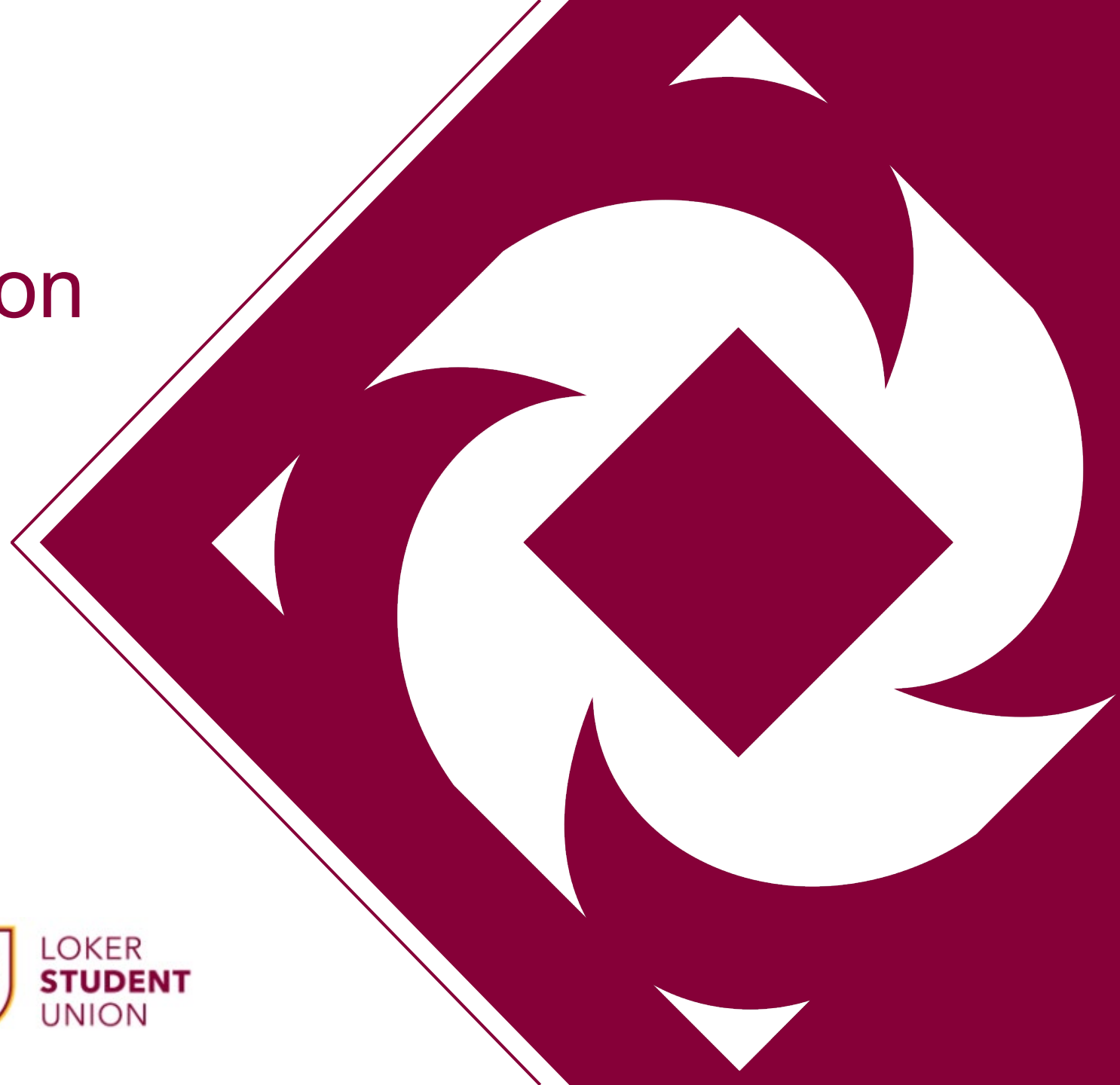


# Loker Student Union Strategic Planning

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

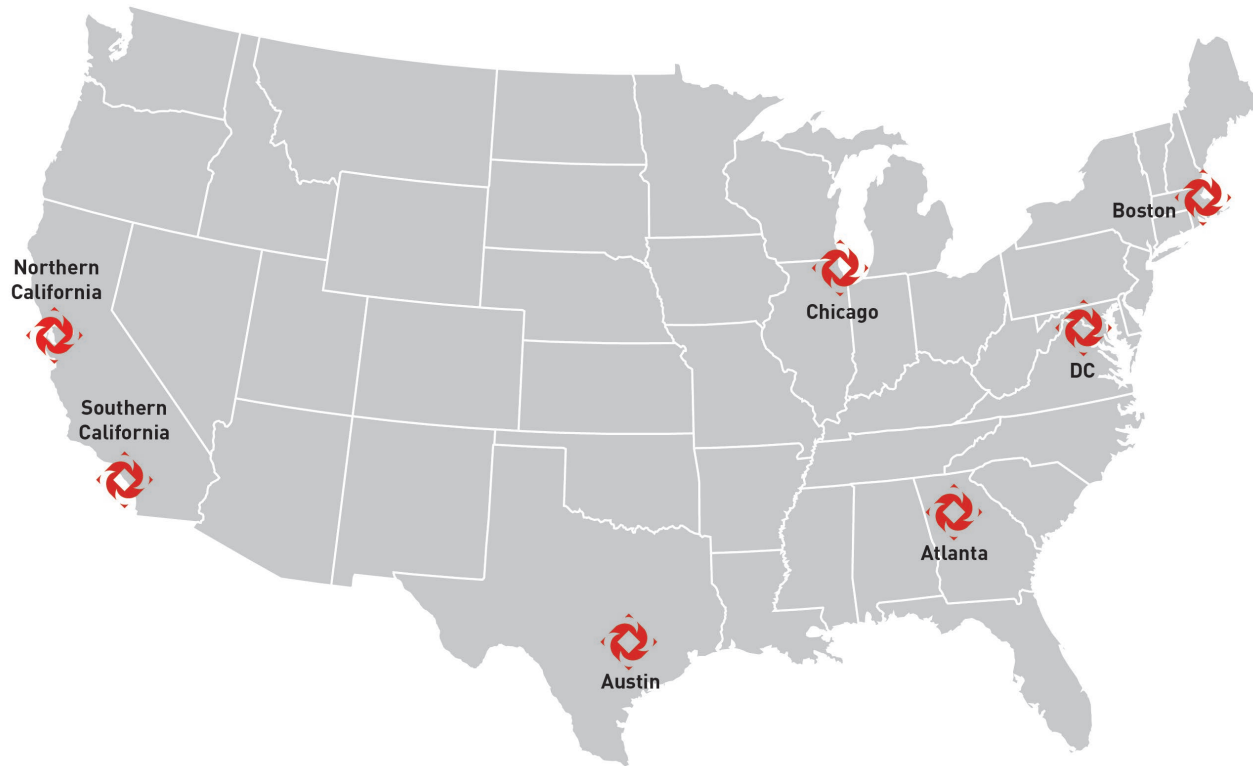
**AUGUST 8, 2022**



LOKER  
**STUDENT**  
UNION

# Introduction

**BRAILSFORD & DUNLAVEY, INC.**



**800+**  
Higher Education Clients

**1,600+**  
University and College  
Projects

**100+**  
Student Union Projects

**70+**  
CSU Assignments

**\$40B**  
In Completed  
Implementation Projects

# Introduction

BRAILSFORD & DUNLAVEY, INC.



