



SACRAMENTO STATE

University Union

ACADEMIC YEAR 2017-2018

Union WELL Inc.
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Table of Contents

| | |
|---------------------|----|
| Executive Summary | 3 |
| Corporate Vision | 4 |
| Tagline | 4 |
| Union Mission | 4 |
| Beliefs | 4 |
| Department Outcomes | 5 |
| Appendix A | 15 |

Executive Summary

The University Union is a central gathering place where students are welcome and experience campus life and activities. We provide services to students, faculty, staff, visitors, and the community with any questions in person, via phone, and online through the Information Desk. We provide an array of services such as: transportation (Regional Transit schedules and map, Hornet Shuttle Schedules and maps, Campus parking info, and night shuttle escort), directory assistance, general services (campus events info, brochures/flyers for campus activities and services), and complimentary services (car jump starter, basic first aid supplies).

The Union has games room for students to play video games, table tennis, table soccer and billiards as well as a meditation room where students have a quiet place to meditate, pray or just enjoy a few peaceful moments to melt away stress. We also have variety of indoor and outdoor seating for socializing, relaxing, eating, studying and informal gathering. Students can enjoy innovative and quality entertainment on campus through concerts, “nooners,” lectures, performing arts, and multicultural programs.

UNIQUE programs is a Sacramento State volunteer group that brings innovative and quality entertainment to campus. There were 56 UNIQUE events during the academic year with 13,783 attendees. Furthermore, 74% of respondents who attended UNIQUE events were current undergraduate students at Sacramento State.

Traffic flow through the Union was evaluated using daily door counts. In fall 2017, an average of 18,071 people entered the Union every day, and in spring 2018 an average of 15,528 people entered the union every day.

Satisfaction ratings were evaluated from customers of the Union Event Services, all satisfaction ratings were at or exceeding 92%.

Event marketing for Union events was also assessed. Respondents reported that 23% of attendees found out about events through word of mouth, 18% from online sources, 18% from signage on campus, and 18% from off campus flyers.

Student satisfaction with the Union Game Room was also assessed. Forty nine percent of students are most likely to use the game room to play video games, involving shooting (19%), action (17%), or fighting (17%). Students also prefer to use the game room on weekdays between 2 pm and 6 pm.

Corporate Vision

To engage and connect the campus community through innovative programs, places and people that advance wellness, student success and Sacramento State pride.

Tag Line

The Union and the WELL, campus life done right!

Mission

The University Union will create a welcoming, collaborative environment as a central gathering place that builds community, complements the academic experience, and enhances campus life

Beliefs

- Integrity - We believe that honesty and principled action is the foundation of our professional and personal lives.
- Respect - We are committed to actions of inclusiveness, appreciating and celebrating our diversity and differences, which leads to a unified Sacramento State community.
- Teamwork - We believe in collaboration, with each person cooperating and contributing to the highest level of his/her capabilities.
- Safety - We are committed to providing a safe, clean and welcoming environment at Union WELL Inc. Being a place where people can try new things, engage in new activities, exchange ideas without feeling threatened or uncomfortable.
- Excellence - We are committed to the pursuit of excellence at everything we do while enhancing the learning process through experience.
- Innovation - We encourage and promote creativity, risk taking and innovative problem solving. We are open to change and view challenges as opportunities for growth.
- We enjoy the journey and celebrate successes.
- Fun

Department Outcomes

This academic year, the Vice President of the Division of Student Affairs decided to align department goals with the university's goals, Student Affairs Divisional Goals, and Baccalaureate Learning Outcomes. The structure of this section will include the goals, the strategies to achieve those goals, and the outcomes.

Department Goal 1: The Union will evaluate event space usage.

University Strategic Goal: Excel as a place to learn, work, live, and visit

Student Affairs Goal: Increase student engagement

Baccalaureate Learning Goal: N/A

Standard of Achievement: Increase event space usage for events, workshops, etc. (Note: May be impacted due to loss of three meeting rooms during the Union Expansion)

The University Union's Event Services team takes pride in offering our customers superior service and creative solutions to assist them in the planning of their next successful event. Our facility has over 30,000 square feet of dedicated conference and meeting space that is available to the campus community and non-profit (501c3) community organizations.

Whether customers need a small conference room for 15, a banquet space for 800, or something in-between, we can accommodate them. With the 14,000+ square foot University Ballroom, the 180 seat Hinde Auditorium and up to 19 breakout rooms, there is ample room for a variety of meetings, conferences and special events.

Most of our rooms have built-in projection and sound as well as wireless internet capability. We offer a variety of auxiliary equipment to support their event. Our dedicated staff will guide and assist customers through the reservation and planning process. On the day of the event, staff will be readily available to help with any last minute needs.

