

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.

Objectives

Objective #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.

Strategies:

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

Provide a safe and secure environment by ensuring that full time staff and student staff are trained to respond to emergencies.

Provide services including dining options, convenience store, ATM, wireless environment, game room, vending machines, TV lounge and conference spaces

Provide office spaces to enhance student life.

Objective #2

Provide students with mentors, employment and leadership opportunities, including quarterly training sessions, regional and international conferences.

Strategies:

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

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

Objective #3

Explore the aesthetic enhancement of the current facility to reflect the diversity of the campus and the community.

Strategies:

Collaborate with the university's Acquisition, Placement and Rotation of Art Committee and request SMSU participation on the committee.

Work with Art Department faculty to identify art work for the building.

Insure adequate funds are available for art acquisition, or secure donated art for placement.

Place electronic communication media in various locations throughout the facility.

Objective #4

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

Strategies:

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

Encourage involvement in new and existing community partnerships including agencies in the Inland Empire that provide education for and address the needs of victims of domestic violence and sexual assault, Reproductive, Women's, and County Health Agencies, agencies that provide education and testing for HIV/AIDS, agencies that provide support and services to the

LGBT Community, Mental Health Agencies, Youth Service Providers, and Political Action Groups.

Objective #5 Market the SMSU to encourage faculty, staff, students 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.

Strategies:

Provide brochures that market the SMSU facility to on and off campus users as a venue for outside conferences through the web site, posters/flyers, class announcements, digital communication, participation in all new student orientations programs, partnerships and alliances with clubs and organizations, radio and newspapers as appropriate.

Explore television advertisements.

Objective #6 Encourage a deeper understanding of the many facets of diversity.

Strategies:

Provide space and funding for programs, events and services.

Provide referrals on campus and in the community.

Serve as a liaison for students.

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Approved SUBOD 4-12-01
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