California State University, San Bernardino

Santos Manuel Student Union

Strategic Plan

Vision Statement

The Santos Manuel Student Union creates opportunities for all students to develop socially, culturally and intellectually to become leaders in their communities.

Mission Statement

The Santos Manuel Student Union is the focal point of the campus, creating a home for learning and leisure, as well as contributing to retention of our students. We will enhance our students' overall university and life experience through our celebration of culture and diversity.

Goals

SMSU Goal #1: **Build Community**- Foster a sense of community for CSUSB students through interpersonal connections and experiences that create a support network to aid in retention, graduation and cultivation of a lasting loyalty to CSUSB.

Aligns with CSUSB/SA Goals:

IV. Campus Community: Ensure a welcoming and safe, intellectual, social, cultural, accessible, and diverse environment that engages the campus community in the life of the university.

V**.** Community Engagement: Work as a meaningful partner in engaging the communities that the university serves.

SMSU Goal #2: **Support Student Success**- Support and enhance student success through meaningful and entertaining programs, enriching leadership and employment opportunities, quality services, and exceptional facilities.

Aligns with CSUSB/SA Goals:

I. Teaching and Learning Excellence: Excel as a teaching and learning institution that offers challenging and innovative educational experiences.

II. Student Access, Retention, and Success: Promote student access and degree attainment.

VI. Infrastructure: Develop and maintain an administrative, fiscal, and physical environment that supports the university mission.

SMSU Goal #3: **Fiscal Vitality-** The SMSU will maintain a quality approach to finance and administrative management in order to maximize resources and ensure continued short and long term fiscal vitality.

Aligns with CSUSB/SA Goal:

VI. Infrastructure: Develop and maintain an administrative, fiscal, and physical environment that supports the university mission.

SMSU Goal #4: **Innovation**- The SMSU will optimize its effectiveness by remaining sensitive and proactive to students' needs.

Aligns with CSUSB/SA Goals:

III. Excellence in Research and Creative Activities: Promote innovative research, scholarly, and creative activities.

VI. Infrastructure: Develop and maintain an administrative, fiscal, and physical environment that supports the university mission.

SMSU Goal #1: Build Community- Foster a sense of community for CSUSB students through interpersonal connections and experiences that create a support network to aid in retention, graduation and cultivation of a lasting loyalty to CSUSB.

Process Outcome 1.1: The SMSU will utilize programming units to engage specific campus populations – providing support, programmatic initiatives and a place to belong at CSUSB.

Activities:

1.1.a. Pride Center

1.1.b. Women's Resource Center

1.1.c. Osher Adult Re-Entry Center

1.1.d. Cross Cultural Center

1.1.e. Program Board

1.1.f. Gamers Lounge

Process Outcome 1.2: Foster a culture of assessment for the continuous improvement of programs, services and facilities, to effectively manage resources and to document successes.

Activities

1.2.a. Commission satisfaction, operational and student learning outcomes assessments. Each year the Scheduling Department will conduct satisfaction surveys for customers booking space in the SMSU and will report findings for the calendar year. Each year the Marketing Department will survey the programs offered and report findings for the calendar year.

1.2.b. Review assessment results and use findings to make improvements as indicated, closing the assessment loop.

Student Learning Outcome 1.3: As a result of attending SMSU sponsored programs, students will display elevated feelings of engagement, belonging and loyalty to CSUSB.

Activities:

1.3.a. Pride Center programming

1.3.b. Women's Resource Center programming

1.3.c. Osher Adult Re-Entry Center programming

1.3.d. Cross Cultural Center programming

1.3.e. Program Board programming

1.3.f. Gamers Lounge programming

Student Learning Outcome 1.4: As a result of attending SMSU sponsored programs, students will be able to demonstrate progressively increasing capacity to interact effectively with others who differ in beliefs, behaviors, values and worldview.