Unions



Student Housing



Food Service



Workforce Housing



Recreation



Academics



Retail



Athletics



Venues



Campus Edge



Health & Wellness



Energy & Sustainability

# Introduction

## B&D PROJECT TEAM



**PAUL BRAILSFORD**  
*CEO*

**MATT BOHANNON**  
*Vice President*

**LAURA KANE**  
*Associate*

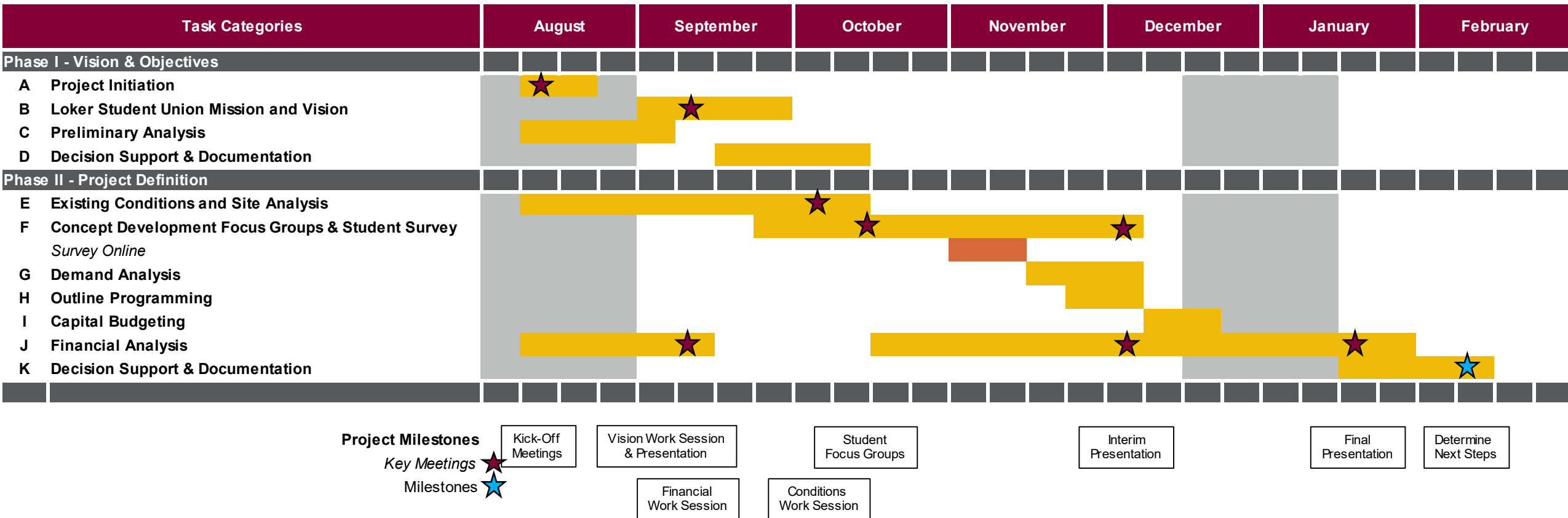
**MICHAEL SHROCK**  
*Project Analyst*

# Key Questions

- › What is the mission and vision of the Loker Student Union?
- › How well does the LSU achieve strategic objectives?
- › What levels of demand are present for expanded programs and services from CSUDH students?
- › What are the long-term facility priorities of the LSU?
- › What are the capital and on-going costs for an expanded LSU?
- › How can deferred maintenance be addressed in a viable financial plan?
- › What level of student fees are necessary to support the project and deferred maintenance planning?

