

Loker Student Union Strategic Planning

CALIFORNIA STATE UNIVERSITY,
DOMINGUEZ HILLS

SURVEY & DEMAND REVIEW

1/17/23



**LOKER
STUDENT
UNION**



Agenda

JANUARY 17, 2023

1

Demand Review

2

Survey Analysis

3

Project Team Schedule

Preliminary Analysis

LOKER STUDENT UNION

	Loker Student Union	Average Peer Union	Variance
Total ASF	67,473	99,590	-32%
ASF Per Student	4.34	8.31	-48%
Total Enrollment	15,530	11,977	30%

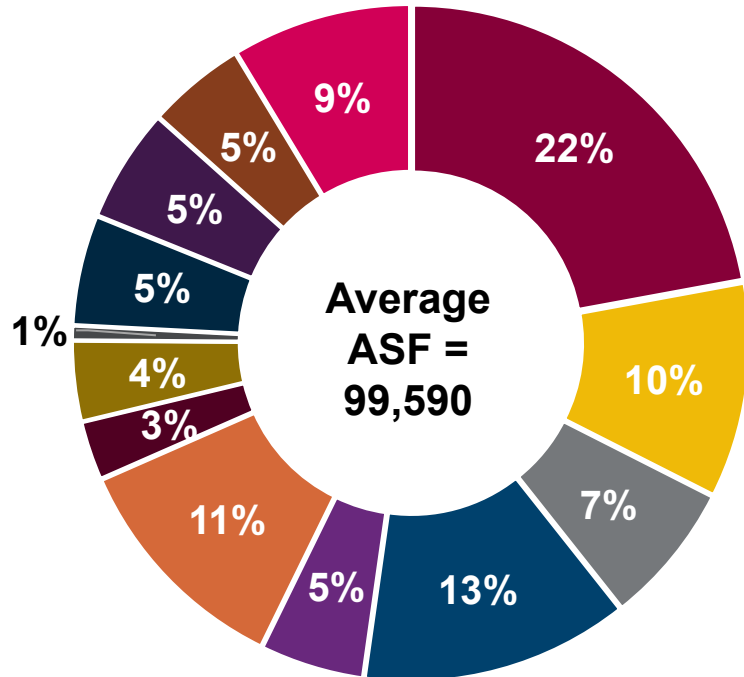
Peers: CSU San Marcos, Oregon State University, New Mexico State University, San Jose State University, University of New Mexico, University of Utah

- › LSU ASF per student is *approximately half* the size of the average peer union
- › LSU is deficient in all categories **except for ballroom facilities**
- › Largest space deficiencies (by ASF):
 - **Food Services**
 - **Retail Services**
 - **Student Organizations**

Preliminary Analysis

LOKER STUDENT UNION – SPACE ALLOCATION

Peer Unions

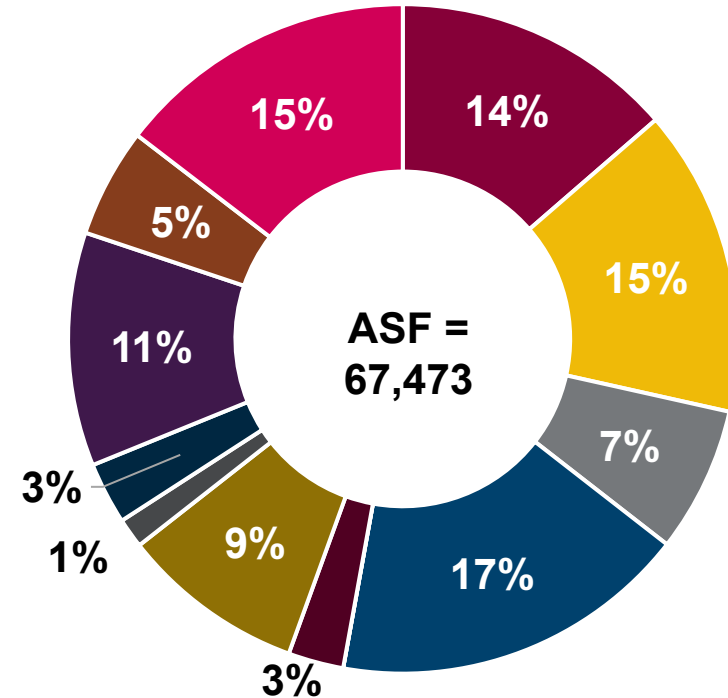


- Group 1: Food Service
- Group 2: Ballroom Facilities
- Group 3: Conference/Meeting Rooms
- Group 4: Bookstore
- Group 5: Additional Retail Services
- Group 6: Theater/Auditorium
- Group 7: Recreation/Entertainment
- Group 8: Lounge Space
- Group 9: Academic Related
- Group 10: Student Organizations
- Group 11: Administrative Offices
- Group 12: Multicultural Centers
- Group 13: Special/Misc. Components

