

Recreation and University Unions Task Force

October 4, 2022

CAL STATE
EAST BAY



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

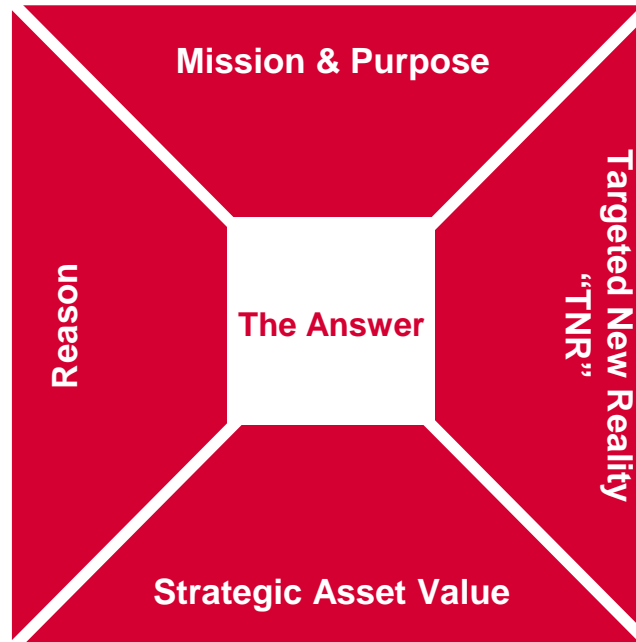
- Recreation, Wellness, & UU Team
- ASI Board Meeting
- Administration & Finance
- Student Life & Leadership

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

- Outcomes
- Capacities
- Attributes

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?

Strategic Vision Considerations

STRATEGIC ASSET VALUE EXERCISE



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



CAMPUS COMMUNITY

Gathering Space

Faculty / Staff / Student Interaction

Cultural / Identity Diversity Support

Social / Arts / Entertainment Programming

Student Life “Master Plan” Integration

Alumni and Community Relations

Strategic Asset Value Categories



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

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