# Our Process

## LOKER STUDENT UNION STRATEGIC PLAN



# LSU Mission

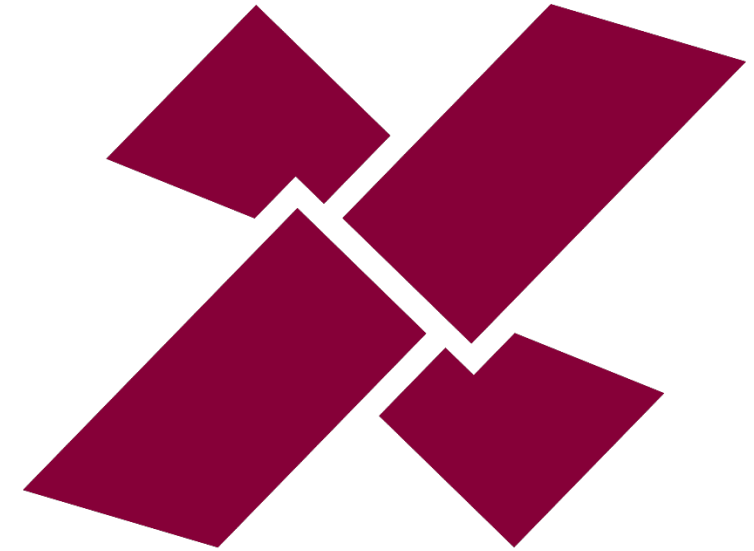
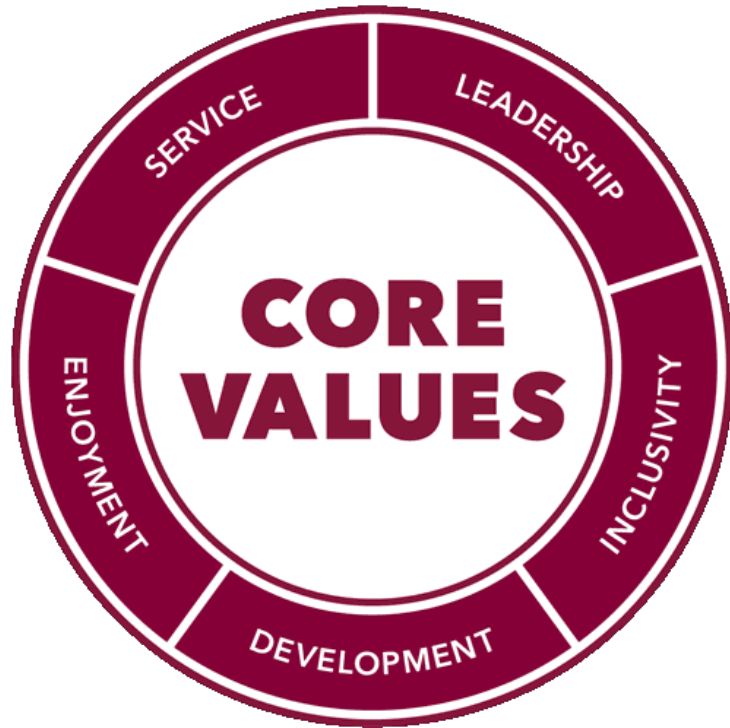
**SERVING TODAY, EDUCATING FOR TOMORROW**

The Loker Student Union provides an environment which is designed to encourage interaction among the campus' constituent groups (internal and external), enhance the sense of campus community, and expand the avenues through which the university educates students.

Through its many activities and services, the Loker Student Union provides cultural, social and recreational programming that supports the educational mission of the University, encouraging the development of citizenship, leadership, and social responsibility for success in a dynamic and pluralistic society.

# LSU Identity

## CORE VALUES AND LOGO



LOKER **STUDENT** UNION



# Strategic Vision Considerations

CREATING VALUE



# Strategic Asset Value Categories



## EDUCATIONAL OUTCOMES

**Leadership Development**

**Student Employment**

**Leisure Activities**

**Out-of-Classroom Experience**

**Academic Activities**

# Strategic Asset Value Categories



## ENROLLMENT MANAGEMENT

**Recruitment**

**Retention**

# 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**

# Strategic Asset Value Categories

[ \$ ]	FINANCIAL PERFORMANCE
<p data-bbox="1039 411 1508 454"><b>Revenue Generation</b></p> <p data-bbox="1021 496 1528 539"><b>Expense Management</b></p> <p data-bbox="1034 582 1516 625"><b>Alumni Development</b></p> <p data-bbox="991 668 1559 711"><b>Balance Sheet Utilization</b></p>	

