

Plan B:

How to improve your student union when your grand plans are crushed.



Plan B Team

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 - Director, Joe Crowley Student Union
- **Sylvana Cicero**, California State University, Long Beach
 - Director, Univ. Student Union/Student Recreation & Wellness Center
- **Marcy Maloney**, Cal Poly
 - Executive Director, Associated Students, Inc.
- **Matt Bohannon**, Brailsford & Dunlavey, Inc.
 - Regional Vice President
- **Rich Bamburak**, WTW Architects
 - Senior Principal



Context

- Higher Education Costs
- Construction Costs
- Referendum Database

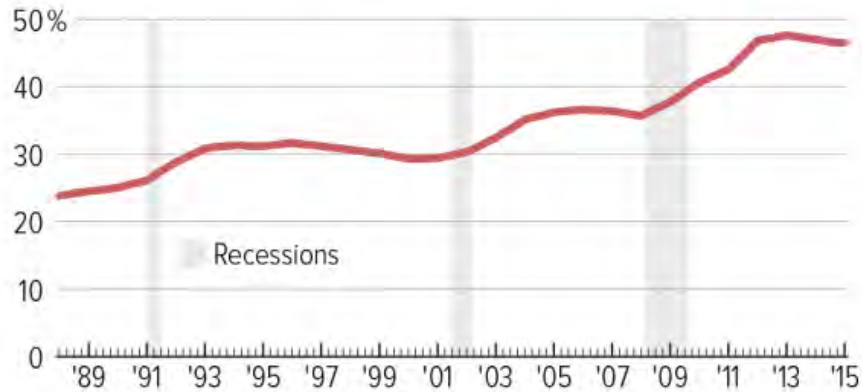


Cost of Education

Declining State Support

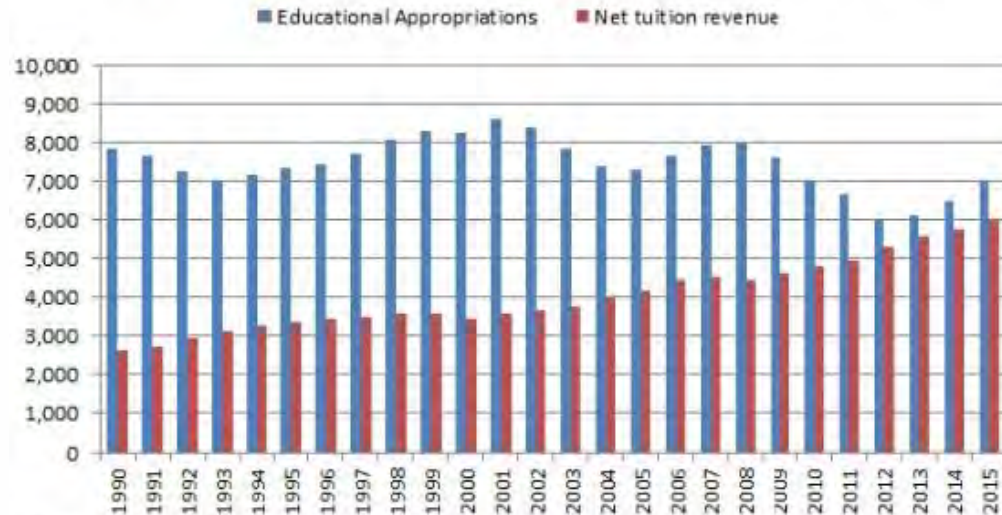
Students Funding Larger Share of Education Funds After Recessions

Tuition as a percent of "total educational revenue," 1988 -2015



Source: State Higher Education Financing FY2015, State Higher Education Executive Officers Association. Total educational revenue is the sum of educational appropriations and net tuition revenue excluding any tuition revenue used for capital and debt service. It measures the amount of revenue available to public institutions to support instruction (excluding medical students).

