to be able to measure results
  o See the potential for service offerings
    ▪ Have creative ideas to generate revenue
    ▪ Find the funds to do this is a challenge
    ▪ Maybe manage contracts on their own
    ▪ Maybe adapting building usage fees
  o Orientation
    ▪ Communication can be a challenge
    ▪ Hard to create a program that meets students and family needs and also works for the department
  o Time is a challenge
    ▪ Particularly for the amount of time Greek organizations have
  o Need to looks at GAF (?) and retail for funding options
Looking at industry standards
  - New activity for them
  - Looking at benchmarks is critical

Need to be better about sharing the excellent things that are being done and promote these

Need to put numbers to paper
  - Number of jobs we provide on campus
  - Where people working

Not just employment by also experience they get

Tim Nichols just did a survey on undergraduate research and employment

- What is being planned on the career side and for internships?
  - Efforts to streamline and build up relationships
    - Help student awareness
    - Prepare them to apply for internships
  - Working with industry
    - Where are there holes?
  - Journalism has well-established program
    - Don’t need immediate help
    - Other departments do
  - Career placement
    - Major exploration is first step
    - Then move from major to career options and preparation
    - Looking to hire an associate director to help develop this
    - Need to build connections with employers and others
    - Our students are well prepared
    - Location will serve them well by being in the Union for more visibility
    - Student leadership development is important component

- What about bookstore and retail operations?
  - Could have a lease arrangement for bookstore
  - Hair salons
  - Financial providers
  - Apple store
  - Tanning salons
  - Need to balance money and ethics
  - Need to review where money from contracts go
    - Perhaps want units to control income from their own contracts
  - Need to be transparent in fee structures
    - Know where dollars go
    - How it impacts operations and services
Have been discussing Hobo Day store
  - Opportunity to capitalize on it because of 100th anniversary
  - Could partner with academic units to create and run this
    - Apparel
    - Memorabilia
    - Print materials
  - Multicultural Affairs couldn’t be here but how are they thinking about inclusion and diversity?
    - Would like every department incorporate at least one inclusion initiative

Equipment
  - Tried to look at some of equipment a few years ago
    - Mikes, podiums, etc.
    - 3 podiums were purchased
      - 1 in PAC
      - 2 in Academics
    - Union just purchased one that matches the PAC one
    - Have purchased more mikes
    - Have plenty of staging items
  - Still working in analog
    - Talking about purchasing a digital audio board
    - For larger events may need to purchase another board
      - Rentals are an option
  - Will we be prepared for the political campaigning later this year?
  - Are we prepared to generate revenue but to also highlight SDSU?
  - We are here first for the students
    - They will have priority over external customers
  - IT gave this work away to the Union’s professional unit
    - Very appreciated
  - All they are of Media Center coming up in Yeager Hall
  - Need to think about how students are using technology and potentially isolating themselves

Need to think about the balance with face-to-face interaction
The Union

The Union at SDSU has open doors and open minds. We provide a sense of community for all who enter and an appreciation for civic engagement, leadership, diversity, and philanthropy to those reached through our programs. We strive to provide a premier center of activities and services that maintain a focus on student activities, involvement, and retention.
The Role of The Union

We engage students in the campus community in a variety of ways to contribute to their success.

We provide services and resources to students, campus community, and external stakeholders, and above all, provide a place to come together to connect with others.

We employ a student workforce both in operational areas of The Union as well as leadership organizations.

Strategic Goal:
Support the Retention Goals of the University

* Develop quality service model in Union facility services.

* Engage students in the university community through the development of a comprehensive orientation program.

* Enhance learning outside the classroom through engaging students leadership involvement opportunities and student employment experiences and in The Union for students.

* Work with our student advisory group (SUAC) to develop an integrated marketing and communication approach for students on services, resources, and leadership opportunities in the building.

* Develop responsive plan for dining in the Union facility that engage students beyond a convening place to dine. Creating space that students use for learning, programming, studying and socializing.
Stretch Goals

- Develop a **traditions center** for the Hobo Day Committee and the 1912 Model T Bummobile.

- Develop a retail landscape for The Union (hair salon, gift shop, movie theatre, **dvd center**, gaming station) and enhance current retail operations and generate new revenue streams.

- Expand The Union to include a **retention center** and a cohesive **student leadership/organization complex**.

Where have we been?

- Emphasis on **retention** at the front gate of the students’ experience.

- New Student Orientation evening programming
- Meet State
- Convocation
- Dining Expansion
- Greek Village
- Office of Student Engagement
Where are we headed?

- The Union will work closely with student constituencies to further develop services that meet students’ needs and begin planning not only to meet current needs but to plan for the future needs of SDSU students.

- The Office of Student Engagement will become a full-service operation by Spring 2013, as all services related will be co-located following our most recent expansion.

- We will collaborate with campus units to develop an extended orientation program that meets students’ academic, social, and personal needs as they relate to student success.

Questions