> Top Three Functional Areas (by ASF):

- Food Service (22%)
- Bookstore (13%)
- Theater/Auditorium (11%)

Loker Student Union



> Top Three Functional Areas (by ASF):

- Bookstore (17%)
- Ballroom Facilities (15%)
- Special/Misc. Components (15%)

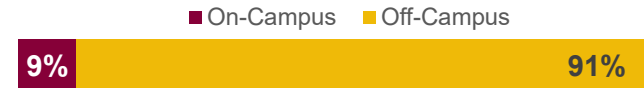
Survey and Demand Analysis

SURVEY OVERVIEW

Survey Overview

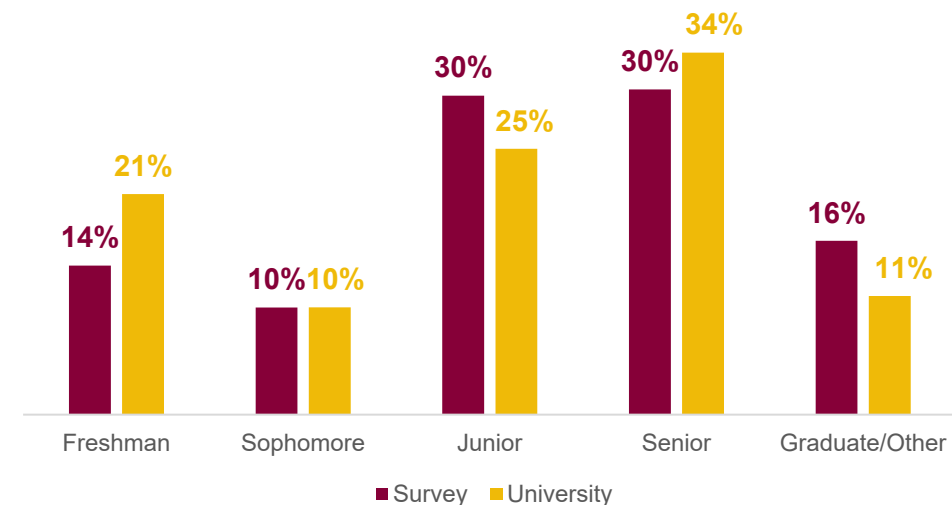
- Survey Open **December 7th – 18th**
- Total respondents: **1,385**
- Total completed surveys: **1,074**
- **95% Confidence Level**
- **Margin of Error: +/- 3%**

Survey Demographics



> Over-representation:

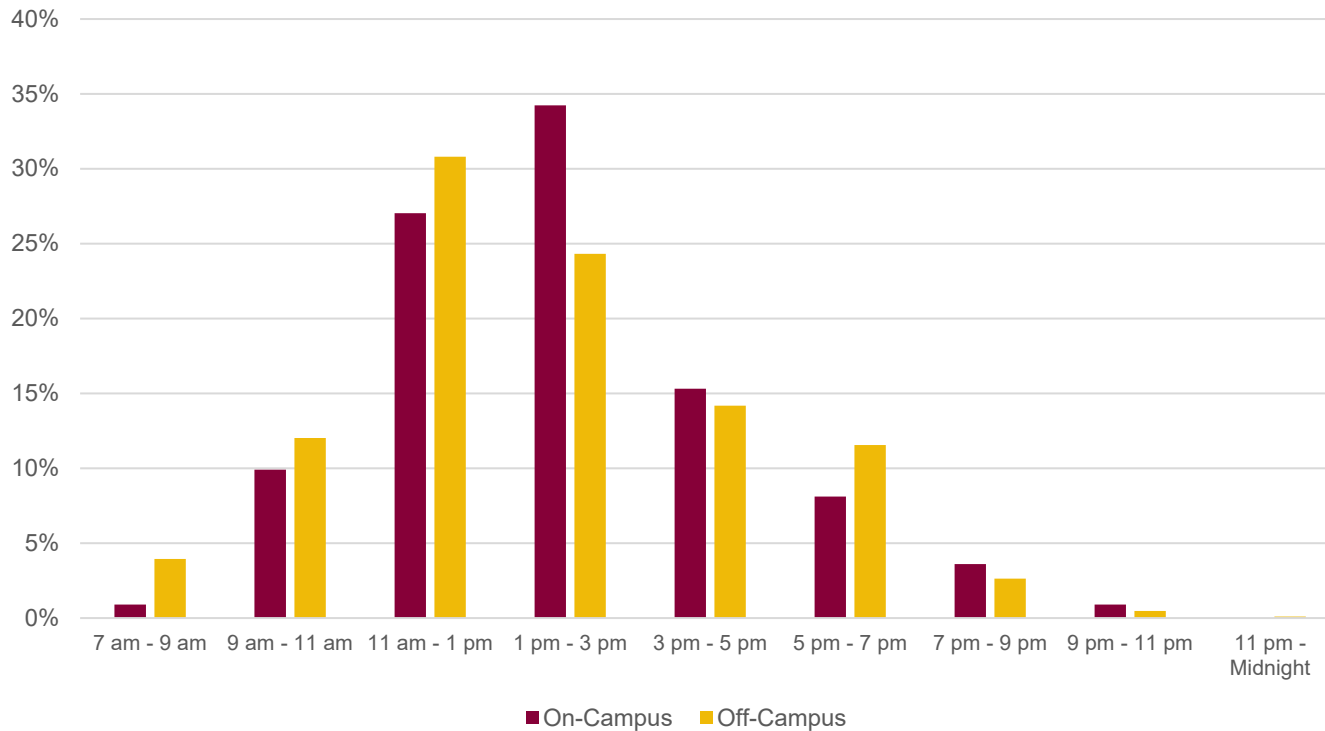
- **-7 pp¹** Freshman
- **+5 pp¹** Junior
- **+5 pp¹** Graduate
- **+13 pp¹** Female