Three meeting rooms were lost due to the Union expansion this year, leading to a decrease in Union events from 8,656 in AY 16-17 to 7,738 in AY 17-18 (an 11% decrease). The number of Ballroom events also decreased from 783 in AY 16-17 to 659 in the current year (a 16% decrease). Union event attendance also decreased from 616,470 to 597,416 (a 3% decrease).

The majority of reservations were booked using OPUS (37%), followed by walk-in (20%), E-mail (15%), and inter-office mail (14%). Table 1 shows the sponsor type usage and distribution of these events, while figure 1 shows space utilization by day of the week. In addition, table 2 shows the ballroom utilization.

Table 1

| Sponsor Type | 2016-2017 | | 2017-2018 | |
|--------------------------|--------------|-------------|--------------|-------------|
| | Number | Percentage | Number | Percentage |
| University Departments | 4,089 | 47% | 3,930 | 51% |
| Student Organizations | 3,167 | 37% | 2,446 | 32% |
| Auxiliary Organizations | 1,303 | 15% | 1,283 | 16% |
| Off-Campus Organizations | 96 | 1% | 77 | 1% |
| Private Party | 1 | <.01% | 2 | <.03% |
| Total | 8,656 | 100% | 7,738 | 100% |

Figure 1

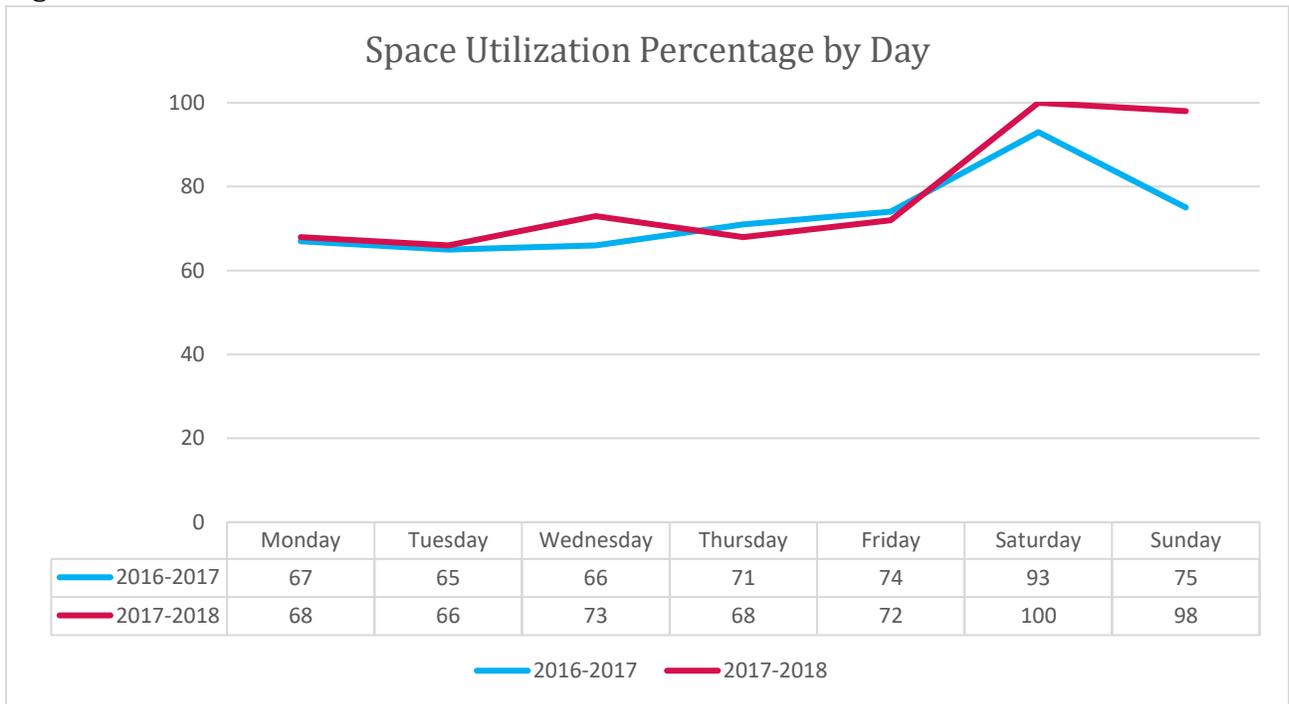


Table 2

| Room | Bookings | Hours Used | Hours Available | % Utilization |
|--------------|--------------|------------------|------------------|---------------|
| Ballroom I | 535 | 6,320.05 | 4,054.18 | 100% - High |
| Ballroom II | 502 | 6,353.48 | 4,054.18 | 100% - High |
| Ballroom III | 385 | 4,423.15 | 4,054.18 | 100% - High |
| Total | 1,422 | 17,096.68 | 12,162.55 | 100% |

Note: High Utilization is >=100%

Furthermore, we processed requests from student groups to use campus spaces for 7,658 bookings that took place, resulting in 15,396 bookings in both the Union and campus spaces. The total number of bookings that were processed in some way by the Union office, including those that were cancelled, was 23,979.

