Student Union & Recreation Center
Campus Consultation

Information Campaign Team
California State University Monterey Bay
The Mission of the ICT is to educate the campus community on what Student Union and Recreation Center buildings would look like physically, financially, and socially at CSUMB. Through objective analysis, including statements both for and against the proposed fee, we will provide opportunities for members of the campus community to learn, ask questions, and provide feedback.
Background

CSUMB Student Union Fee

- In 2000 numerous code violations discovered and the University planned to close the Black Box and build a student union building
- Students wanted BBC instead; fee referendum to pay for renovation & operation
- Approved ($40/yr with 5% increase every 5 years with $150 cap)
Feasibility Study: What We’ve Done So Far

- **Phase I: Spring 2012**
  - OSU hired consulting firm, Brailsford & Dunlavey, to carry out Phase I of a Feasibility Study
  - Focus & stakeholder groups; intercept interviews; peer and aspirational institution comparisons; visioning session; market analysis
  - Students, staff & faculty supported the idea of adding facilities

- **Phase II: Fall 2012**
  - Detailed (96 questions) survey sent to all students; **27%** response rate
  - Survey respondents (**61%**) believed CSUMB should place a high or very high priority on improving student union & recreation space
  - **57%** of respondents supported 1 of 3 possible fee scenarios proposed
  - **22%** of respondents stated they would not support a fee increase
  - **21%** indicated they needed more information before they could make a decision
Outreach Plan

Memos, Email, Materials & More

- Memo from President approving alternative consultation process
- Communication with campus community
  - Email, Otter Realm advertisement, fliers, tabling, web site and feedback
- Forums
  - Students, Staff & Faculty
- Feedback
- Final Product
  - Report outlining the process, findings and feedback submitted to SFAC and President
  - President reviews report and makes final decision
What is a Student Union?
What’s Inside?

Examples of How Space is Used:

- Information Desk
- Lounge Areas
- Meeting/Conference Rooms
- Event Space
- Cultural Centers
- Eateries
- Vending Alcoves
- Meditation Room
- Student Organization Space
- Computer & Printer Stations
- Student Art
- Outdoor Space
- Convenience Store
- Game Room
- And more
FAQ: Where would the Student Union building be located?
Student Recreation Center

A facility for exercise and leisure activity that promotes lifelong health and wellness.

Phase I could include:

- Multi-Use Courts
  - Kickball, dodgeball, indoor soccer, basketball, etc.
- Weight Room
- Cardio Area
- Fitness Room
  - Zumba, yoga, dance, etc.
- Locker Rooms
- Front Desk & Equipment Check Out
FAQ: Where would the Student Recreation Center be located?
Why Does CSUMB Need a Student Union & Recreation Center

- The Council for the Advancement of Standards (CAS) in Higher Education states a student union is “a laboratory where students can learn and practice leadership, programming, management, social responsibility and interpersonal skills.”
- More than just a building...
  - Community/Campus Life; Holistic Well-Being; Leadership & Employment Opportunities
- Quality of current facilities...
  - We’ve outgrown the Black Box, Student Center & Otter Sports Center
- Enrollment Growth
  - Double in size by 2024 (10 years)
- Provides informal & formal gathering spaces, retail and food services, university programs and services designed to attract all students, faculty and staff
- Recruitment & Retention Tool
- Competitiveness/Diploma Inflation
  - 21 of 23 CSU’s have similar buildings
How will the campus pay for the Student Union and Recreation Center?

A Student Union building cannot be constructed with the use of state funds. Thus, the main funding source must come from either student or private funding sources (donations). However, in order to break ground on the building, CSUMB must show a definite source of funding which is the Student Union Fee collected from students.

Current Fees:

<table>
<thead>
<tr>
<th>Year</th>
<th>2001</th>
<th>2006</th>
<th>2011</th>
<th>2016</th>
<th>2021</th>
<th>2026</th>
<th>2140</th>
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<tbody>
<tr>
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<td>$42</td>
<td>$44</td>
<td>$46</td>
<td>$48</td>
<td>$50</td>
<td>$150</td>
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## Proposed Fee Schedules

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</thead>
<tbody>
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<td>$400</td>
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<td>$600</td>
<td>$700</td>
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<tr>
<td>Enrollment HC</td>
<td>6615</td>
<td>7012</td>
<td>7713</td>
<td>8484</td>
<td>9333</td>
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<tr>
<td>Total</td>
<td>$2,646,000</td>
<td>$2,804,800</td>
<td>$4,627,800</td>
<td>$5,090,400</td>
<td>$6,533,100</td>
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</tbody>
</table>

<table>
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<td>7012</td>
<td>7713</td>
<td>8484</td>
<td>9333</td>
</tr>
<tr>
<td>Total</td>
<td>$1,323,000</td>
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<td>$4,627,800</td>
<td>$5,938,800</td>
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# 2013-14 CSU Student Union Fees

<table>
<thead>
<tr>
<th>CSU Campus</th>
<th>Fee</th>
<th>CSU Campus</th>
<th>Fee</th>
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<tbody>
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<td>Bakersfield</td>
<td>$444</td>
<td>Pomona</td>
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<tr>
<td>Channel Islands</td>
<td>324</td>
<td>Sacramento</td>
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<tr>
<td>Chico</td>
<td>758</td>
<td>San Bernardino</td>
<td>372</td>
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<td>Dominguez Hills</td>
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<td>San Diego</td>
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<tr>
<td>East Bay</td>
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<td>San Francisco</td>
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<td>Fresno</td>
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<td>San Jose</td>
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<td>Fullerton</td>
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<td>San Luis Obispo</td>
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<tr>
<td>Humboldt</td>
<td>185</td>
<td>San Marcos</td>
<td>630</td>
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<td>Long Beach</td>
<td>358</td>
<td>Sonoma</td>
<td>712</td>
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<tr>
<td>Los Angeles</td>
<td>275</td>
<td>Stanislaus</td>
<td>152</td>
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<tr>
<td>Northridge</td>
<td>512</td>
<td><strong>Average</strong></td>
<td><strong>$405</strong></td>
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FAQ: How will increased student union fees affect my financial aid?

Student union fees are categorized as “Category II Fees” by the CSU. Category II fees are mandatory fees; all mandatory fees are covered by financial aid for eligible students.
Building the Student Union & Recreation Center

Total Projected Cost $70 million
- Student Union $41.5 million
- Recreation Center (Phase I) $18.5 million
- Soft Costs $10 million

Funding Sources
- Primary: Student Fees
- Secondary: Private Donations, Fundraising, Revenue (Memberships, Retail Leases, Conferences)
**Statements**

**Statements Against Fee Proposal**

- Students should not have to pay for a building they won’t be able to use
- Increasing fees will make it more difficult to afford college
- Commuter students come to campus for class and leave, they don’t need services to support student life
- We do not need a student union/recreation center because we have the Black Box Cabaret, Student Center & Otter Sports Center

**Statements Supporting Fee Proposal**

- Increase in opportunities for student employment, campus involvement and leadership development
- Additional food options and attractive formal/informal spaces for gathering, meeting, dining, working out, and fun.
- More venues for students to study, interact with peers and faculty, pursue recreational opportunities, and contribute to a thriving campus community.
- Foster campus pride and provide the opportunity to build a legacy
Questions?

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