Survey and Demand Analysis

UTILIZATION: ON-CAMPUS VS. OFF-CAMPUS RESPONDENTS

During what time period do you visit the LSU most often?



Average number of times per week students report visiting the USU

On-Campus: 3.36

Off-Campus: 2.34



Average time students report spending in the USU during a typical visit

On-Campus: 46.37 mins

Off-Campus: 49.78 mins

Survey and Demand Analysis

LSU DEMAND AND SPACE RECONCILIATION

Activity	Depth	Breadth	Peak Demand (SF)	Existing Space (SF)	Difference (SF)
1 Food area - lunch	44%	78%	15,600	9,202 [*]	(6,398)
2 Outdoor social spaces	42%	78%	14,400	14,100 ²	(300)
3 Quiet Study Lounge	37%	69%	11,500	6,000 ^{**}	(5,500)
4 Lounges/social gathering areas	31%	66%	9,400	6,000 ^{**}	(3,400)
5 Food area - breakfast	24%	51%	7,800	9,202 [*]	1,402
6 Food area - dinner	23%	53%	7,800	9,202 [*]	1,402
7 Commuter lounge	22%	41%	5,500	0	(5,500)
8 Copy/print area	20%	54%	4,400	190	(4,210)
9 Innovation creative space	18%	40%	6,400	0	(6,400)
10 Crafts/arts center	18%	36%	6,200	0	(6,200)
11 Small Group Study Rooms (6-8)	18%	51%	2,600	2,595	(5)
12 Private or semi-private zoom pods	18%	40%	5,300	1,500	(3,800)
13 Family-friendly lounge	17%	38%	5,700	0	(5,700)
14 Meditation room	13%	31%	4,300	0	(4,300)
15 E-Sports Gaming Lounge	9%	28%	4,500	1,807	(2,693)

› **Depth** = Frequency of use
 – Represents the % of students engaging in an activity **2+ times per week**

› **Breadth** = Span of use
 – Represents the % of students that would **in some capacity engage in an activity**