# Strategic Asset Value Categories



## ENVIRONMENTAL SUSTAINABILITY

**Culture of Environmental Sustainability**

**Sustainable Design**

**Sustainable Operations**

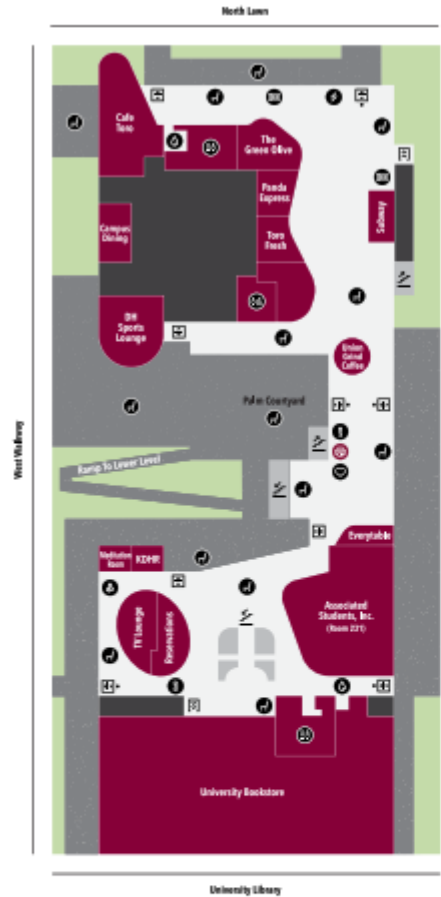
**Integration of Campus Systems**

# LSU Layout

## OPPORTUNITIES AND CHALLENGES

- › What is the LSU for today's and future students?
- › What is the LSU for CSUDH?
- › What is working?
- › What isn't working?
- › What is one thing you would change right now?
- › How do we reengage students with LSU programs and services?

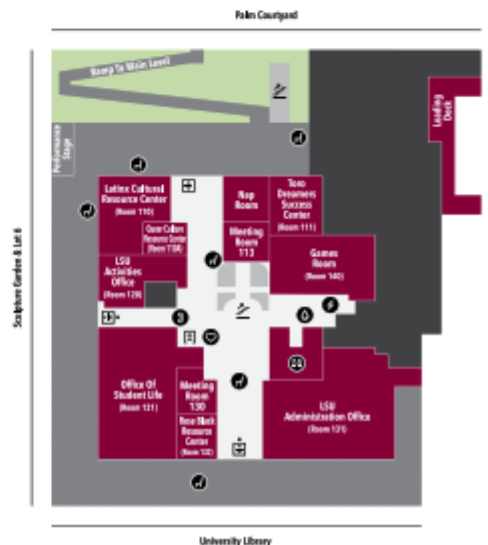
### Main Level



### Upper Level



### Lower Level



#### LEGEND

- |                   |                     |                  |                   |
|-------------------|---------------------|------------------|-------------------|
| Internal Facility | Entrances/Exit      | ADA Restrooms    | Location Suite    |
| Indoor Walkways   | Auto Entrances/Exit | Charging Station | Seating & Lounges |
| Outdoor Walkways  | Elevator Up         | Courtesy Phones  | Microwaves        |
| Staircase         | Elevator Down       | Defibrillator    | Print Services    |
| Back Of House     | Stair Up            | Hydration        | Restrooms         |
| Greenery          | Stair Down          | Information Desk |                   |

# Campus Mandatory Fees

## 2021-2022 ACADEMIC YEAR

Ranking by Student Center Fee (2021-2022)

	(Union + Rec) Student Center	Total Mandatory Fees
1 Sonoma	\$892	\$2,246
2 San Diego	\$864	\$2,394
3 Bakersfield	\$851	\$1,837
4 Chico	\$850	\$2,122
5 San Luis Obispo	\$814	\$4,433
6 Sacramento	\$812	\$1,650
7 Pomona	\$808	\$1,698
8 San Jose	\$762	\$2,110
9 Monterey Bay	\$700	\$1,476
10 San Bernardino	\$657	\$1,471
11 San Marcos	\$630	\$1,985
12 Northridge**	\$622	\$1,346
13 Stanislaus	\$614	\$1,902
14 San Francisco*	\$508	\$1,562
15 Long Beach	\$402	\$1,104
16 East Bay	\$360	\$1,253
17 Dominguez Hills**	\$342	\$1,318
18 Channel Islands	\$324	\$1,075
19 Fullerton	\$304	\$1,234
20 Los Angeles	\$275	\$1,043
21 Maritime*	\$250	\$1,374
22 Humboldt	\$246	\$2,122
23 Fresno**	\$240	\$911

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\*San Francisco and Maritime Rec Center Fees has been removed from Materials Service and Facilities to Student Center for comparison purposes.

\*\*Northridge (\$250), Fresno (\$300), Domingues Hills (\$450) will have fee increases due to new facilities opening in the future.



# Discussion

# Loker Student Union Strategic Planning

CALIFORNIA STATE UNIVERSITY,  
DOMINGUEZ HILLS