Department Goal 2: Students will attend events at the Union.

University Strategic Goal: Excel as a place to learn, work, live, and visit

Student Affairs Goal: Increase student engagement

Baccalaureate Learning Goal: N/A

Standard of Achievement: Maintain or increase attendance from UNIQUE programs compared to prior year and increase in participation in the annual blood drives. (Note: May be impacted due to loss of Ballroom during AV upgrade project Spring 2018)

UNIQUE Programs is a Sacramento State volunteer group that brings innovative and quality entertainment to campus. Student volunteers work hard each semester to plan, promote and produce all UNIQUE events. Begun in 1978, the central goal is to create outstanding entertainment and educational opportunities that take place in the University Union. It started with one professional staff member and a handful of students putting on comedy shows and special events. It has grown to produce concerts, "nooners", lectures, performing arts, and multicultural programs.

In the 2016-2017 academic year, there were 51 UNIQUE events, with 20,444 attendees.

In the 2017-2018 academic year, the number of UNIQUE events increased to 56, with total event attendance of **13,783**. A break-down of UNIQUE events is in the table below.

The University Blood Drive was hosted by the University Union in April 2018. Five hundred eight attendees donated blood at the event, with the majority of attendees being undergraduates at Sacramento State (74%). The remaining blood donors included staff, faculty, graduate students, alumni, and the general public. Most attendees reported that they heard of the event through flyers (30%) or other signage around campus (23%).

Table 3

| Event | Date | Attendance |
|--|-------------|-------------------|
| Move In Night Movie: Guardians of the Galaxy | 08/25/17 | 511 |
| Nooner: Sol Peligro | 08/30/17 | 121 |
| Baywatch | 08/31/17 | 498 |
| Comedy Night with Joel Kim Booster | 09/07/17 | 337 |
| Nooner: Xochitl | 09/13/17 | 75 |
| El Grito | 09/14/17 | 250 |
| Nooner: The Usual Haunts | 09/20/17 | 88 |
| San Francisco International Comedy Competition | 09/21/17 | 239 |
| The Bongo Furys | 09/27/17 | 100 |
| Despicable Me 3 | 09/28/17 | 268 |
| Nooner: Petaluma | 10/04/17 | 100 |
| Guerrilla Girls | 10/05/17 | 391 |
| Nooner: Family Feud | 10/11/17 | 76 |
| IAMSU | 10/12/17 | 1500 |

| | | |
|--|----------|------|
| MLK Anniversary- Mid day keynote | 10/16/17 | 1100 |
| MLK Anniversary- Keynote | 10/16/17 | 600 |
| MLK Anniversary- JJ Hairston | 10/16/17 | 400 |
| Nooner: Jette | 10/18/17 | 85 |
| Nooner: World Toor Beats | 10/25/17 | 85 |
| Wonder Woman | 10/26/17 | 191 |
| Nooner: Albertson Duo | 11/01/17 | 121 |
| Under the Same Moon | 11/02/17 | 136 |
| Nooner: The Color Wild | 11/08/17 | 125 |
| Nooner: Mr. Hooper | 11/15/17 | 100 |
| Yoga Night | 11/16/17 | 115 |
| Nooner: Surviving the Era | 11/29/17 | 92 |
| Battle of the Bands | 11/30/17 | 117 |
| Nooner: Brian Chris Rogers | 01/24/18 | 85 |
| Thursday Night: Movie Night (Wonder) | 01/25/18 | 250 |
| Nooner: DJ Rated R | 01/31/18 | 85 |
| Thursday Night: Power On Earth Tour | 02/01/18 | 180 |
| Nooner: Mino Yanci | 02/07/18 | 125 |
| Thursday Night: KRS 1 Lecture | 02/08/18 | 150 |
| Nooner: Sac State Latin Jazz | 02/14/18 | 100 |
| Thursday Night: Radio Active | 02/15/18 | 50 |
| Nooner: Drunken Kung Fu | 02/21/18 | 85 |
| Thursday Night: Comedy Night (Kabir Singh) | 02/22/18 | 200 |
| Nooner: Ross Hammond | 02/28/28 | 85 |
| Thursday Night: Tom DeLuca | 03/01/18 | 185 |
| Nooner: Leo Xia | 03/07/18 | 85 |
| Thursday Night: Joe Kye | 03/08/18 | 100 |
| Nooner: Ghost Town Rebellion | 03/14/18 | 125 |
| Thursday Night: ZuhG | 03/15/18 | 150 |
| Nooner: Karaoke Nooner | 03/28/18 | 100 |
| Thursday Night: James Cavern | 03/29/18 | 75 |
| Nooner: Culture Fest | 04/04/18 | 50 |
| Thursday Night: Vagina Monologues | 04/05/18 | 847 |
| Nooner: ASI Election Kick-off/ Super Nintenbros | 04/11/18 | 130 |
| Thursday Night: Salsa Loca Live | 04/12/18 | 650 |
| One World event: Girl in Translation (Jean Kwok) | 04/16/18 | 300 |
| Nooner: Afrofuturism Lecture (Dr. Sarah Lappas) | 04/18/18 | 180 |
| Thursday Night: Gabby Rivera | 04/19/18 | 125 |
| Nooner: Nacho and the Dollar Menu | 04/25/18 | 100 |
| Thursday Night: CUCO Concert | 04/26/18 | 1025 |
| Nooner: FYE One is Done/ Element Brass Band | 05/02/18 | 125 |
| Thursday Night: We the Kings Concert | 05/03/18 | 215 |