Higher Education Funding per Student: State Funding is Cyclical, Tuition Just Increases

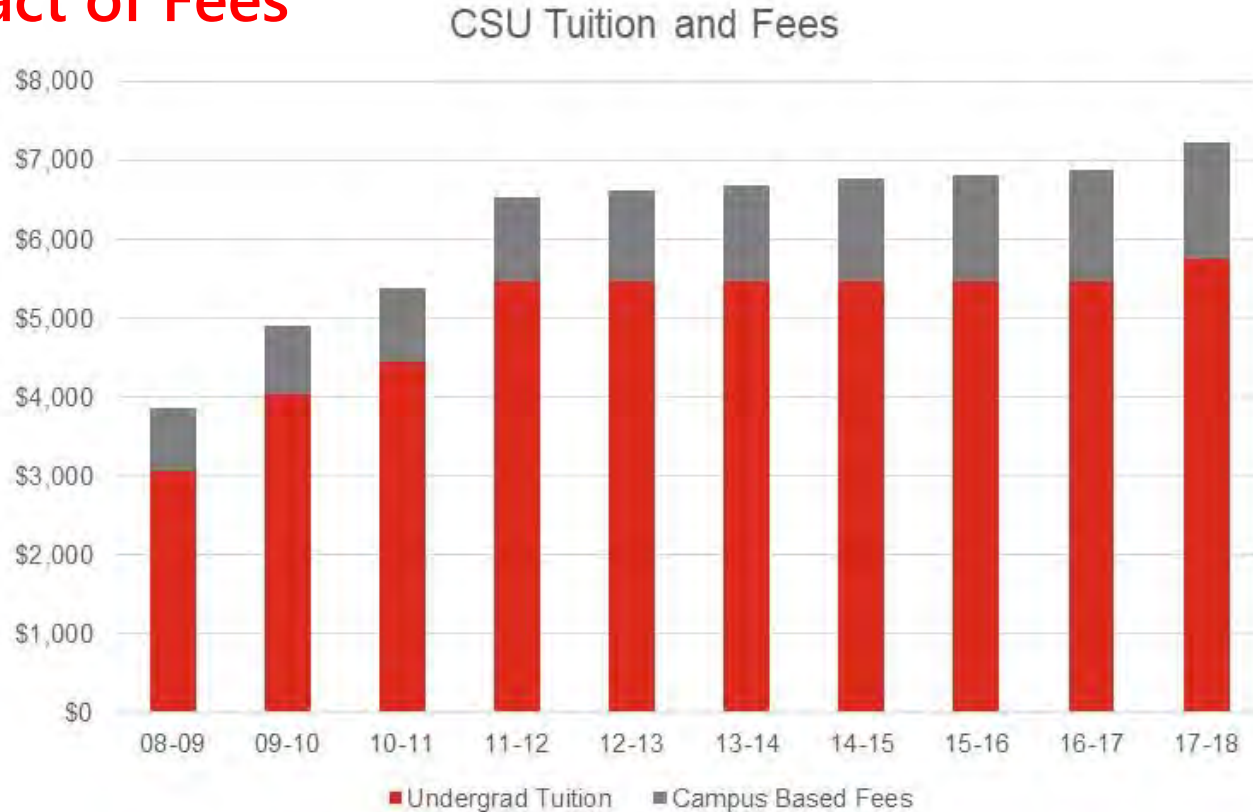


Source: SHEEO, Andrew Gillen

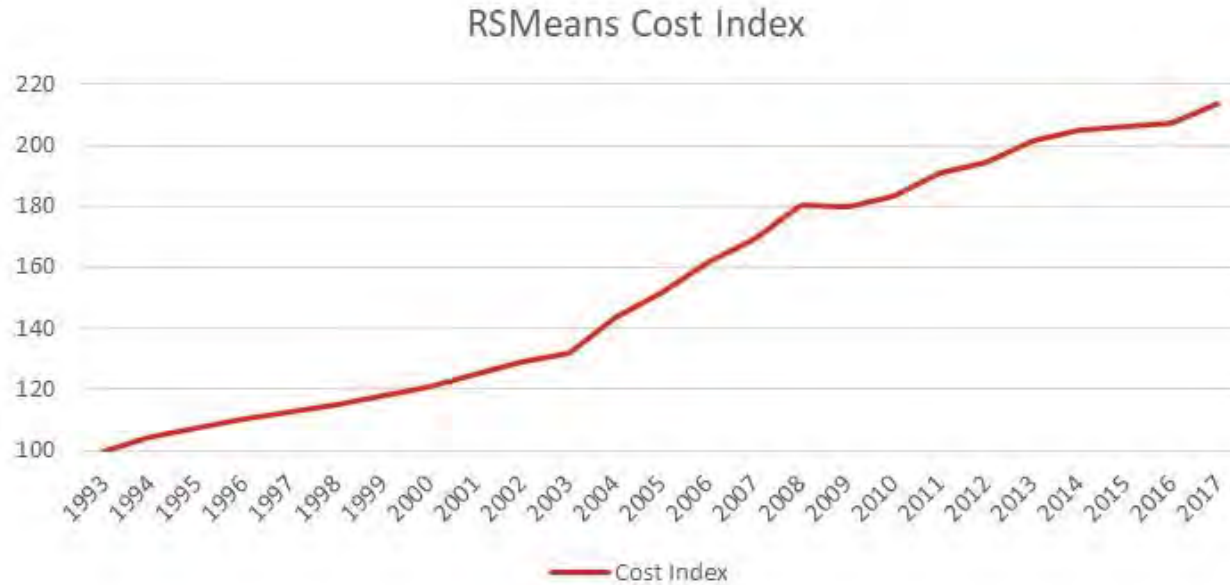
Notes: Figures adjusted for inflation using the CPI-U. Educational Appropriations are defined as "state and local support available for public higher education operating expenses."