¹Peak demand includes 5% discount factor

²Outdoor social spaces estimated with Google Earth

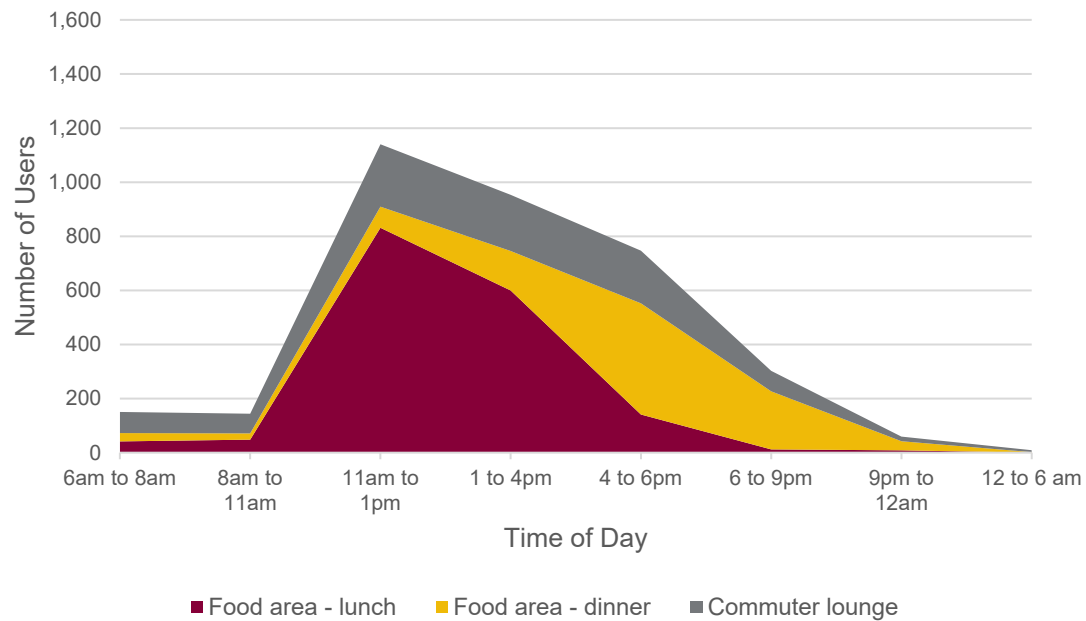
^{*}9,202 SF represents total dining and food service space