Department Goal 3: The Union will evaluate door system traffic flow.

University Strategic Goal: Excel as a place to learn, work, live, and visit

Student Affairs Goal: N/A

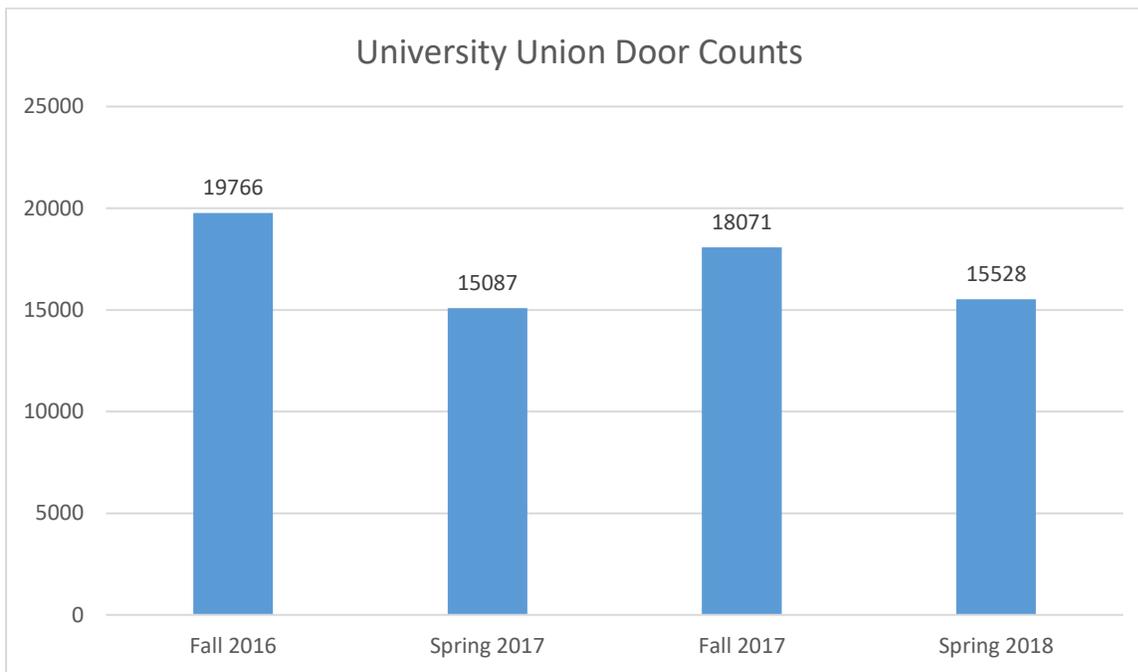
Baccalaureate Learning Goal: N/A

Standard of Performance: Increase door counts compared to prior year/semesters.
(Note: Door traffic flow may be affected due to Union Expansion)

The average daily traffic for fall 2017 (August 28th-December 8th) was 18,071, and 15,528 for spring 2018 (Jan 22nd-May 11th).

These averages can be compared to the previous academic year: fall 2016 had average daily traffic of 19,766, and spring 2017's average was 15,087.

Figure 2



Department Goal 4: Customers will be satisfied with services received from Union Event Services operation.

University Strategic Goal: Engage students in a comprehensive university experience

