

Recreation and University Union (RUU) Alternative Consultation

Summary Report



Alternative Consultation Overview

- The president, upon deciding that a referendum will not allow for the best measure of student opinion, shall inform the fee advisory committee of his/her intent to begin alternative consultation.
- CFAC and ASI shall develop strategies to ensure that the process is transparent and meaningful, and shall solicit the input of a representative sample of the student body.
- CFAC shall issue a pamphlet providing objective analysis of the proposed fee action and statements for and against the proposed fee action.
- Results of the alternative consultation process should be summarized and put in writing and used as additional advisory material to be taken into consideration by CFAC and the president.
- CFAC makes a recommendation to the President.
- President makes a decision about the fee proposal.

RUU Alternative Consultation Justification

- The UU Fee has not increased since 2000 and the RAW Fee has not increased since 2014.
- The RUU Fees do not have an authorized COLA adjustment to allow for increases in alignment with the Higher Education Price Index.
- Programs, services, hours, staffing and facility maintenance have been impacted due to budgetary constraints.
- Fee increase is necessary to meet campus requirement for Debt Service Coverage Ratio (DSCR) of 1.2.

RUU Alternative Consultation Objectives

1. To increase each fee to a level that will allow for the effective and efficient management and programming of the UU and RAW buildings and services
2. To establish clearly that student focused programming is an allowable use of student fee revenue for the UU and RAW
3. To authorize an annual COLA (HEPI) adjustment to ensure the revenues collected will keep up with increasing expenses over time

Proposed Fee Increase

Beginning Spring 2024

	Current Semester Fee	Proposed Semester Increase	New Proposed Semester Fee starting Spring 2024
RAW Center	\$97.50	+\$50	\$147.50
University Unions	\$82.50	+\$50	\$132.50

	Benefit of Fee Increase	Impact without Fee Increase
Operations	<ul style="list-style-type: none"> ● Increase operating hours for nights, weekend, & peak hours ● Expansion to Concord Campus 	<ul style="list-style-type: none"> ● Decreased operating hours ● Minimal expansion to Concord
UU Spaces	<ul style="list-style-type: none"> ● Create “living room of campus” ● Update lounge spaces ● Refresh equipment ● Establish sustainability for facility assets 	<ul style="list-style-type: none"> ● Deterioration of furniture, equipment, lounge spaces. ● Delay repair elevator, restrooms, data/wifi, and event spaces
RAW Spaces	<ul style="list-style-type: none"> ● Maintain industry standards/trends ● Update multi-use spaces ● Refresh facility equipment ● Establish sustainability for facility assets 	<ul style="list-style-type: none"> ● Deterioration of RAW fitness equipment, machines, and furniture ● Delay repair showers, lockers, blinds, HVAC, and facility needs
Programming	<ul style="list-style-type: none"> ● Re-establish group fitness, personal training, Intramural sports programs ● Provide outdoor day trips & hikes ● Expand game zone & ESports ● Increase late night & weekend events 	<ul style="list-style-type: none"> ● Decreased programs and services ● Fewer student engagement opportunities
Staffing	<ul style="list-style-type: none"> ● Fair compensation & competitive wages for student assistants ● Meet demand with cost of living increases ● Rehire vacant full-time staff positions: Fitness Programs Coordinator, Intramural Sports & Outdoor Adventure Coordinator 	<ul style="list-style-type: none"> ● Will reduce staff FTE and student assistant hours in order to meet budget constraints

CFAC Meetings Timeline

- **February 24:** Meeting: RUU Task Force Recommendation and Alt Consultation Introduction
- **March 3:** RUU Alt Consultation Communication Strategies, Review Financial Model, and Marketing Materials
- **March 10:** RUU Fee Increase Overview, Pro/Con Statement, Feedback Form, Communication Strategies, and Website Development
- **April 21:** CFAC RUU Alternative Consultation Summary Presentation
- **TBD:** CFAC Written Recommendation to President Sandeen

Communication Strategies

- **February 24 - March 20:** Email campus partners to schedule presentations
- **March 13:** President Sandeen all campus communique regarding proposed fee increase
- **March 13:** Alternative Consultation Website Launch
- **March 20:** Advertisement placed in online Pioneer Newspaper and post flyers

Recreation & University Union Proposed Fee Change



BENEFITS OF FEE INCREASE

- Expand hours of operation
- Increase services for the Concord Campus
- Update student lounge spaces
- Refresh fitness equipment
- Re-establish group fitness classes & personal training
- Increase intramural sports leagues & tournaments
- Expand GameZone & ESports programs
- Provide additional student assistant positions

