GOAL 1: CREATE AND MAINTAIN EXEMPLARY FACILITIES FOR STUDENT AND COMMUNITY USE.

Objective 1.1: Improve AMUC spaces and operations.

A. Create accessible southern entrance to the AMUC.
   Target date for completion: May 2019.

B. Add additional accessible restrooms in the AMUC.
   Target date for completion: August 2020.

C. Identify and secure MR&R funding for remaining roof replacements and replacement of AMUC elevator by FY20.
   Target date for completion: August 2020.

D. Advocate for the implementation of recommendations from 2012 HVAC recommissioning study.
   Target date for completion: August 2020.

E. Develop inventory tracking system for FF&E.
   Target date for completion: May 2019.

F. Develop and implement green office protocols.
   Target date for completion: December 2017.
Objective 1.2: Create intentional space for student engagement.

A. Ensure CLC project includes large multipurpose space, recreation lounge, and student involvement space
   a. Ensure spaces remain in project through completion of construction documents.
      Target date for completion: May 2017.
   b. Open new spaces.
      Target date for completion: May 2019.

B. Develop additional identity-specific spaces in the AMUC
   a. Replace Centro Latino Space in AMUC.
      Target date for completion: August 2019.
   b. Develop at least one additional student union space.
      Target date for completion: August 2020.
Objective 1.3: Maintain a safe, clean, and functional facility that serves the mission of Campus Life and the University Center.

A. Ensure that CLC project includes a safe job site for the community and will be easy to maintain post-construction.  
   Target date for completion: May 2019.

B. Develop preventative maintenance and refresh schedules for equipment and FF&E.  
   Target date for completion: May 2019.

C. Work with Campus Services work management to ensure proper creation and tracking of all CLC and AMUC work orders.  
   Target date for completion: May 2018.

D. Improve security access control inventory and maintenance procedures.  
   Target date for completion: May 2019

E. Conduct a 3-year review of relationship with BRS.  
   Target date for completion: January 2019.
GOAL 2: PROVIDE INTENTIONAL AND SOUGHT-AFTER PROGRAMMING FOR STUDENTS GROUNDED IN STUDENT DEVELOPMENT AND STUDENTS’ SOCIAL AGENDA.

**Objective 2.1:** Develop a vision for University Center programming, identify relevant programmatic needs for students and community.

A. Use assessment methods (benchmarking, focus groups) to perform a needs-assessment of the community.
   Target date for completion: May 2018.

B. Work with UCB to develop recommendations based on needs assessment.
   Target date for completion: May 2019.

C. Implement revised programming model.
   Target date for completion: September 2019.
Objective 2.2: Improve marketing of services for students.

A. Begin to sell tickets for sporting events again and market appropriately.
   Target date for completion: May 2018.

B. Regularly refresh both digital and print.
   Target date for completion: December 2016.

C. Develop digital signage solution for both the CLC project and AMUC.
   Target date for completion: May 2019.

D. Improve student knowledge of MARTA card program.
   Target date for completion: May 2019.
**Objective 2.4:** Increase collaborations with Campus Life departments, other University departments, and student organizations.

A. Develop art competition for display of student work and building art inventory
   Target date for completion: May 2018.

B. Develop plan to incorporate student art into CLC project.
   Target date for completion: May 2019.

C. Partner with SILT to do cross training for student organizations and leaders to help them gain a better sense of event planning and the reservation process.
   Target date for completion: September 2017.
Objective 2.5: Increase advising to student organizations regarding programming in the University Center.

A. Develop regular trainings for RSOs on reservations, event management, and AV, in partnership with SILT.
   Target date for completion: May 2017.

B. Develop SOPs for student orgs to coincide with the opening of the CLC center.
   Target date for completion: May 2019.

C. Explore (with SILT), the development of a student org resource center
   Target date for completion: May 2020.
GOAL 3: BUILD AN EMPLOYMENT PROGRAM THAT SERVES THE MISSION OF THE UNIVERSITY CENTER AS WELL AS OUR STUDENT STAFF’S DEVELOPMENTAL NEEDS AND FULL-TIME STAFF’S PROFESSIONAL DEVELOPMENT NEEDS.

Objective 3.1: Student employees will develop a stronger sense of active engagement through identifying key areas of responsibility based on skills and/or interests.