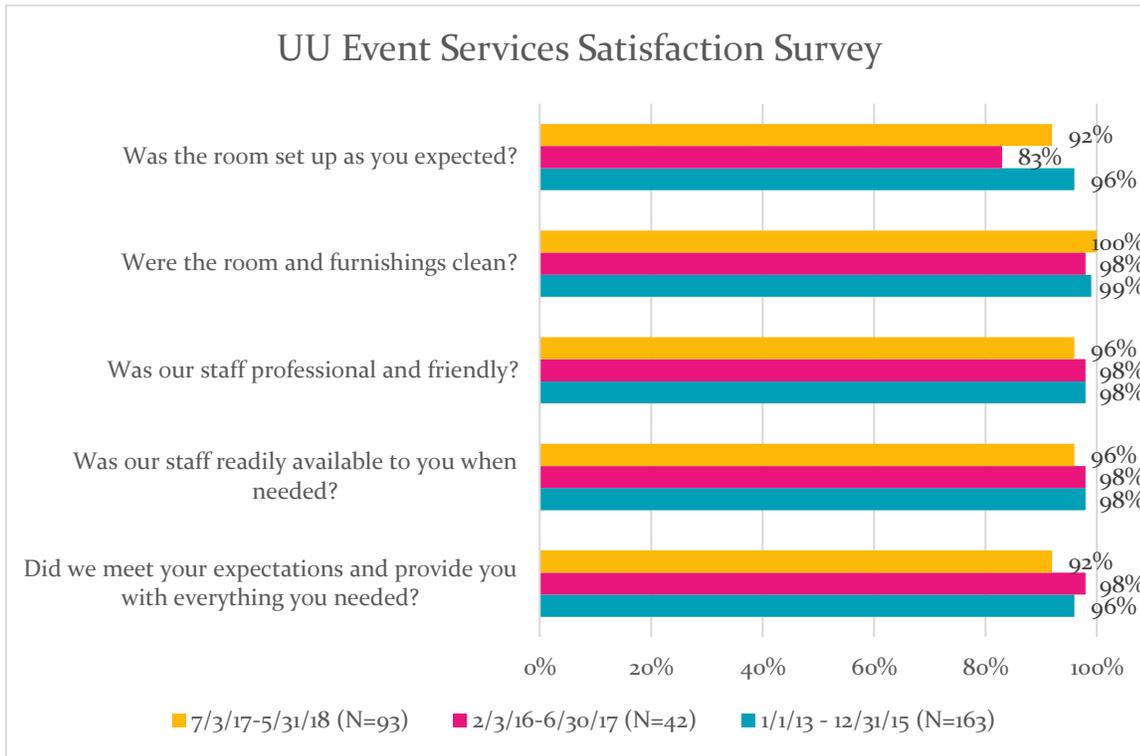
Student Affairs Goal: N/A

Baccalaureate Learning Goal: N/A

Standard of Performance: Maintain or increase agreement in satisfaction survey

Customers received an invitation to complete a University Union Event Services Satisfaction Survey. The figure below shows the positive (yes) responses from the survey compared to prior data collection.

Figure 3



Department Goal 5: UNIQUE programs and events will improve and streamline marketing efforts.

University Strategic Goal: Engage students in a comprehensive university experience

Student Affairs Goal: N/A

Baccalaureate Learning Goal: N/A

Standard of Performance: *UNIQUE's programs and marketing efforts have been streamlined.*

Post-event surveys were conducted at 20 of the UNIQUE programs during the 2017-2018 academic year. A total of 303 attendees completed these surveys. Seventy one percent of attendees reported being Sacramento State students. Results from marketing are shown below:

