

# The University Union

## Who We Are

The University Union is a campus centerpiece and a home for students, faculty, staff and alumni of Sacramento State. The Union is the center of campus life and actively promotes school spirit and pride. An integral part of the educational process, it enhances student development through involvement and interaction with the campus and surrounding community by providing superior programs, services and facilities.

## UNIQUE Programs

- U.N.I.Q.U.E. = Union Network for Innovative & Quality University Entertainment. UNIQUE Programs is a Sac State volunteer group that brings innovative, quality entertainment to campus.
- 53 events during the academic year 18-19; 17,625 attendees
- Examples: Nooner: Ghost Town Rebellion, Leo Xia, and Vince Vicari; Movies: The Black Panther, Coco, Crazy Rich Asians, and Aquaman; Tarana Burke, Salsa Loca Live, and Jesse McCartney

## Gallery

- The Gallery presents exhibits that offer tremendous diversity in both style and medium. It seeks to consistently present new artists and new visions to the campus community.
- 14 events during the academic year 18-19; 3,088 attendees
- Examples: Spring Delusions, Nurture, Beep Beep Boop, Mind Over Matter, More than Just Scribbles, Student Purchase Awards, and Save/[eARTH]

## Terminal Lounge

- The Terminal Lounge is a friendly and relaxing space to escape from the day. It offers laptop loans and a selection of board games like Apples to Apples, Battle of the Sexes, Monopoly, Scattergories, Taboo, Yatzee and much more.
- Fall 2018 Utilization – 13,717 students

## Games Room

- The Games Room offers 11 billiards tables, 9 screens for PS4, Xbox One, and Nintendo Switch gaming, table tennis, and foosball.
- 14 events during the academic year 18-19; 157 attendees
- Examples: Fall 2018 Tournament - FIFA 19, NBA 2K19; Spring 2019 Tournament: Mortal Kombat X and Madden 19

## Information Desk

- The Information Desk assists students, faculty, staff, visitors, and the community with any questions in person, via phone and online. It provides an array of services such as

Regional Transit schedules and maps, directory assistance, campus events info, and car jump starter service.

- Info Desk Utilization
  - January 2018- December 2018: 23,080
  - January 2019- December 2019: 24,969

### Event Services

The Event Services team takes pride in offering customers superior service and creative solutions to assist on-campus organizations, community non-profit organizations, and campus affiliated individuals in planning events or conferences, and reserving meeting spaces.

Event Services	AY 2015-2016	AY 2016-2017	AY 2017-2018	AY 2018-2019
Total Union Events	8,952	8,656	7,738	7,839
Attendance	601,617	616,470	597,416	595,337
Ballroom Events	707	783	659	659

\*AY 2017-2018 and 2018-2019 – construction years

### Event Sponsor Type Usage and Distribution for AY 2018-2019

University departments: 3,760  
 Student organizations: 2,180  
 Auxiliary organizations: 1,844  
 Off campus organizations: 54  
 Private party: 1

### Phlagleblast: September 5, 2018

Established in 2000, Phlagleblast is an annual event in which the University Union showcases all of the great vendors, offices and services the Union has to offer. Phlagleblast is held the second week of each Fall semester. The Phlagleblast game allows students, staff, and faculty to familiarize them with the Union.

Theme: “Phlagleblast-Off”- space  
 Completed Game Cards: 2,874  
 Door Counter: 26,884

### Union Door Entry Counter for July 2018-June 2019

July 2018: 115,164  
 August 2018: 220,210  
 September 2018: 275,040  
 October 2018: 239,754  
 November 2018: 86,695  
 December 2018: 72,602  
 January 2019: 80,817  
 February 2019: 128,596  
 March 2019: 142,822  
 April 2019: 189,093

May 2019: 130,452

June 2019: 89,631

## Social Media Analytics

1. University Union
  - a. Facebook: 3398 followers - facebook.com/sacstateunion
  - b. Instagram: 4410 followers – Instagram.com/sacstateunion
  - c. Twitter: 1898 followers – twitter.com/sacstateunion
2. UNIQUE Programs
  - a. Facebook: 3744 followers - facebook.com/SacStateUNIQUEPrograms
  - b. Instagram: 3448 followers – Instagram.com/SacStateUNIQUE
  - c. Twitter: 1291 followers – twitter.com/SacStateUNIQUE
3. Games Room
  - a. Facebook: 519 followers - facebook.com/SacStateGamesRoom
4. The Lab
  - a. Facebook: 289 followers - facebook.com/thelabatsacstate

## NASPA Consortium: Student Unions and Programming Results 2018-2019

As a result of attending programs, speakers, performances, or events at the Student Union

- 62% of students agreed they were able to connect with other students.
- 62% of students agreed they were more likely to complete their degree at this college.
- 65% of students agreed they felt part of the campus community.
- 69% of students agreed they became more knowledgeable about the campus community.

Overall, 84% of students were satisfied with the Student Union.

Level of satisfaction with each aspect of the Student Union on campus

Welcoming and comfortable atmosphere – 87% of students were satisfied

Availability of lounges and meeting room space – 72% of students were satisfied

Atmosphere that is conducive to studying – 72% of students were satisfied

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