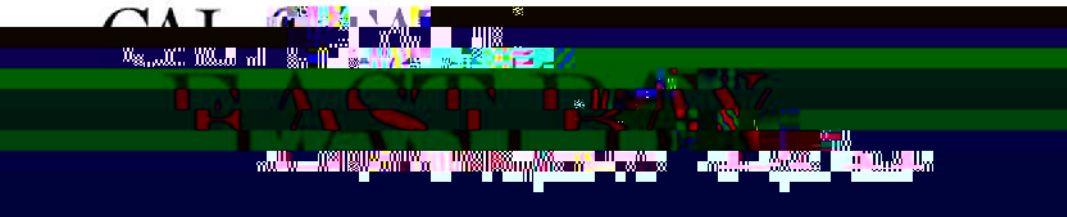
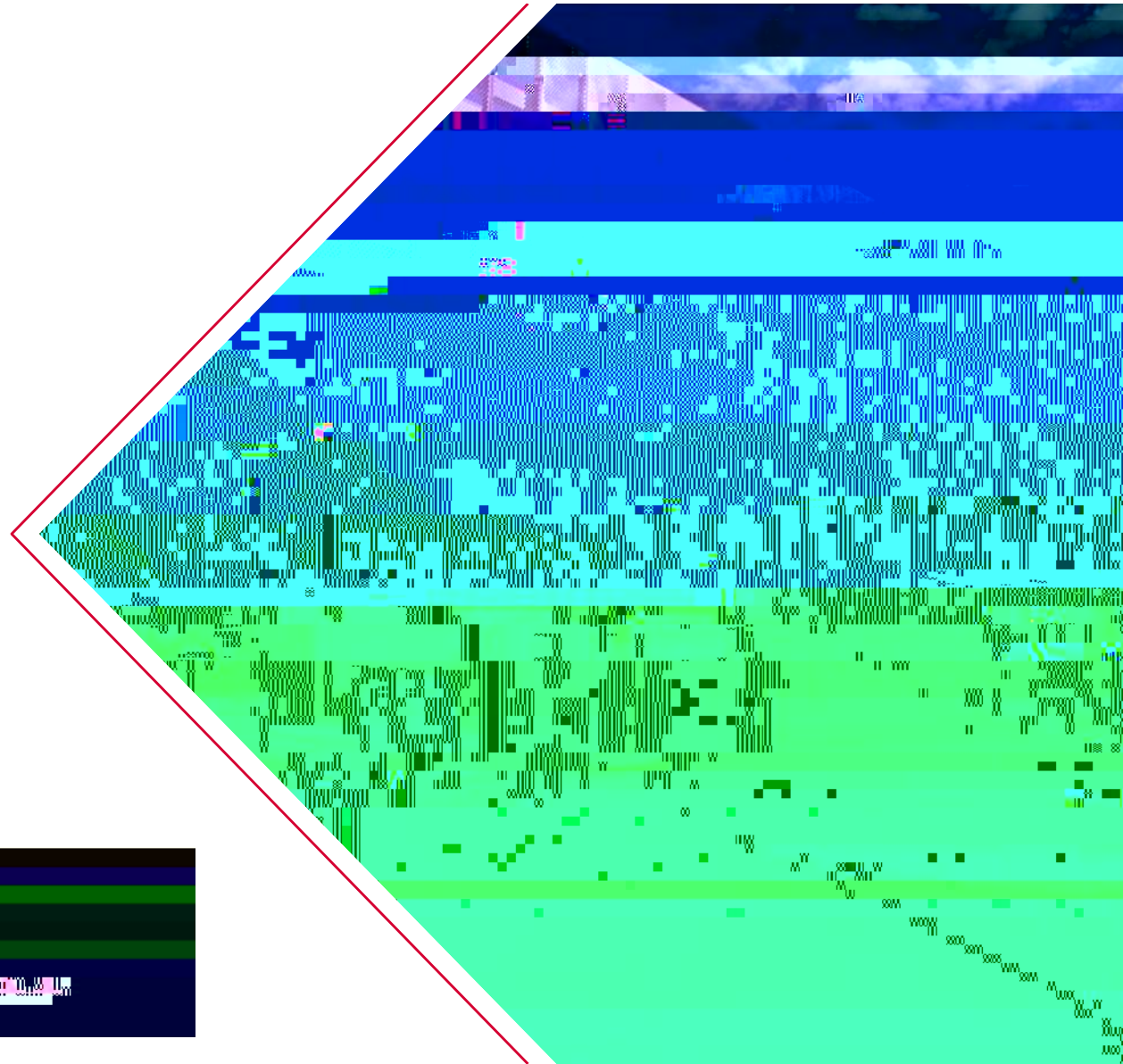


Recreation and University Unions Task Force

October 4, 2022



Agenda

OCTOBER 4, 2022

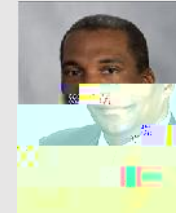


RUU Task Force

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



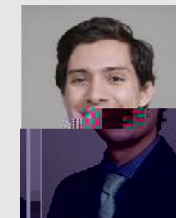
PAUL BRAILSFORD
CEO



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 4th – 6th 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

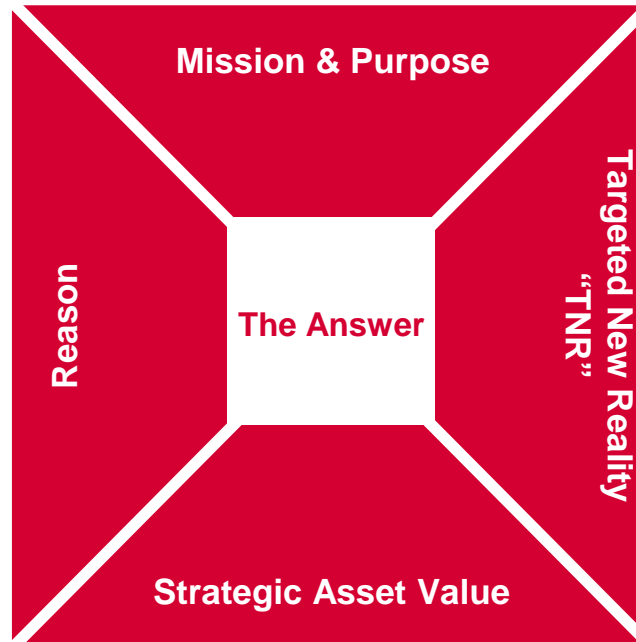
- Student Affairs
- Facilities Management, Planning, Design, & Operations
- DISC & Affinity Centers
- Chartwells: Food Service, Catering, & Retail
- SAV Session with Cabinet

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?

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 4th – 6th
- › RUU Task Force Meeting
October 18th, 12:15 PM