Figure 4

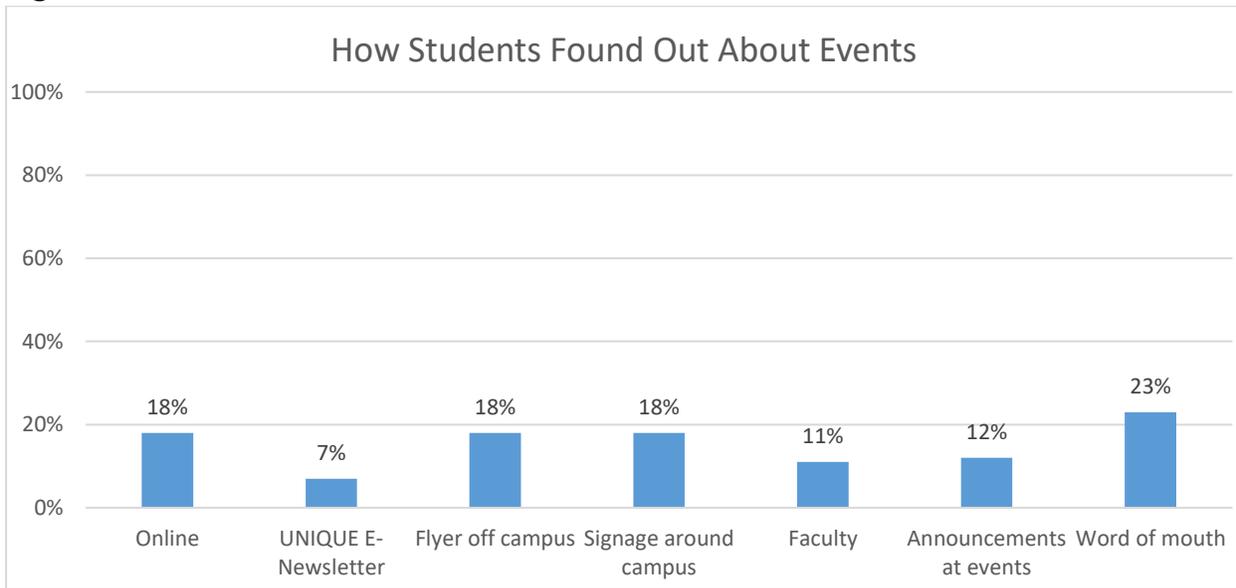


Figure 5

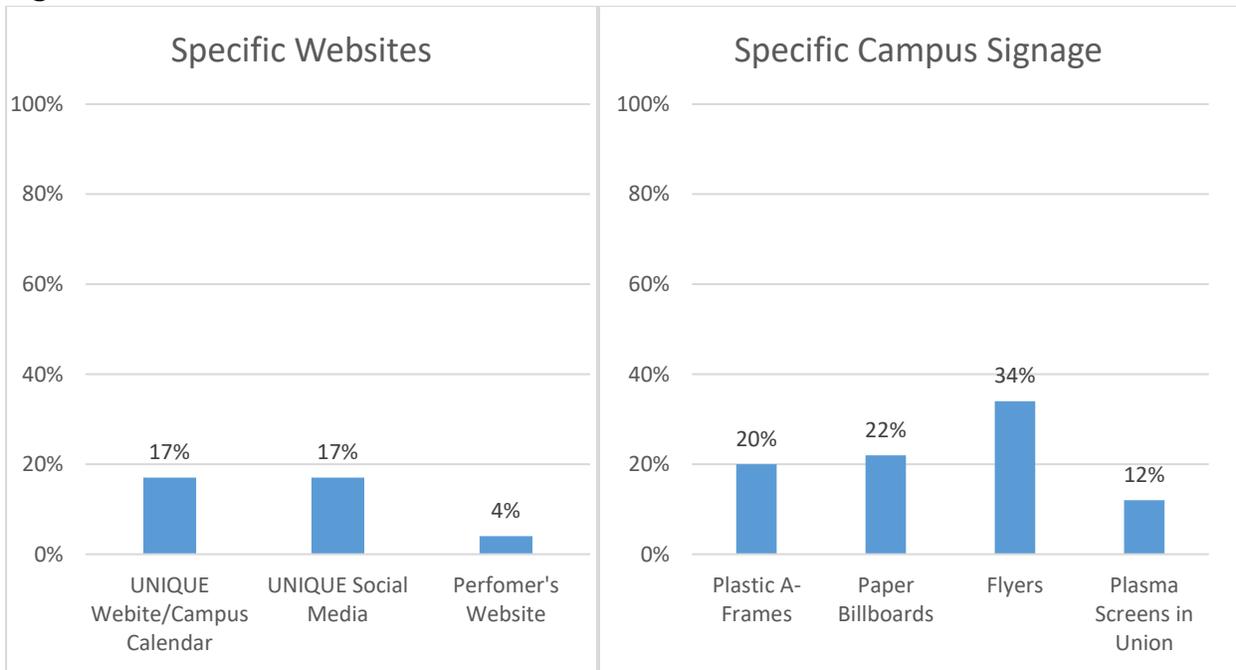
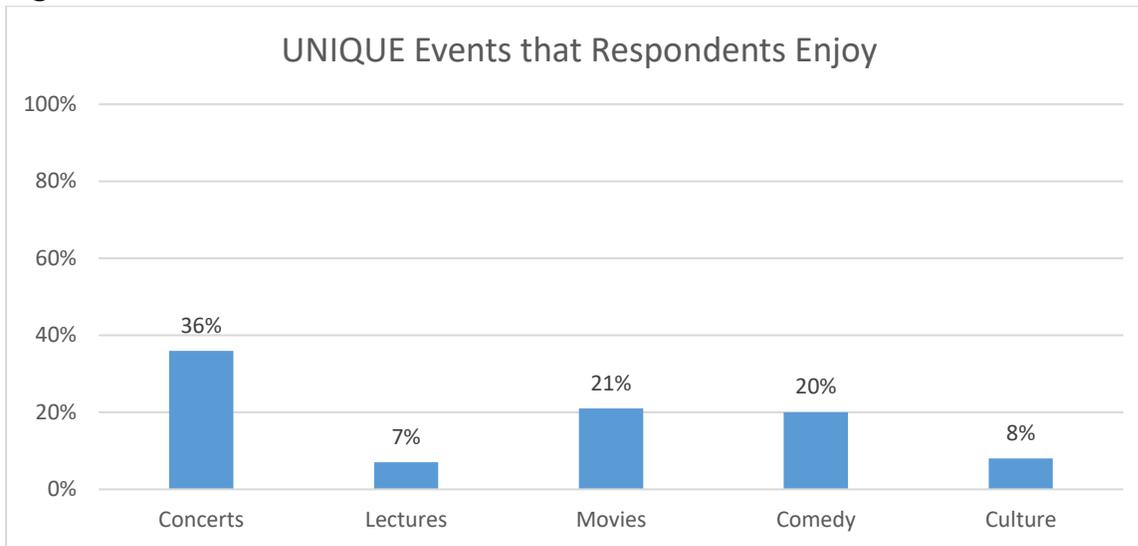


Figure 6



Department Goal 6: Customers will be satisfied with the program offerings of the Games Room after the completion of the Union Expansion.