^{**}6,000 SF represents total lounge space

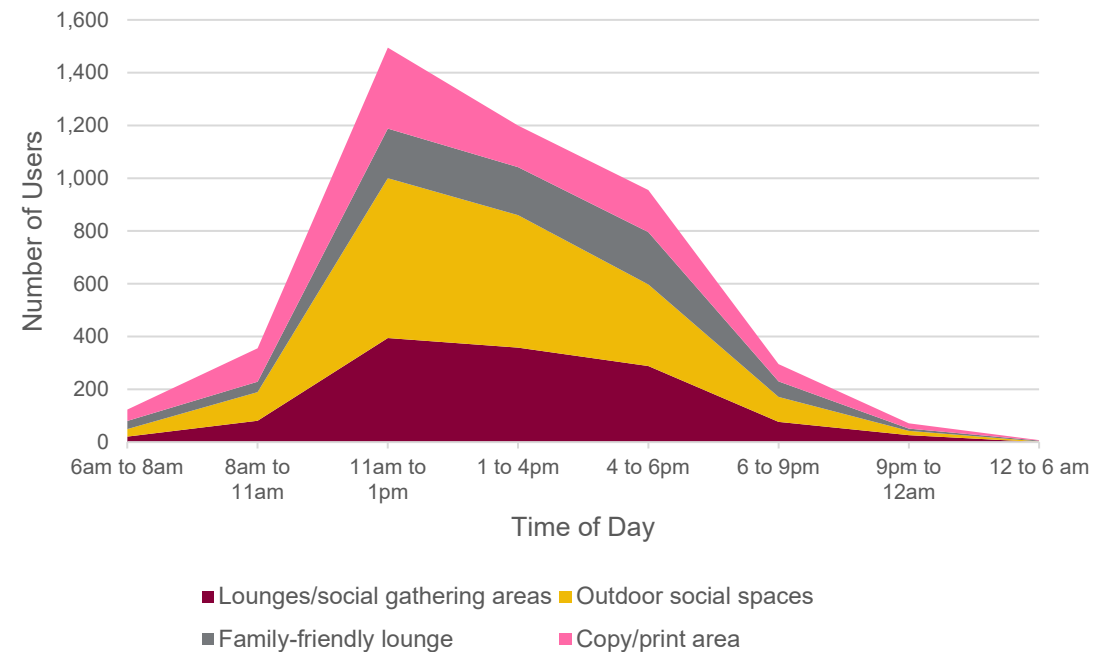
Survey and Demand Analysis

USAGE PERIODS

Food Areas



Social Spaces

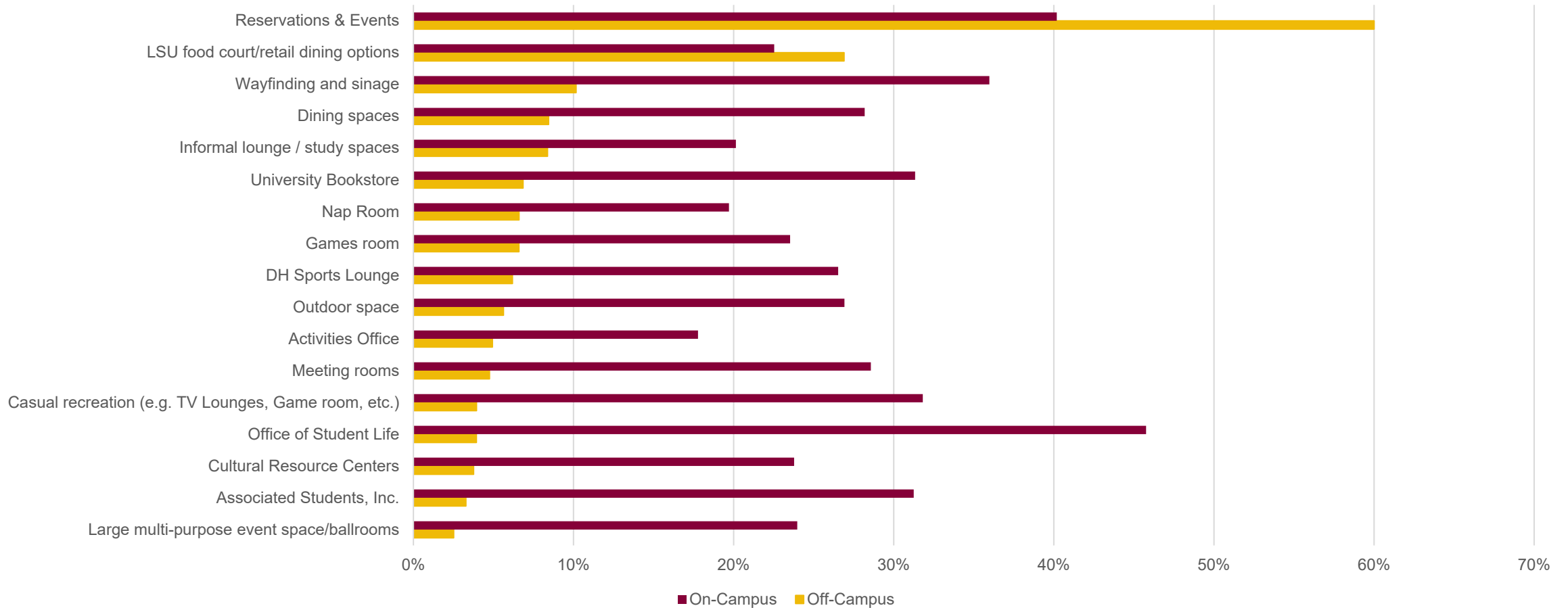


Survey and Demand Analysis

DISSATISFACTION COMPARISON

On average, off-campus students are 10% less satisfied with existing LSU space and services than on-campus students