PROPOSED FEE INCREASE

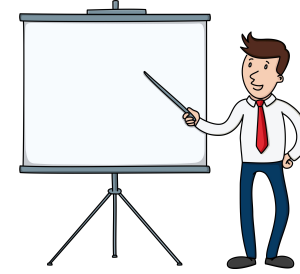
Beginning Spring of 2024

- RAW fee increase from \$97.50 to \$147.50 (\$50 increase)
- University Union fee increase from \$82.50 to \$132.50 (\$50 increase)



Visit our website for more information:

- Dates of townhall presentations
- Details for alternative consultation process
- Student Feedback Form



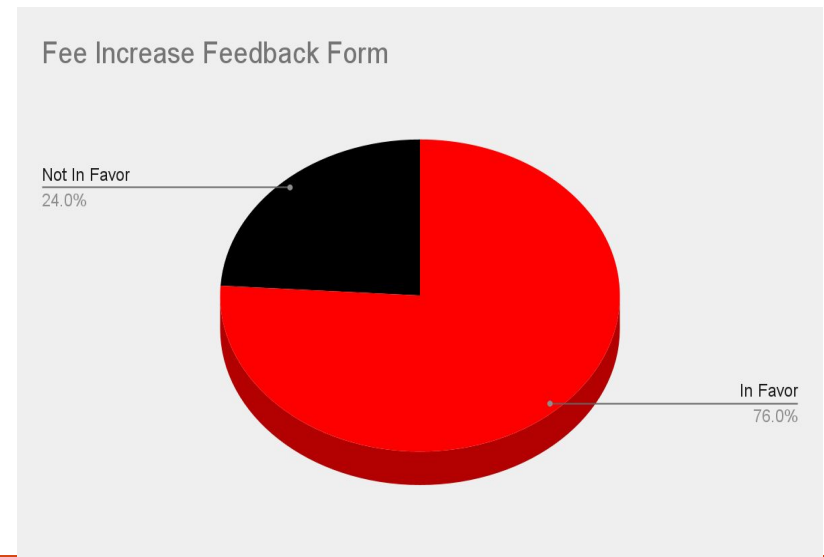
Logistics Schedule - Presentations

Date	Student Group	Student Attendance
March 15	ASI Board Meeting	14
March 16	Student Health Advisory Committee	5
March 17	Recreation, Wellbeing, & Union Students	18
March 17	Recreation, Wellbeing, & Union Students	20
March 20 - 24	Freshman GS Class (A)	370
March 21	Residence Hall Association General Assembly	12
March 23	Campus Town Hall - Hayward	0
March 24	O-Team Presentation	21
April 4	Student Athlete Advisory Council	35
April 13	Campus Town Hall - Concord	0