University Strategic Goal: Engage students in a comprehensive university experience

Student Affairs Goal: N/A

Baccalaureate Learning Goal: N/A

Standard of Performance: The Union has identified programs most wanted by students and students will give high levels of satisfaction with program offerings.

The University Union asked students to complete a survey evaluating the student preferences regarding the Game Room. Around 50 students completed the survey; results of the survey are displayed below:

Figure 7

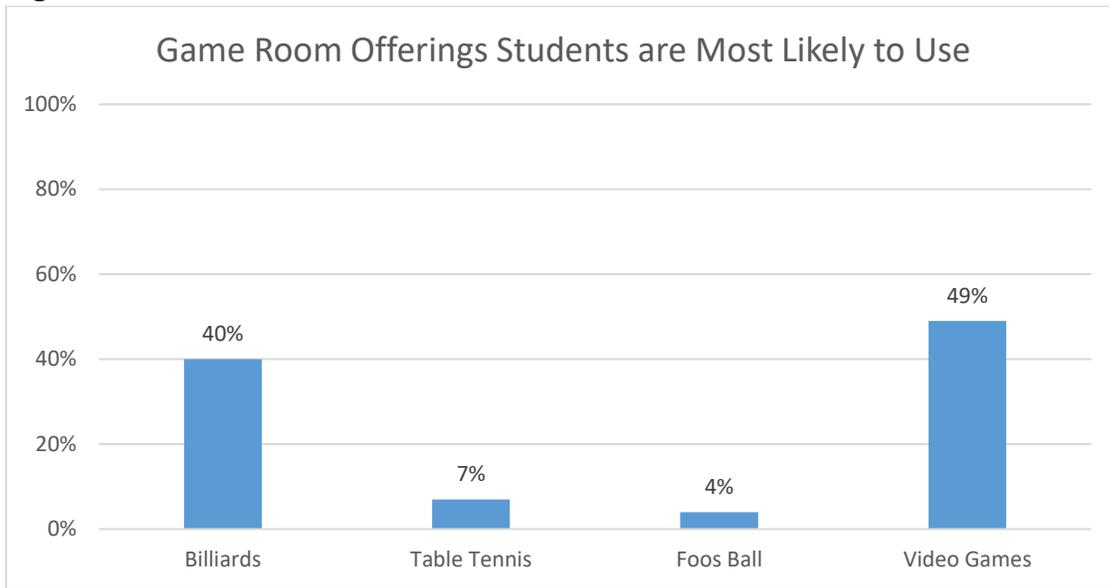
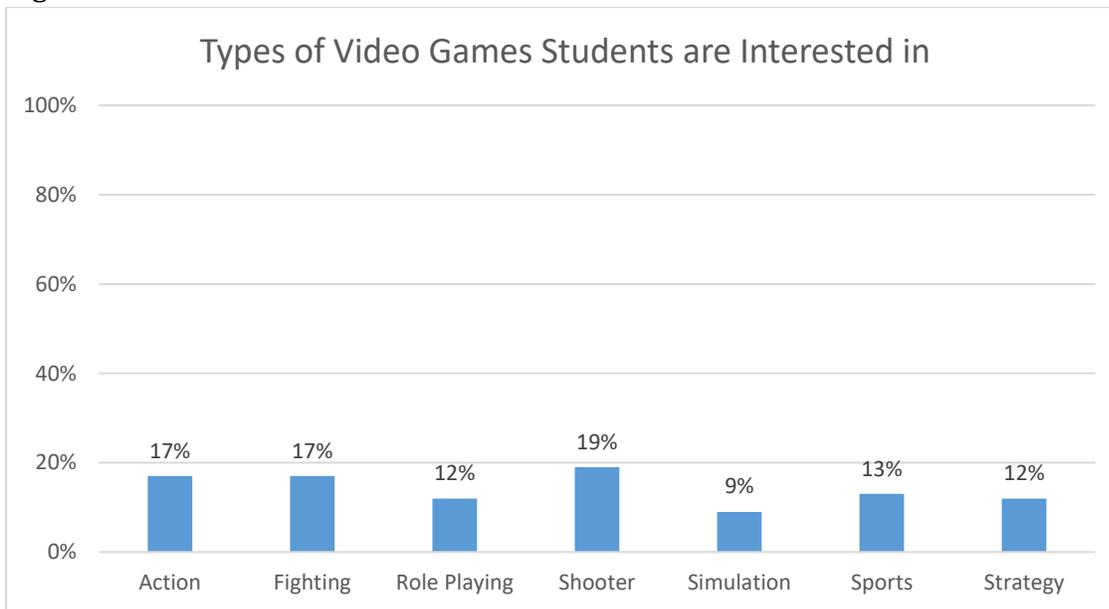
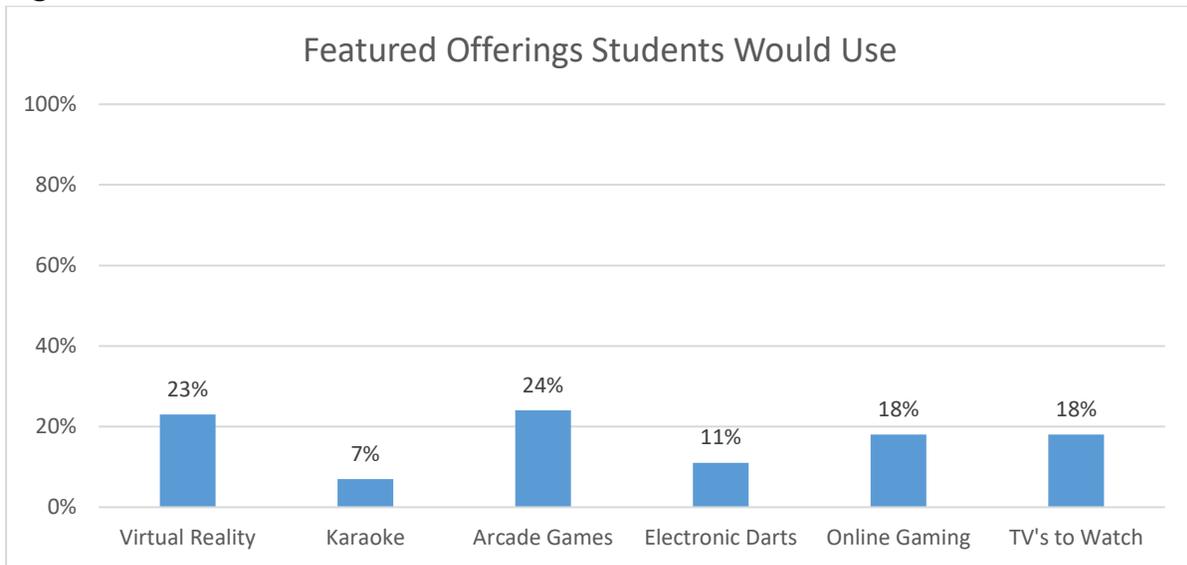