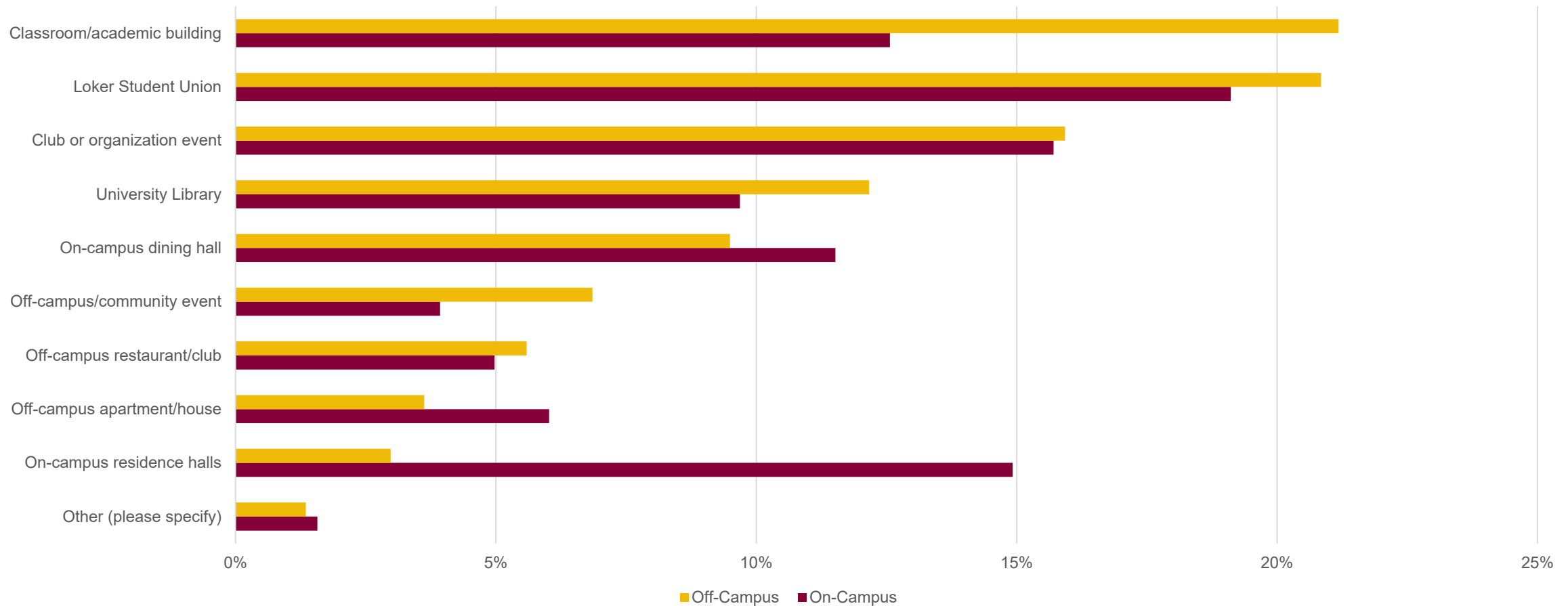
Dissatisfaction with services



Survey and Demand Analysis

SOCIAL SPACES

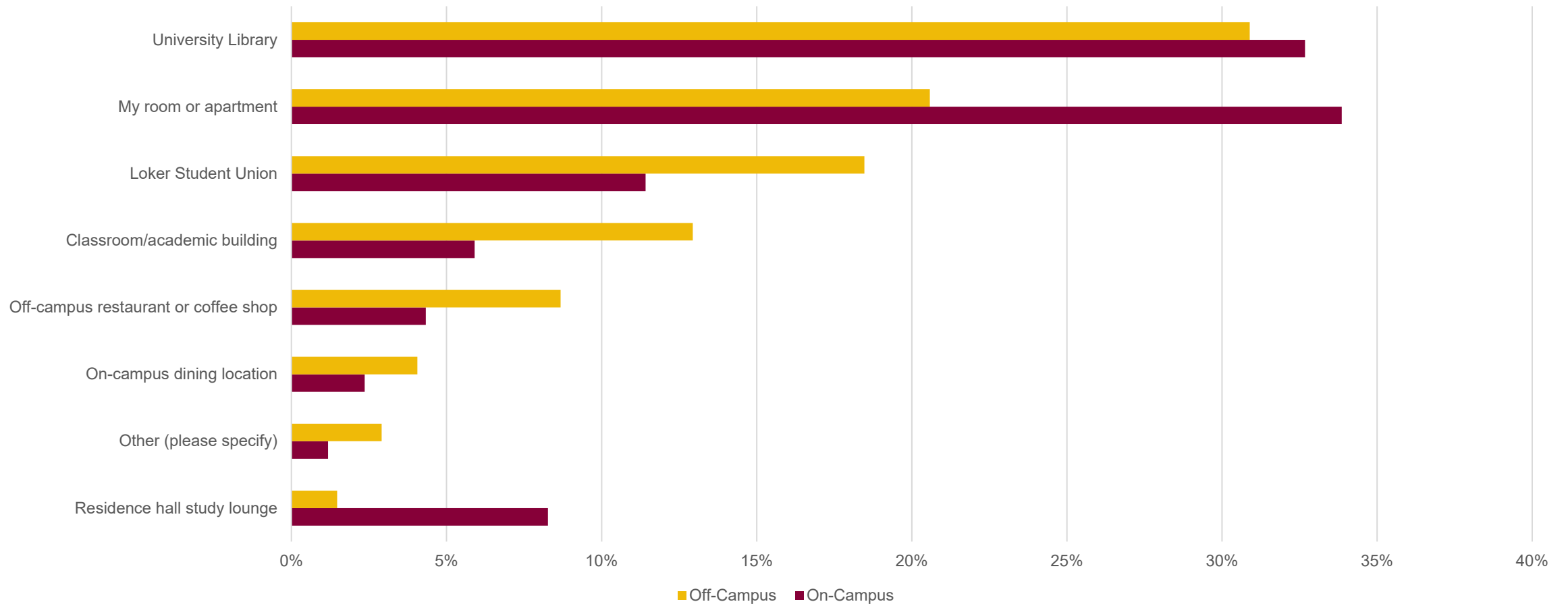
Best places to socialize?