A. Identify what individual managers’ skills and interests are and have them assist University Center with long-term goals or day-to-day operations.
   Target date for completion: May 2017.

B. Veteran student employees will assist with planning new employee training as well as new employee hiring and onboarding.
   Target date for completion: January 2017.
Objective 3.2: Develop EMT competencies and training protocols, including A/V operations, facilities operations, and furniture inventory/assessment/repair.

A. Benchmark competencies with other ACUI members
   Target date for completion: May 2017

B. Benchmark training protocols with ACUI, APPA.
   Target date for completion: May 2017.

C. Develop new competencies and protocols for EMT staff.
   Target date for implementation: May 2017.
Objective 3.3: Develop budget and plan to include student staff in professional development opportunities through ACUI.

A. Get quotes, develop budget for students to attend ACUI Region III, I-LEAD, Building Manager Institute, or other on-campus professional development opportunities.  
   Target date for completion: August 2017.

B. Increase marketing of professional development opportunities to students Increase student participation, as measured by attendance at regional conference, I-LEAD, Leadershape, etc.  
   Target date for completion: August 2019

C. Offer student employees the opportunity to attend webinars and other free offerings through reserving spaces and providing them during staff meeting.  
   Target date for completion: January 2017
Objective 3.4: Increase communication with other Campus Life student employees and supervisors, including, but not limited to, Housing Operations and Athletic facilities.

A. Collaborate with Campus Life to create joint new employee onboarding, employee training, and continuing education.
   Target date for completion: September 2018.

B. Develop overall competencies for all Campus Life student employees in collaboration with Human Resources and the Career Center.
   Target date for completion: May 2018.
Objective 3.5: Create competencies for Meeting Services coordinators and implement training and assessment for those competencies.

A. Create competencies.
   Target date for completion: May 2017.

B. Implement competency-based training and professional development.
   Target date for completion: May 2018.

C. Assess training and professional development on regular schedule.
   Target date for completion: May 2018.
GOAL 4: ENSURE THAT THE UNIVERSITY CENTER’S SERVICES ARE EXECUTED EFFICIENTLY AND IN A CUSTOMER-SERVICE ORIENTED WAY.

Objective 4.1: Develop and implement customer service philosophy.

A. Integrate Campus Life mission, vision as well as student employment mission, vision
   Target date for completion: December 2016.

B. Solicit student employee and UCB student feedback.
   Target date for completion: September 2017.

C. Provide advisement of CAPS’ Peer Ambassador Program (see Obj 3.1)
   Target date for completion: June 2017 for inaugural year.
**Objective 4.2:** Improve the reservation experience for both users and staff.

A. Work with CLTS and LITS to implement new meeting services reservation software.
   Target date for completion: January 2018.

B. Allow clients to reserve and confirm some spaces and reduce reservation confirmation
   turnarounds to 1 business day.
   Target date for completion: May 2018.

C. After reducing staff time spent on reservation confirmations, increase staff time devoted
   to event planning and management and increased customer interaction
   Target date for completion: December 2017.
Objective 4.3: Increase overall and number of sources of income.

A. Develop relationship with Business Services to identify potential income streams; develop at least one new income stream for CLC.
   Target date for completion: May 2019.

B. Maintain relationship with University Conferences office and continue to build conference services business.
   Target date for completion: August 2020.

C. Conduct feasibility plan for online ticketing for both on and off-campus events
   Target date for completion: May 2018.
GOAL 5: ASSESS THE UNIVERSITY CENTER’S EFFORTS IN ORDER TO CONTINUE TO PROVIDE FOR STUDENTS’ NEEDS AND STAY CURRENT ON TRENDS IN STUDENT UNION PROGRAMS AND FACILITIES.

Objective 5.1: Assess facility use in order to inform future renovation plans.

A. Investigate and install new facility use hardware/software in AMUC.
   Target date for completion: May 2018.

B. Install similar system in CLC project.
   Target date for completion: May 2019.

C. Add data and analysis to ECL dashboard
   Target date for completion: May 2018.
**Objective 5.2:** Develop and study feedback and assessment plan to regularly gain input from student staff.

A. Connect entrance assessment, exit interview, performance evaluations with already-existing Student Employee Competencies.
   Target date for completion: May 2017.

B. Study assessments to find trends, growth in leadership development, and to ensure that students are learning each of the ACUI Student Employee Competencies.
   Target date for completion: August 2017.