Figure 8



Note: Students may indicate more than 1.

Figure 9



Note: Students may indicate more than 1

Seventy percent of respondents reported that they are indifferent to what kind of music is played in the game room, as long as there is music in the background; 19% reported they would be willing to pay to play their own music, and 11% reported that the game room doesn't need music.

In addition to these results, 58% of respondents reported that they would be interested in participating in console game tournaments, with shooter games (34%) or fighting games (24%). The majority of students reported they would likely use the game room on week days (81%), between 2 pm and 6 pm (52%).

Appendix A

| Department Goals | What will be the standard of performance? | Outcomes |
|--|---|---|
| 1. The Union will evaluate event space usage. | Increase space usage for events, workshops, etc. (Note: May be impacted due to loss of three meeting rooms during Union Expansion) | 11% decrease in space utilization (this may be impacted by the loss of three meeting rooms during the Union Expansion). |
| 2. Students will attend events at the Union. | Maintain or increase attendance from UNIQUE programs compared to prior year and increase in participation in the annual blood drives. (Note: May be impacted due to loss of the Ballroom during AV upgrade project Spring 2018) | There were 56 UNIQUE events with 13,783 attendees in the 2017/2018 academic year. |
| 3. The Union will evaluate door system traffic flow. | Increase door counts compared to prior year/semesters. (Note: Door traffic flow may be affected due to Union Expansion) | Average daily door traffic decreased slightly in fall 2017 to 18,071 from 19,766 in the previous year. There was a slight increase in spring door traffic to 15,528 from 15,087 in the previous year. |
| 4. Customers will be satisfied with services received from Union Event Services operation. | Maintain or increase agreement in satisfaction survey | Customer satisfaction ratings were recorded at 92% or higher for the academic year. |
| 5. UNIQUE programs and events will improve and streamline marketing efforts. | UNIQUE's programs and marketing efforts have been streamlined. | 23% of attendees found out about events through word of mouth 18% from online sources 18% from signage on campus 18% from off campus flyers. 36% of attendees most enjoy concerts put on by UNIQUE. |

| | | |
|---|---|---|
| <p>6. Customers will be satisfied with the program offerings of the Games Room after the completion of the Union Expansion.</p> | <p>The Union has identified programs most wanted by students and students will give high levels of satisfaction with program offerings.</p> | <p>About 50 students completed the survey. 49% of students are most likely to use the game room to play video games, involving shooting (19%), action (17%), or fighting (17%).</p> <p>Student's preferred usage days and times were also reported (weekdays between 2-6 pm).</p> |
|---|---|---|