Survey and Demand Analysis

STUDY SPACES

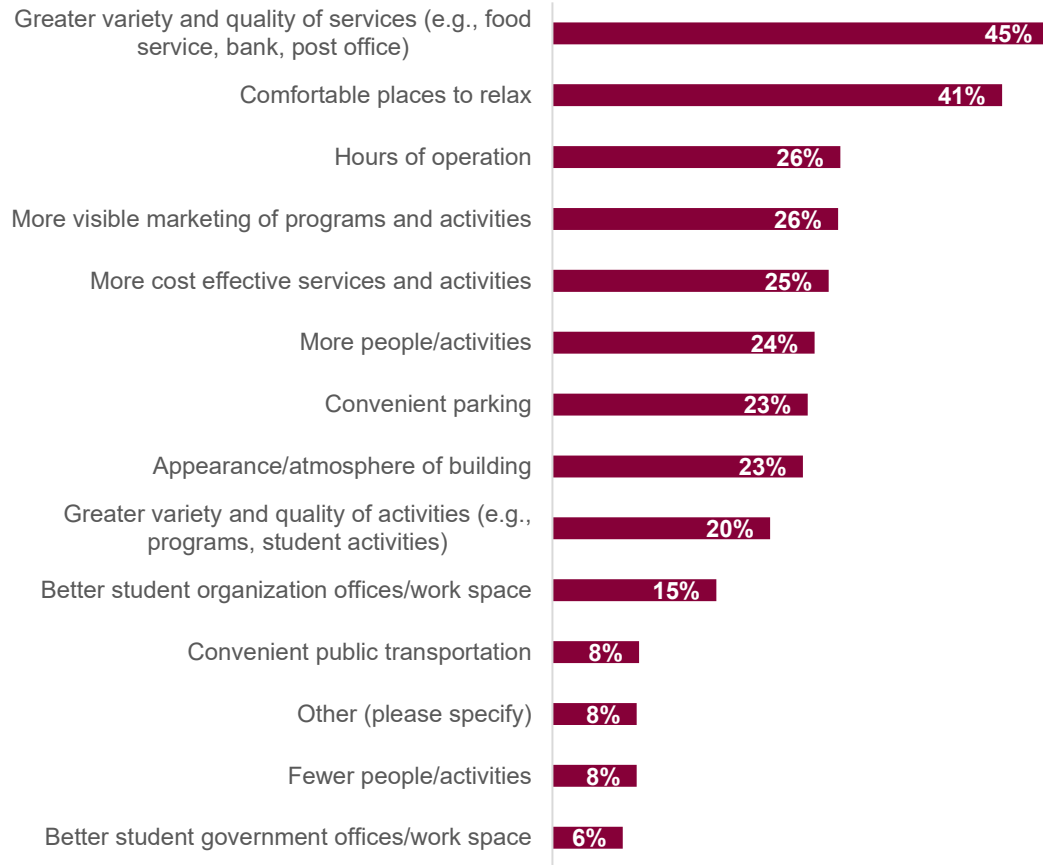
Where do you most often go to study?



Survey and Demand Analysis

AREAS THAT NEED IMPROVEMENT

What needs to improve?



› Off-Campus Top 5

1. Greater variety and quality of services
2. Comfortable places to relax
3. Hours of operations
4. More visible marketing of programs and activities
5. More cost-effective services and activities

