

**TAMU-CC University Center  
Strategic Plan 20/20**

**Mission**

The University Center serves as the “Living Room” of the campus. We are dedicated to enhancing the student experience by providing leadership development and involvement opportunities through facilities, programs and services. We foster community in an inclusive environment where our campus can engage, learn, and laugh with one another.

*Excellence \* Integrity \* Leadership \* Sustainability \* Inclusion*

**Guiding Principles: Respect, Teamwork, Growth, Support & Fun**

**Learning**

**Goal: Provide facilities and programs which encourage learning, growth, and leadership.**

*Objective 1: Provide quality programs, activities, and services for diverse populations based on student learning outcomes.*

SLO 1: Student employees will be able to effectively demonstrate reflective thought and analysis in decision making after one year of employment.

SLO 2: Students participating in UCSA programs will be able to understand others whose backgrounds differ from their own.

SLO 3: Student employees will demonstrate effective communications skills after one year of employment.

SLO 4: Students participating in UCSA employment program will be able to demonstrate effective analysis of the value of customer service and its impact on building operations.

SLO 5: Students will identify risk management practices to implement and justify why it is an applicable solution after training.

SLO 6: Student employees, upon completion of one semester of employment, will demonstrate their ability to integrate knowledge learned in training with experiences to complete their job responsibilities

## Campus Climate

**Goal: Enhance student experiences outside of the academic classroom.**

*Objective 1: Provide quality programs, activities, and services.*

Strategy 1: Expand the University Center Programming (UCP) to meet the needs of a growing student population

- Increase number of activities for non-traditional and commuter students
- Develop and implement University Center Highlight Series program
- Offer and hire interns

Strategy 2: Expand Game Room programming

- Extend operating hours for the game room
- Offer multiple payment options (POS system)
- Increase the number of events offered by 4 per year

Strategy 3: Enhance the Student Employment Training Program

- Include Sensitivity Training
- Include OrgSync Training

*Objective 2: Promote involvement in programs, activities, and other services to campus community*

Strategy 1: Increase the number of UCP programs/activities offered online

Strategy 2: Integrate OrgSync fully to assist with publicity purposes.

Strategy 3: Develop and implement a marketing plan for use of facilities

- Overhaul scheduling website
- Overhaul UC Operations website
- Enhance the master calendar website (<https://calendar.tamucc.edu>) for better utilization by campus community
- Create a conference and event website and guidebook

## Resources and Accountability

**Goal: Develop and manage resources to efficiently and effectively achieve the mission of the department.**

*Objective 1: Manage resources effectively to provide well managed facilities which are safe, clean, available and enjoyable.*

Strategy 1: Remodel areas of the University Center which were not included in construction project

- Update 2<sup>nd</sup> & 3<sup>rd</sup> floor restrooms to match 1<sup>st</sup> floor
- Update 2<sup>nd</sup> & 3<sup>rd</sup> flooring with terrazzo
- Update lighting in Lonestar Ballroom & Legacy
- Replace carpet in offices
- Replace furniture in office suite/meeting rooms
- Install track lighting for art installations
- Expand suite 204 (rooms or offices)

Strategy 2: Collaborate with Facility Services to include cleaning of meeting rooms as part of their contract

Strategy 3: Increase the opportunities for revenue generation purposes

Strategy 4: Procure and install card swipes for each room within the UC

Strategy 5: Procure and install room schedulers for each meeting room

Strategy 6: Procure outdoor furniture for East Lawn, Engineering Plaza and South Patio

Strategy 7: Increase UC availability for campus community use

- Implement a 24 hour Study Center program
- Extend operating hours
- Collaborate with tenants in UC to offer Late Night programming and services

Strategy 8: Review administrative structures, as positions are added and vacancies occur, to ensure effectiveness and efficiency.

Strategy 9: Use appropriate assessments to improve the effectiveness of facilities and programs.

- Gather and report retention statistics for each area
- Explore and implement other facility assessment techniques

Strategy 10: Create and implement a training module for administrative competencies to assist with staff development.