

Loker Student Union Strategic Planning

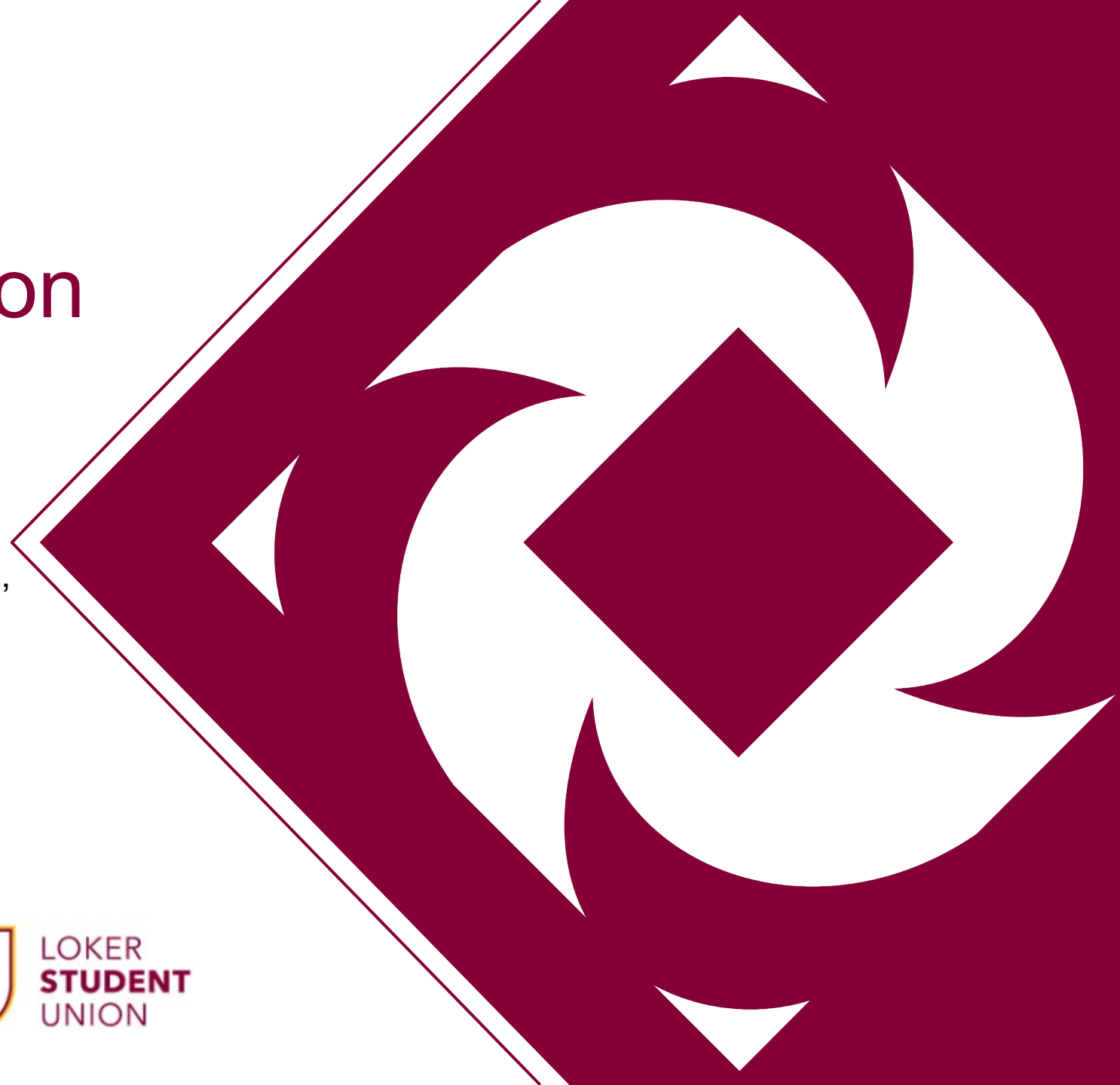
CALIFORNIA STATE UNIVERSITY,
DOMINGUEZ HILLS

PROJECT TEAM MEETING

12/6/22



**LOKER
STUDENT
UNION**



Agenda

DECEMBER 6, 2022

1

Survey Updates

2

Preliminary Analysis

3

Post-Break Project Schedule

Survey Updates

PROGRESS & YOUR ROLE

- › Survey prepared for deployment!
 - Prizes include:
 - Disney Tickets
 - MacBook Air
 - iPad
 - Headphones
 - Electric Bike
- › Share widely with peers and constituents

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%

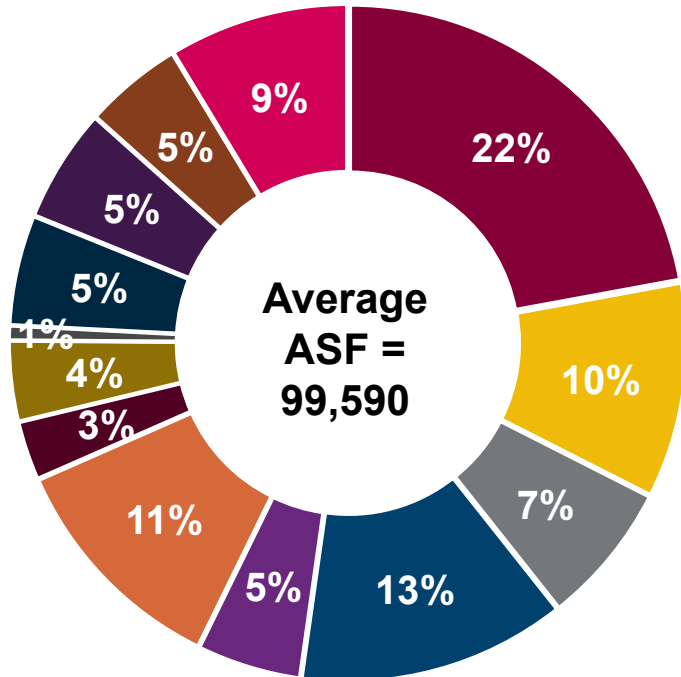
Peers include in analysis: CSU San Marcos, Oregon State University, New Mexico State University, San Jose State University, University of New Mexico, University of Utah