Cost of Education

■ Impact of Fees



Cost of Construction

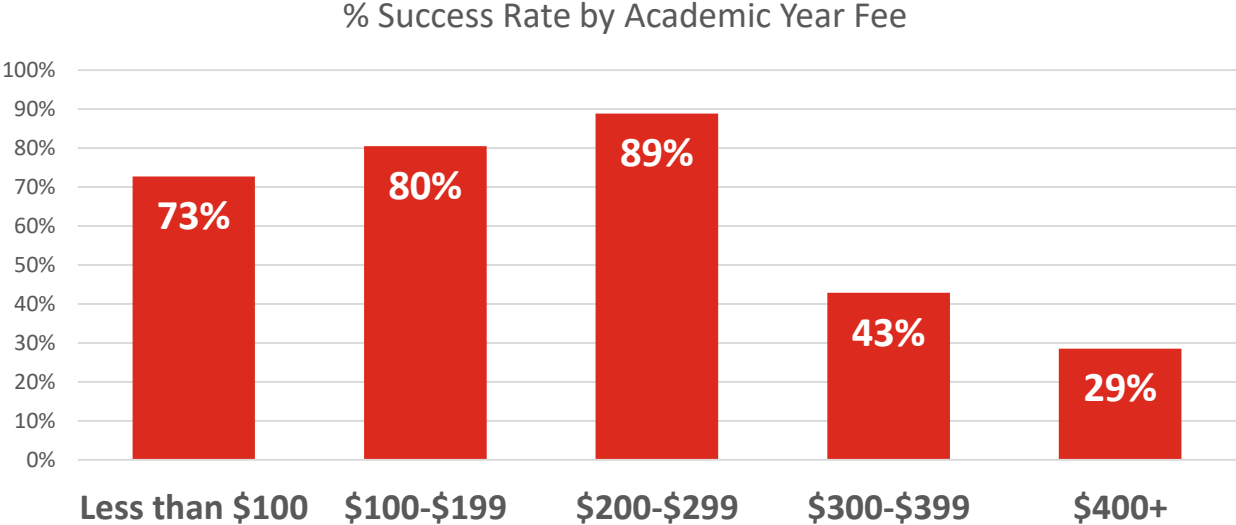


Referendum Database

- Database of 100+ Referendums for Large Fee Funded Projects (Unions, Rec, Arenas)
 - Academic Year Fee Range \$12-\$570
- **73% Success Rate Overall**
 - 62% Success Rate in Past Five Years
 - 80% Success Rate in Past 10 Years



Referendum Database



- Average Academic Year Fee in Past 5 Years \$292



Three “best” projects

What went wrong?



Cal Poly



Cal Poly



Cal Poly



University Union Vision

TOP 10 LIST

- 1 Campus pub
- 2 Dining options with a modern, neighborhood experience
- 3 Club work and storage space
- 4 Additional lounge and study space
- 5 Indoor/Outdoor connection including shaded dining
- 6 Group work space outfitted with modern technology
- 7 Renovate Chumash Auditorium for improved flexibility
- 8 More meeting/conference space
- 9 Movie theater
- 10 Connect the UU to the campus core

For questions contact:

ASI Student Government: chairofuuab@asi.calpoly.edu

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What if...

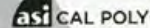
we create a better neighborhood?

Attend a UU focus group!