Activities:

1.4.a. Pride Center programming

1.4.b. Women's Resource Center programming

1.4.c. Osher Adult Re-Entry Center programming

1.4.d. Cross Cultural Center programming

1.4.e. Program Board programming

1.4.f. Gamers Lounge programming

SMSU Goal #2: Support Student Success- Support and enhance student success through meaningful and entertaining programs, enriching leadership and employment opportunities, quality services, and exceptional facilities.

Process Outcome 2.1: Ensure a welcoming and safe intellectual, social, and physical environment that engages campus members in University life, fostering a climate of mutual respect where all individuals and groups value each other.

Activities:

2.1.a: Provide a wide variety of interesting and topical entertainment programs that meet the needs of our diverse campus.

2.1.b: Enhance learning by offering educational and intellectually stimulating programs and services.

2.1.c: Serve as a gateway for students to be exposed to and learn more about diversity in our world.

2.1.d: Provide a safe and secure environment throughout public areas and offices, and ensure that full time staff and student staff are trained to respond to emergencies.

2.1.e: Provide services including dining options, convenience store, ATM, wireless environment, game room, vending machines, TV lounge and meeting spaces.

2.1.f: Allocate space for offices that provide resources enhancing student life such as clubs and organizations, student government, and mediation services.

2.1.g: Enhance the aesthetic environment of the Santos Manuel Student Union by emphasizing art placement, refreshed furniture, and décor to create the most attractive, accessible, and functional facility possible.

Process Outcome 2.2: Provide students with mentors, employment, training, and leadership opportunities of the highest quality.

Activities:

2.2.a. Implement training, workshops, and seminars supporting the development of students, staff, and volunteers.

2.2.b. Model appropriate behavior to students. Foster mentoring through modeling leadership and management strategies, coaching, transfer of knowledge and skills, experiential learning, and on-the-job coaching.

2.2.c. Insure that the operating budget includes sufficient funds to send professional and student staff, student board members and student volunteers to appropriate workshops, retreats, regional and international conferences.

2.2.d. Develop learning outcomes tied to job descriptions and job performance in each SMSU unit.

Process Outcome 2.3: Continue to develop and revise a long- term strategy for SMSU engagement in campus and community partnerships to enhance educational, social, economic, and cultural advancement.

Activities:

2.3.a. Facilitate cultural outreach through co-sponsored campus and community programs addressing all facets of diversity.

2.3.b. Provide referrals, both to on-campus resources and community resources.

2.3.c. Continue ongoing programming with the San Manuel Band of Mission Indians for the California Indian Cultural Awareness Conference, Native American Day and the Pow-Wow.

Process Outcome 2.4: Foster a culture of assessment for the continuous improvement of programs, services and facilities, to effectively manage resources and to document successes.

Activities:

2.4.a. Commission satisfaction, operational and student learning outcomes assessments. Each year the Scheduling Department will conduct satisfaction surveys for customers booking space in the SMSU and will report findings for the calendar year. Each year the Marketing Department will survey the programs offered and report findings for the calendar year.

2.4.b. Review assessment results and use findings to make improvements as indicated, closing the assessment loop.

Student Learning Outcome 2.5: During their employment at the SMSU, student assistants will demonstrate increasingly proficient transferable job skills and abilities.

Activities:

2.5.a. SMSU student employment

2.5.b. ACUI Conference attendance

2.5.c. Annual student staff training

Student Learning Outcome 2.6: As a result of attending SMSU programs and activities, students will be able to demonstrate increasing capacity to understand and interact effectively with others who differ in beliefs, behaviors and values.

Activities:

2.6.a. Pride Center programming

2.6.b. Women's Resource Center programming

2.6.c. Osher Adult Re-Entry Center programming

2.6.d. Cross Cultural Center programming

2.6.e. Program Board programming

2.6.f. Gamers Lounge programming

Student Learning Outcome 2.7: As a result of serving on the SMSU Board of Directors and/or its subcommittees, students will demonstrate proficient understanding of governance procedures, budget review and approval, and critical review and assessment of proposed projects.