495

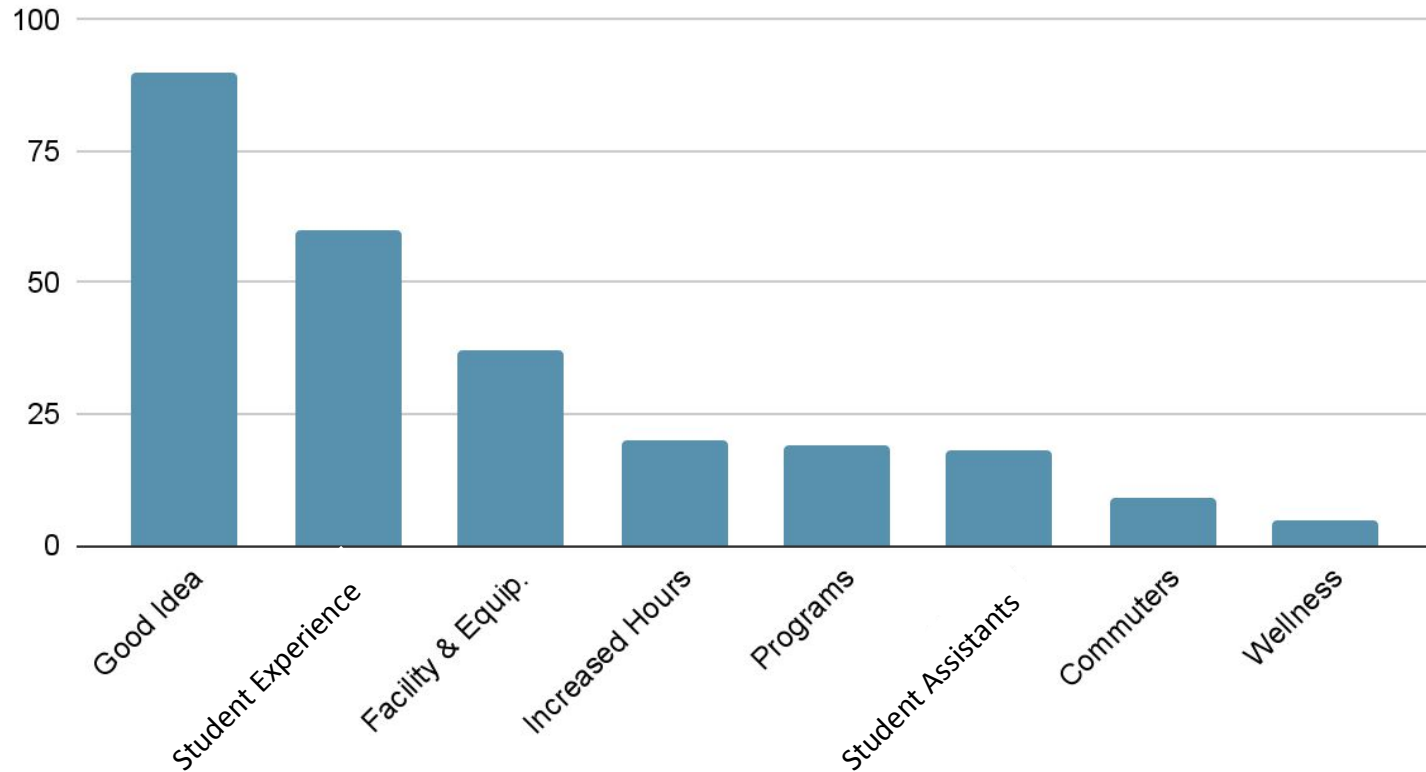
Student Feedback Form

- Forms submitted = 381
- Provided the benefits and impact mentioned above would you be in favor of the proposed increase
 - Yes = 291 (76%)
 - No = 90 (24%)



Qualitative Themes - Yes Vote

291/381 = 76%



Qualitative Feedback - Yes Vote

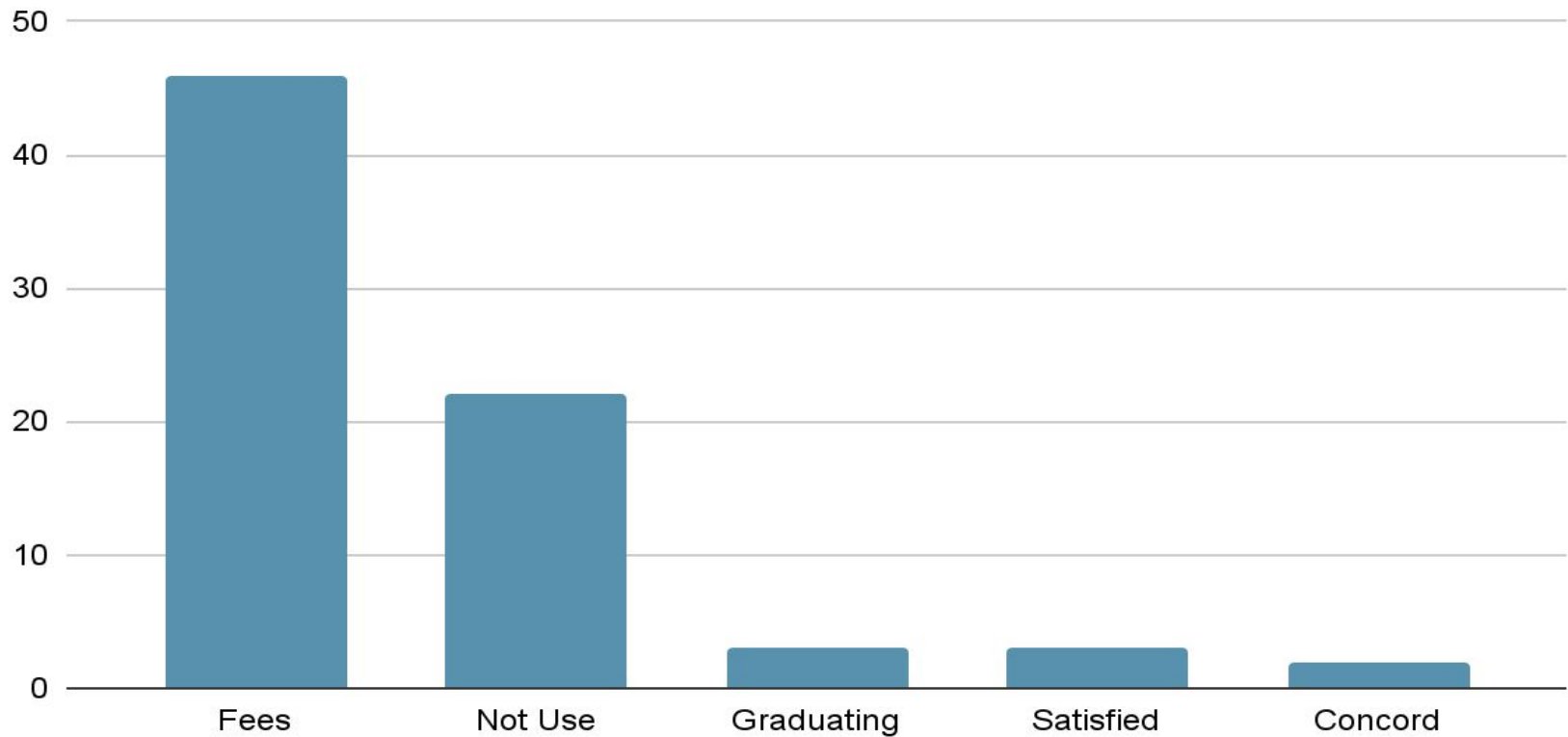
- *“Our school needs to have better things. So people can also keep coming here and people feel more connected. I know its a dramatic increase but it will help us have a more fun campus! New things and more fun. We should be able to compete with other campuses with why they should come here and with the budget increase it will help!! The food pantry can also benefit from this because we need more space to accommodate other items.”*
- *“People deserve to spend more time working out, having access to resources and connecting with others outside of class.”*
- *“Student services are just as important as student learning. If student community establishment is kept in mind, that is really important as well. One thing I advocate for is commuter students, I feel like this population tends to be overlooked considering how much of a commuter campus this school is.”*