Focus Group Dates: January 20–22

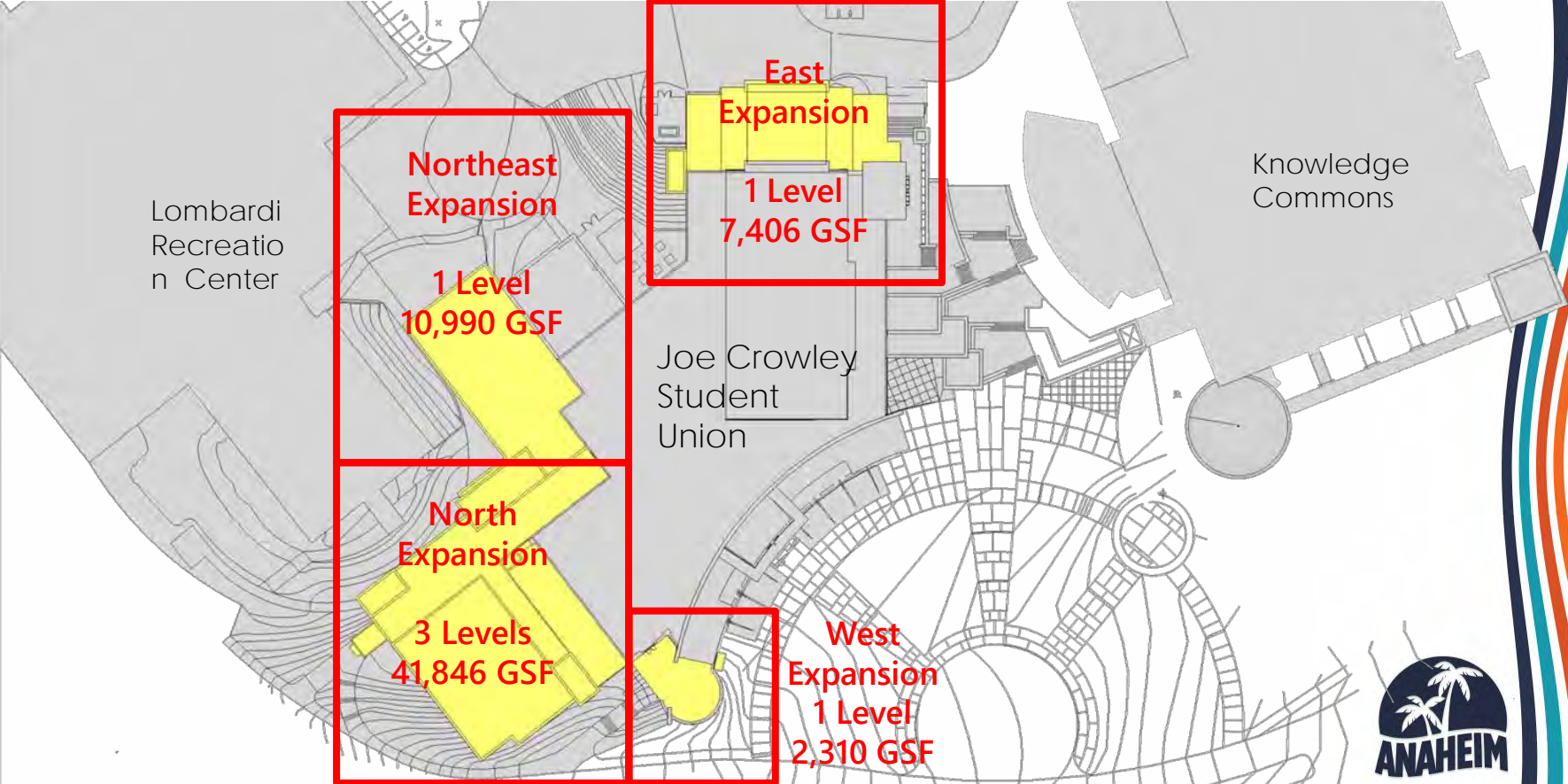
Sign-up at: www.createtheuu.com



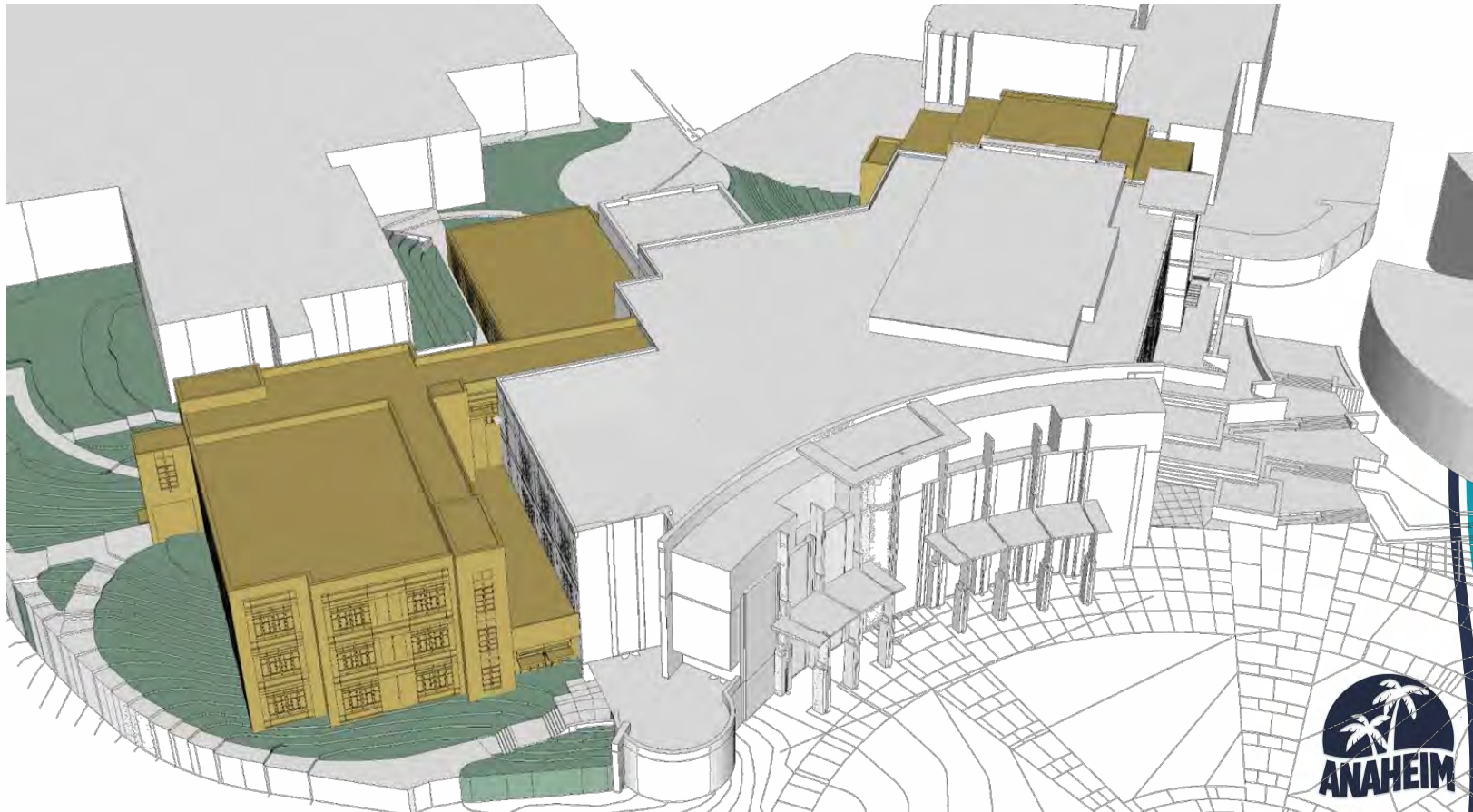
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University of Nevada, Reno



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California State University, Long Beach



California State University, Long Beach



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REFERENDUM 2015

The concept includes 130,000 renovated square feet & the following improvements & modifications:

- ▶ Increased informal student lounge space
- ▶ More study space, including group study rooms
- ▶ Expanded food service seating
- ▶ Centralized Student Resource Center(s) (e.g. cultural groups, AB 540, LGBTQIA, religious, etc.)
- ▶ Increased student organization office/meeting space
- ▶ Sustainability Resource Center
- ▶ Expanded conferences, ballroom & meeting facilities
- ▶ Improved Beach Auditorium



Lessons Learned

Looking Back and Moving Forward



Lessons Learned

- What did we see coming but ignored?
- What didn't we see?
- What did we counter, but didn't work?



The Skill of Accepting a Setback

- How have you been able to move forward with elements of your project vision?



Moving Forward

- How do you keep your students motivated?
- What are new efforts to improve your union?
- How do you prioritize improvements?
- What other funding mechanisms have you investigated?



Thank you from the Plan B Team

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