Activities:

2.7.a. Annual Board of Directors Retreat

2.7.b. SMSU Board of Directors Meetings

2.7.c. SMSU Subcommittee Meetings

SMSU Goal #3: Fiscal Vitality- The SMSU will maintain a quality approach to finance and administrative management in order to maximize resources and ensure continued short and long term fiscal vitality.

Process Outcome 3.1: Ensure a balanced and effective budget including annual operating funds and specified reserve amounts.

Activities:

3.1.a: Implement an effective annual process for budget review and approval. The process will include input from student leadership, staff, operating units, committees, and the board of directors.

3.1.b: Review and develop long-range strategies for growth and improvement supported by financial plans, capital equipment, facilities expansion and personnel deployment.

3.1.c: Examine and adopt best practices from the financial industry, CSUSB and other universities to continuously improve financial planning, procedures and reporting.

Process Outcome 3.2: Market the SMSU to encourage faculty, staff, students, alumni, and the broader community to take advantage of the programs and services and as an appealing venue for conferences to enhance revenues for the SMSU.

Activities:

3.2.a: Create a marketing plan for the SMSU and its programs and services addressing the campus community.

3.2.b: Reach out to faculty and staff to bring higher-education-related events to campus, specifically professional organizations and their programs.

3.2.c: Develop and implement strategies designed to increase off-campus business including conferences, social events, meetings, etc.

3.2.d: Work to implement a One-Stop Shop approach regarding campus-wide scheduling. Adjust policies and procedures to facilitate new business growth in the SMSU, and expanded support for students scheduling events throughout the campus.

Process Outcome 3.3: Foster a culture of assessment for the continuous improvement of programs, services and facilities, to effectively manage resources and to document successes.

Activities:

3.3.a: Commission satisfaction, operational and student learning outcomes assessments. Each year the Scheduling Department will conduct satisfaction surveys for customers booking space in the SMSU and will report findings for the calendar year. Each year the Marketing Department will survey the programs offered and report findings for the calendar year.

3.3.b: Review assessment results and use findings to make improvements as indicated, closing the assessment loop.

Student Learning Outcome 3.4: As a result of serving on the SMSU Board of Directors and/or its subcommittees, students will demonstrate proficient understanding of governance procedures, budget review and approval, and critical review and assessment of proposed projects.

Activities:

3.4.a. Annual Board of Directors Retreat

3.4.b. SMSU Board of Directors Meetings

3.4.c. SMSU Subcommittee Meetings

3.4.d. Annual Budget Review Process

SMSU Goal #4: Innovation- The SMSU will optimize its effectiveness by remaining sensitive and proactive to students' needs.

Process outcome 4.1: Each year the SMSU will create and implement new programs, services, or initiatives that support Santos Manuel Student Union objectives

Activities:

4.1.a. An annual Innovation Report will be provided to the Board of Directors, recapping these initiatives.

Process Outcome 4.2: The SMSU will create and implement new initiatives designed to encourage collaboration amongst all SMSU professional and student staff in order to accomplish specified goals.

Activities:

4.2.a. An annual Innovation Report will be provided to the Board of Directors, recapping these initiatives.

Process Outcome 4.3: Each year the SMSU will encourage involvement in new and existing campus and community partnerships in order to increase community engagement with CSUSB.

4.3.a. An annual Innovation Report will be provided to the Board of Directors, recapping these initiatives.

Process Outcome 4.4: Foster a culture of assessment for the continuous improvement of programs, services and facilities, to effectively manage resources and to document successes.

Activities:

4.4.a. Commission satisfaction, operational and student learning outcomes assessments. Each year the Scheduling Department will conduct satisfaction surveys for customers booking space in the SMSU and will report findings for the calendar year. Each year the Marketing Department will survey the programs offered and report findings for the calendar year.

4.5.b. Review assessment results and use findings to make improvements as indicated, closing the assessment loop.

Student Learning Outcome 4.5: As a result of working in an SMSU student assistant position, students will be able to identify new initiatives for their department and propose a plan for implementation.

Activities:

4.5.a. Marketing and Programs Department

4.5.b. Operations Department

4.5.c. Administration Department