

Services & Activities Fee Annual Program Review

Program Name: Student Union Operations

Program Manager: Cherie Wilson

Fiscal Year: FY 2022

1. In what ways does your program support CWU students? Please be specific, yet concise.

This program supports the general operational needs and services within the Student Union including meeting room setups, equipment, building security and safety, and the Information Center. Operations supports building policy and procedures within the facility and campus community. We oversee building tenant contracts and manage the SURC Partner's Committee.

2. What are your specific program goals or learning/operational objectives? How are you assessing the effectiveness of your program in achieving those targets?

Student Union strives to provide a community centered gathering place with exceptional programs, services, and facilities to encourage formal and informal student learning and leadership growth. We are assessing the effectiveness of our programs through usage, space and resource reports of the facility. We also conduct quarterly surveys with our student staff for data informed practices.

3. What is the overall purpose of your program and what service(s) does your program provide?
 - a. Are there overlaps or intersections with other university programs who have a similar purpose or service?

Student Union provides an environment that promotes innovation, integrity, service, and community. Our facility is the hub for student life at CWU, with many opportunities for students to engage in activities and events. We strive to be at the forefront of service to students, the campus and community. Services include building operations, security, Event Support Services (sound and lighting equipment), and Information Center, and No other university program offers similar purpose or service.

4. How does your program align with the purpose of S&A funding? *“Supporting cocurricular and extracurricular activities and programs participated in by students in the furtherance of their education.”*

We support cocurricular and extracurricular activities and programs within the SURC; offer student employment opportunities to further enhance the student's education and support their financial needs; generate additional revenue within the Student Union to help supplement the costs of student fees. This budget is partially funded by S&A and partially funded by SUB Fee with the remainder from self-support revenue.

5. How does your program support CWU's mission and goals? (<https://www.cwu.edu/mission/>)

We support CWU's mission and goals by providing opportunities for creative expression through the events we support; provide learning and development opportunities for our student employees that extend outside of the classroom; through strategic planning, we promote effective stewardship of our student fees; offer leadership opportunities through our student employment and roles within the Student Union Advisory Board committee.

6. Please provide detailed information regarding who utilizes your program? (*Students, faculty, staff, community? Specific demographic information? Class standing, gender, ethnicity, transfer, campus location, etc.*)

On average, we bring in about 1.58 million people come into the Student Union. This includes students, faculty, staff, and the community. We supported 2200 S&A events using our meeting room space in the SURC. This includes student clubs/organizations and all other S&A funded areas. We checked out 1505 laptops in FY 2020 to students out of the Information Center.

7. How many unique CWU students utilize your program or services?
- How do you gather these metrics?
 - If you do not, what is preventing you from getting that data and how are you determining usage by CWU students?

Unfortunately, we don't have a way to gather unique students that utilize our programs and services. We gather data through door counters at building entrances and through club usage but not by individual student usage. Many of the students attending programs within the facility are counted by those program areas hosting the event. We do have 50 unique student employees that work for us throughout the year. With data informed practices we are able to assess our student employee needs and how to best support them.

8. Are there any current vacant positions in your program?

We currently have one vacant position we are in the process of hiring.

9. Given the budget reductions taking place and continuing for the remainder of the funding cycle, please tell us what specific impacts those reductions have had on your program compared to what was originally planned and including in your initial base funding request.

Specific impacts to each budget haven't been decided by administration yet.

10. Are there any circumstances or challenges that are currently impacting your ability to use your base funding allocation this year?

Other than the current supply chain when ordering equipment, nothing is impacting our ability to use our base funding.

11. What growth or increases would you like to see in your program in the future?

Covid-19 has drastically impacted our revenue generating ability. Some related to restrictions of allowing off-campus events to use our facility or some related to departments using Teams or Zoom platforms to hold meetings. However, the largest loss in revenue is due to programmers continuing to be cautious and cancelling or significantly downscaling their events regardless of loosened or open restrictions. I would like to see us build back our revenue within the next year to allow for more opportunities to grow our student programs and services, but we will need support from program areas to accomplish this.

In addition, we would like to continue to grow the Information Center by collaborating with other areas on campus to provide services out of the Information Center. This would provide more convenient services for students as well as save on overhead costs.