Qualitative Feedback - Yes Vote

- *“Yes, because it will be able to have a potential increase in bigger things that will attract more student/ community engagement. It will also increase more pay & job opportunities for other students!”*
- *“Since I live on campus it would be nice to see more activities happen on the weekends in the raw and make worth of what we’re gonna be paying for”*
- *“I really liked hearing about the improvements. I would love to see everything get improved. I don’t mind having to pay a little bit extra just to get improvements that can be in effect sooner.”*
- *“As someone who uses these buildings, I think that the increase would allow the services within them to be much better. As long as they are shown to be improved, I would be in favor for them.”*

Qualitative Themes - No Vote

90/381 = 24%



Qualitative Feedback - No Vote

- *“CSU East Bay is primarily a commuter school, and most students attending this university don't utilize as many resources that would warrant a fee increase.”*
- *“The Concord campus has no impact on East Bay it is ridiculous, that we as students have to pay for another campus and our school is not meeting students' needs here. The hours for UU are terrible and that is due to bad budgeting, remodeling, and lack of food options at our campus. If our needs are not met now, how do we as students know they will be met in the future. I politely decline in paying out of pocket when the school funding by the government may be decrease due to lack of enrollment. As students we shouldn't have to bare the cost.”*

Qualitative Feedback - No Vote

- *“I feel fine with the current facilities and opportunities available in the union and RAW buildings.”*
- *“Although I understand that for some students the UU and RAW are resources they enjoy accessing, this is not the case for every student. Our fees we pay are already high enough, especially for those of us who pay hundreds in parking expenses every semester on top of it. As someone who does not use the UU and RAW, I do not think it is fair to charge myself and others an additional 100 dollars a semester for establishments that are optional to use, but mandatory to pay fees for.”*
- *“As an international student, any fee increase comes with an added burden of reconsidering finances. Even though the proposed increase seems reasonable and is supported with very valid reasons, I would err to the side of caution and would want to see more benefits as to justify the fee increase. All the best but !”*

Presentation Discussion Themes

- *“How is food service impacted from this increase?”*
- *“Will the campus ask for higher fees again if enrollment continues to decline?”*
- *“If I am online why do I pay for campus fees?”*
- *“Other facilities are in need of repair why don't we prioritize classrooms & athletics facilities?”*

RUU Alternative Consultation Recommendations

After careful review of all the data collected shared today from the Alternative Consultation process, we would ask that CFAC make the recommendation to President Sandeen to move forward with the Recreation and University Union fee increase.

Questions??