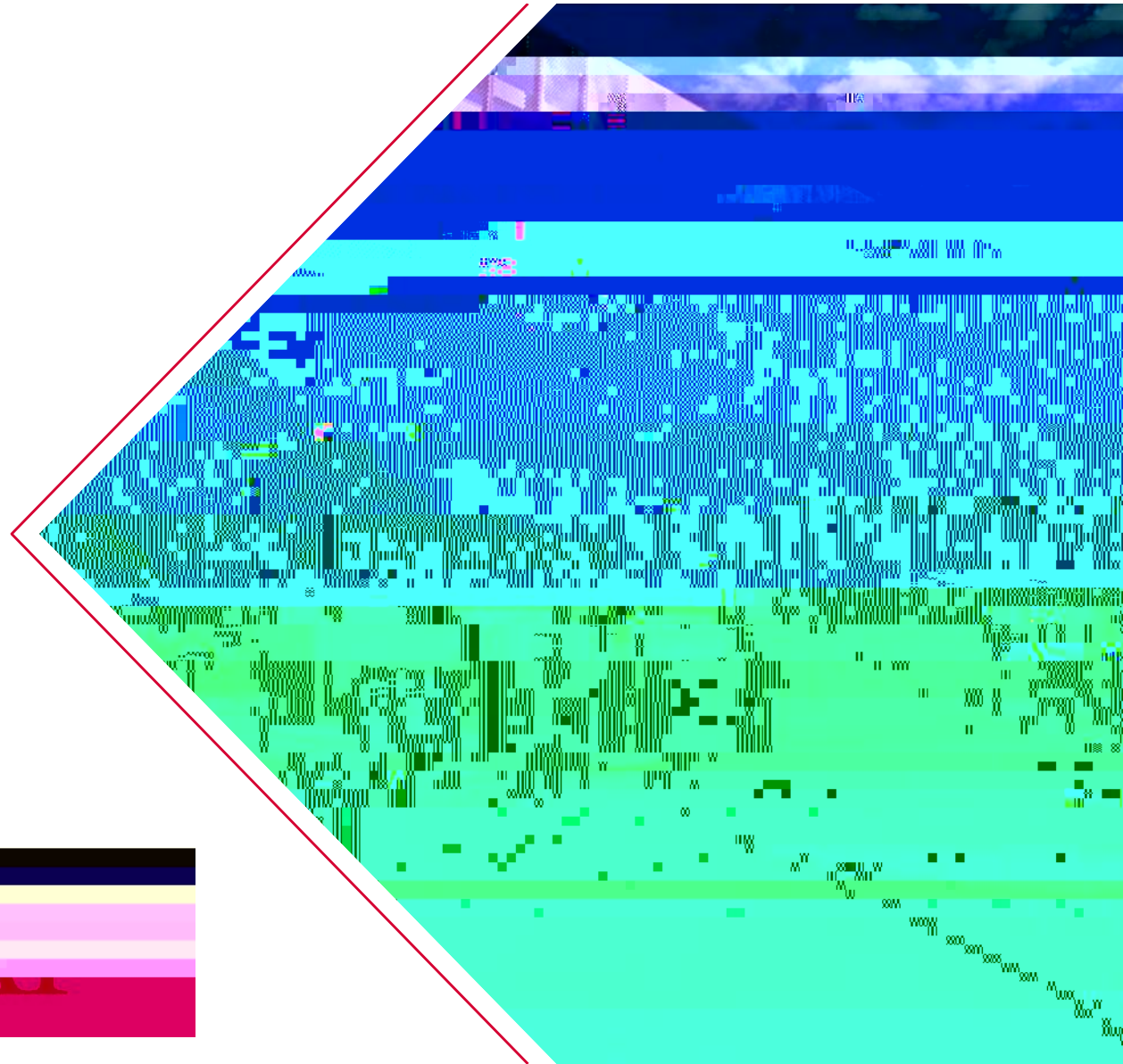


# Recreation and University Unions Task Force

October 4, 2022



# Agenda

OCTOBER 4, 2022



# RUU Task Force

## MEMBERSHIP

- › **Mark Almeida, Co-Chair**  
AVP, Student Affairs and Auxiliary Services
- › **Jennifer Luna, Co-Chair**  
Director, Recreation, Wellbeing, and University Union
- › **Ashmita Ahluwalia**  
ASI Student Representative
- › **Leilani Lopez**  
Residence Hall Association Student Representative
- › **Lex Peck**  
PAW / Wellness Student Representative
- › **Dr. Brian Du**  
Associate Professor, Department of Accounting & Finance
- › **Mohammed Salman**  
Operations Coordinator
- › **Kevin Gin**  
Senior Strategic Partner
- › **Paul Carpenter**  
Professor & Chair, Department of Kinesiology
- › **Steve Spencer**  
Athletic Academic Advisor
- › **Anne Leung**  
University Planner
- › **Shannon Tu**  
Lead Budget Analyst
- › **Travis Nelson**  
Director of Alumni Engagement