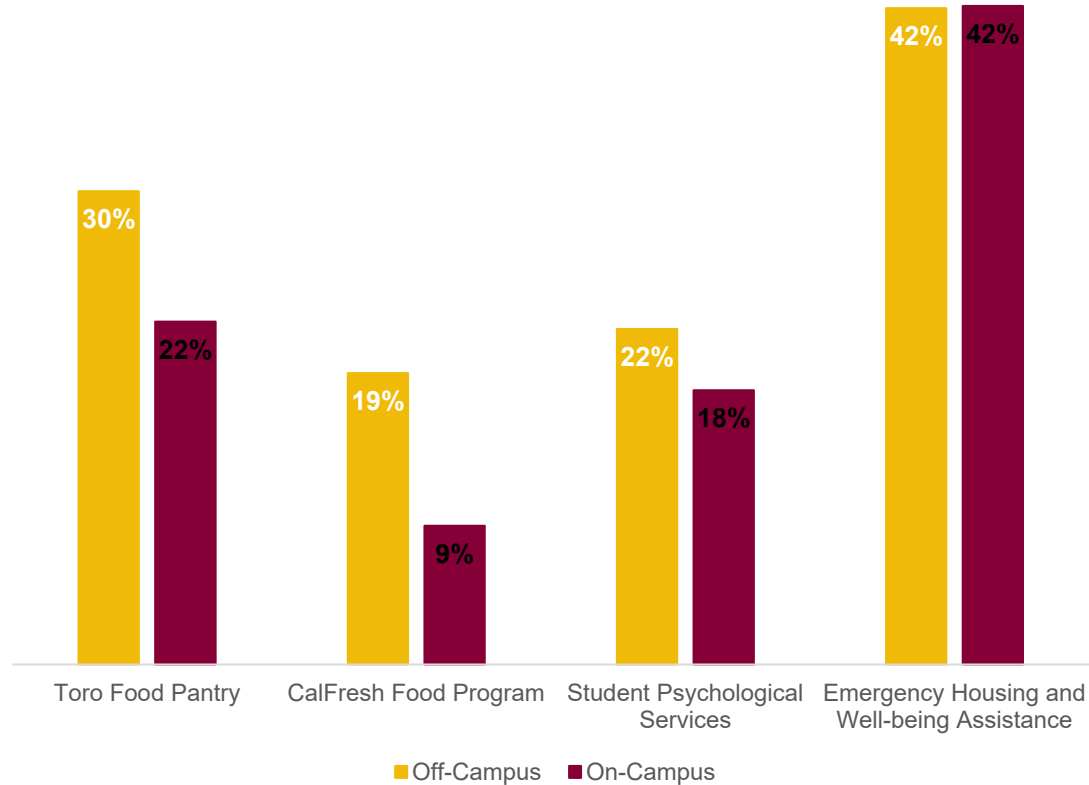
› On-Campus Top 5

1. Greater variety and quality of services
2. More cost-effective services and activities
3. Comfortable places to relax
4. Hours of operations
5. More visible marketing of programs and activities

Survey and Demand Analysis

REACHING OUT TO STUDENTS IN NEED

Students that report they are unaware of services



SURVEY RESPONDENTS

25% *I have worried whether my food would run out before I got money to buy more*

15% *I was hungry because I could not afford more food*

15% *I did not eat balanced meals because I don't know what to shop for or how to cook/prepare foods*

12% *I did not eat for a whole day because there was not enough money for food*

Survey and Demand Analysis

SOCIAL / ENTERTAINMENT SPACES COMPARISON

ON-CAMPUS STUDENTS

1. Enhanced movie theatre (31%)
2. Balcony / Rooftop seating (13%)
3. Indoor Live Entertainment Area (11%)
4. Shaded patios & outdoor seating (10%)
5. E-Sports Lounge (9%)
6. Media/Recording Studio (8%)
7. Instructional Kitchen / Cooking Area (8%)
8. Outdoor Performance Amphitheatre (8%)
9. Group Seating Area (7%)
10. Commuter Lockers / Lounges (5%)

OFF-CAMPUS STUDENTS

1. Enhanced movie theatre (18%)
2. Balcony / Rooftop seating (15%)
3. Shaded patios & outdoor seating (14%)
4. Instructional Kitchen / Cooking Area (11%)
5. Indoor Live Entertainment Area (9%)
6. Commuter Lockers / Lounges (7%)
7. E-Sports Lounge (7%)
8. Media/Recording Studio (7%)
9. Group Seating Area (6%)
10. Outdoor Performance Amphitheatre (6%)

Survey Takeaways

- › There is a **high level of satisfaction** with spaces within the LSU
 - Only a few spaces where students are “unaware or do not use”
 - Nap rooms, game area, sports lounge
- › Substantial **lack of awareness of the student support services** provided within the building (ASI, Student Life Office, reservations, etc.).
- › **Cultural / identity student support spaces are highly valued** and expressly linked to the institutional mission
 - 56% of students satisfied + highly satisfied
 - Strategic investments in these spaces are still needed as ascertained from our task force / focus groups / stakeholder interactions
- › Enhanced **indoor spaces** requested:
 - Desire for enhanced food services and dining area
 - Would like a coffeehouse and convenient store
 - Quiet study lounge
 - Wellness spaces
- › Additional / enhanced **outdoor spaces with amenities** (Wi-Fi, shade)
 - Specific interest in the balcony spaces
- › **69% report very high + high priority to improve LSU**; those not in support can benefit from clear communication & more information
 - 42% of respondents expressed a lack of clarity on how they would be impacted by improvements (“How does this impact my financial aid?”, “Will I even see any of the improvements in my time at CSUDH?”)

Investment in the LSU can make a **big impact on utilization**

CURRENT

 **2.43 visits / week**

 **49.45 minutes**

WITH IMPROVEMENTS

 **3.71 visits / week**

 **91.18 minutes**

Discussion