- › 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

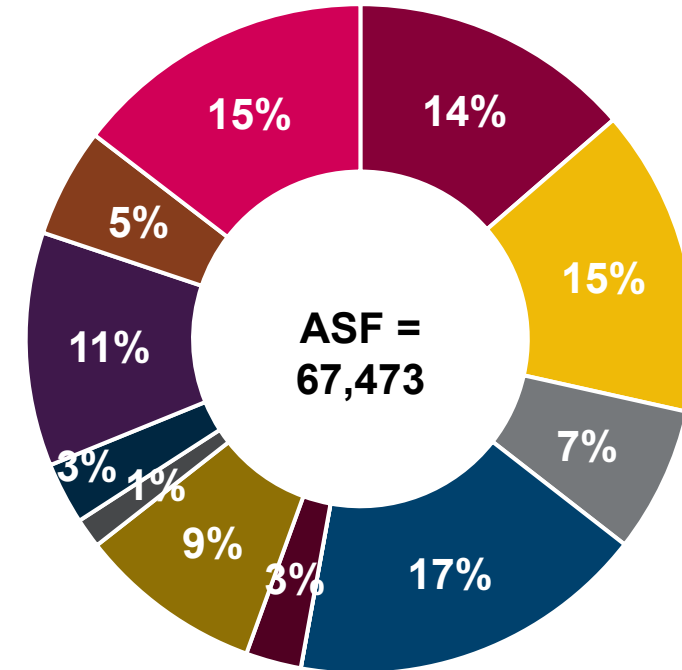


> Top Three Functional Areas (by ASF):

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

- 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

Loker Student Union



> Top Three Functional Areas (by ASF):

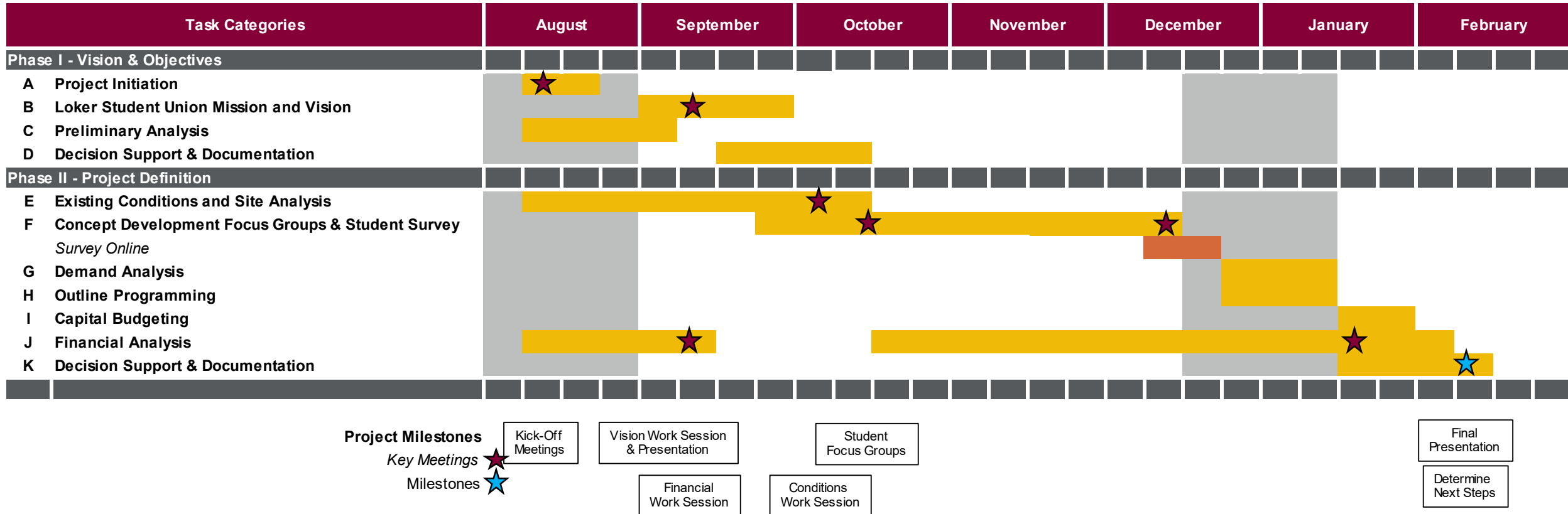
- Bookstore (17%)
- Ballroom Facilities (15%)
- Special/Misc. Components (15%)

Preliminary Observations

- › LSU should continue to serve entire campus with focus remaining on students
- › Intentionally designed identity-specific support spaces
- › Bookstore footprint could be reduced to recapture space
- › Academically-focused spaces in LSU not in demand
- › Student organization / event space should be more visible to promote inclusion in activities

Our Process (Updated)

LOKER STUDENT UNION STRATEGIC PLAN



Post-Break Project Schedule

PROJECT SCHEDULED THROUGH FEBRUARY

- › January 17th
 - Review of demand survey results
 - Preliminary findings
- › January 31st
 - Concept option development
 - Associated proposed fee increase
- › February 7th
 - Final recommendations

Discussion