## BRAILSFORD & DUNLAVEY



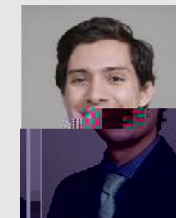
**PAUL BRAILSFORD**  
*CEO*



**MATT BOHANNON**  
*Vice President*



**LAURA KANE**  
*Associate*



**MITCHELL KADOWAKI**  
*Project Analyst*

# RUU Task Force

## CHARGE & OBJECTIVE

In coordination with Brailsford and Dunlavey, the RUU Task Force will:

- › Assist with **identifying opportunities within the current operations** of the RAW and University Unions;
- › **Review the resolution from ASI BOD 2021-22-5R** to resume management of the RAW and University Unions
- › Identify areas for growth and future models to **support student needs**
- › Ensure that the **financial model being developed will support current and future operations** to ensure that the staffing levels, services offered, student life programming (intramural, fitness training, outdoor activities, gaming, and activity-based programming), and facilities are supported while in operation;
- › Define membership for a **Recreation and University Union student advisory board**.

# October 4<sup>th</sup> – 6<sup>th</sup> Campus Visit

## BRAILSFORD & DUNLAVEY CAMPUS VISIT SCHEDULE

### Tuesday 10/4

- RAW / UU Task Force Meeting
- ASI Board

### Wednesday 10/5

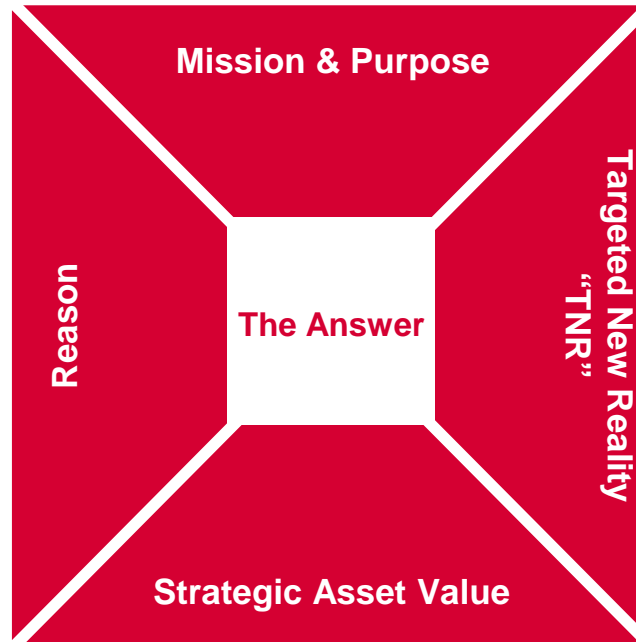
- Recreation, Wellness, & UU Team
- ASI Board Meeting
- Administration & Finance
- Student Life & Leadership

### Thursday 10/6

- Student Affairs
- Facilities Management, Planning, Design, & Operations
- DISC & Affinity Centers
- Chartwells: Food Service, Catering, & Retail
- SAV Session with Cabinet

# Institutional Framework

What **difference** must Cal State East Bay make in the world and **for whom**?



What is the relationship dynamic between Cal State East Bay's current condition and its targeted new reality that **requires a response**?

- External Change
- Market Positioning
- Mission & Purpose

What ideal mix of future **outcomes, capacities, and attributes** must Cal State East Bay achieve to deliver on its mission and purpose?

- Outcomes
- Capacities
- Attributes

What is the ideal combination of performance **outcomes, capacities, and attributes** that must be produced by a specific asset or asset class to drive Cal State East Bay toward its targeted new reality?



CAL STATE EAST BAY

# Strategic Asset Value Categories

## EDUCATIONAL OUTCOMES

Student Leadership + Professional Development



# Strategic Asset Value Categories



## ENROLLMENT MANAGEMENT

Recruitment

Retention

Competitive Amenity

# Strategic Asset Value Categories



## CAMPUS COMMUNITY

**Gathering Space**

**Faculty / Staff / Student Interaction**

**Cultural / Identity Diversity Support**

**Social / Arts / Entertainment Programming**

**Student Life “Master Plan” Integration**

**Alumni and Community Relations**

# Strategic Asset Value Categories



# Strategic Asset Value Categories



## ENVIRONMENTAL SUSTAINABILITY

**Sustainable Design / High-Performance Buildings**

**Integration of Campus Systems**

# Task Force Perspectives

## RAW & UU NEEDS / WANTS FROM RUU TASK FORCE MEMBERS

- › What opportunities are there for the UU/RAW to complement learning and development found in other areas of campus life (residence halls, student organizations, classroom)?
- › Your personal top five opportunities (programs, spaces, places) to share with the group
- › In two sentences, explain why this task force initiative is so important for Cal State East Bay current and future students

## NEXT STEPS

- › B&D Campus Visit  
October 4<sup>th</sup> – 6<sup>th</sup>
- › RUU Task Force Meeting  
October 18<sup>th</sup>, 12:15 PM

