Recreation and University Unions Task Force

October 4, 2022
Agenda
OCTOBER 4, 2022

1. Project Context
2. B&D Visit Schedule
3. Task Force Priorities Discussion
RUU Task Force

MEMBERSHIP

› Mark Almeida, Co-Chair  
AVP, Student Affairs and Auxiliary Services
› Jennifer Luna, Co-Chair  
Director, Recreation, Wellbeing, and University Union
› Ashmita Ahluwalia  
ASI Student Representative
› Leilani Lopez  
Residence Hall Association Student Representative
› Lex Peck  
PAW / Wellness Student Representative
› Dr. Brian Du  
Associate Professor, Department of Accounting & Finance
› Mohammed Salman  
Operations Coordinator

› Kevin Gin  
Senior Strategic Partner
› Paul Carpenter  
Professor & Chair, Department of Kinesiology
› Steve Spencer  
Athletic Academic Advisor
› Anne Leung  
University Planner
› Shannon Tu  
Lead Budget Analyst
› Travis Nelson  
Director of Alumni Engagement

BRAILSFORD & DUNLAVEY

PAUL BRAILSFORD  
CEO

MATT BOHANNON  
Vice President

LAURA KANE  
Associate

MITCHELL KADOWAKI  
Project Analyst
RUU Task Force

CHARGE & OBJECTIVE

In coordination with Brailsford and Dunlavey, the RUU Task Force will:

› Assist with identifying opportunities within the current operations of the RAW and University Unions;
› Review the resolution from ASI BOD 2021-22-5R to resume management of the RAW and University Unions
› Identify areas for growth and future models to support student needs
› Ensure that the financial model being developed will support current and future operations to ensure that the staffing levels, services offered, student life programming (intramural, fitness training, outdoor activities, gaming, and activity-based programming), and facilities are supported while in operation;
› Define membership for a Recreation and University Union student advisory board.
October 4th – 6th Campus Visit
BRAILSFORD & DUNLAVEY CAMPUS VISIT SCHEDULE

Tuesday 10/4
- RAW / UU Task Force Meeting
- ASI Board

Wednesday 10/5
- Recreation, Wellness, & UU Team
- ASI Board Meeting
- Administration & Finance
- Student Life & Leadership

Thursday 10/6
- Student Affairs
- Facilities Management, Planning, Design, & Operations
- DISC & Affinity Centers
- Chartwells: Food Service, Catering, & Retail
- SAV Session with Cabinet
Institutional Framework

What **difference** must Cal State East Bay make in the world and **for whom**?

What is the relationship dynamic between Cal State East Bay’s current condition and its targeted new reality that **requires a response**?

- External Change
- Market Positioning
- Mission & Purpose

What is the ideal combination of performance **outcomes, capacities, and attributes** that must be produced by a specific asset or asset class to drive Cal State East Bay toward its targeted new reality?

- Outcomes
- Capacities
- Attributes

What ideal mix of future **outcomes, capacities, and attributes** must Cal State East Bay achieve to deliver on its mission and purpose?
Strategic Vision Considerations

OUTCOME CATEGORIES

- Educational Outcomes
- Financial Performance
- Campus Community
- Enrollment Management
- Environmental Sustainability
Strategic Asset Value Categories

EDUCATIONAL OUTCOMES

- Student Leadership + Professional Development
- Leisure Activities
- Out-of-Classroom Experience
- Academic Activities
- Wellness Education / Stress Mitigation / Life-long Skills
Strategic Asset Value Categories

ENROLLMENT MANAGEMENT

Recruitment
Retention
Competitive Amenity
## Strategic Asset Value Categories

<table>
<thead>
<tr>
<th>CAMPUS COMMUNITY</th>
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<tbody>
<tr>
<td>Gathering Space</td>
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<tr>
<td>Faculty / Staff / Student Interaction</td>
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<tr>
<td>Cultural / Identity Diversity Support</td>
</tr>
<tr>
<td>Social / Arts / Entertainment Programming</td>
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<tr>
<td>Student Life “Master Plan” Integration</td>
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<tr>
<td>Alumni and Community Relations</td>
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Strategic Asset Value Categories

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<tr>
<th>$</th>
<th>FINANCIAL PERFORMANCE</th>
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<tr>
<td></td>
<td>Revenue Generation</td>
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<td>Expense Management</td>
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</table>
Strategic Asset Value Categories

ENVIRONMENTAL SUSTAINABILITY

- Sustainable Design / High-Performance Buildings
- Integration of Campus Systems
Task Force Perspectives

RAW & UU NEEDS / WANTS FROM RUU TASK FORCE MEMBERS

› What opportunities are there for the UU/RAW to complement learning and development found in other areas of campus life (residence halls, student organizations, classroom)?
› Your personal top five opportunities (programs, spaces, places) to share with the group
› In two sentences, explain why this task force initiative is so important for Cal State East Bay current and future students
NEXT STEPS

› B&D Campus Visit
  October 4th – 6th

› RUU Task Force Meeting
  October 18th, 12:15 PM