

JULIAN A. MCPHEE UNIVERSITY UNION REFERENDUM



Academic Senate
February 9, 2016

Project Timeline

October 2013

Study of ASI-Managed Facilities

ASI contracted Brailsford & Dunlavey and Cannon Design to complete a study of ASI- managed facilities. The goal of the study was to determine the demand for these campus life spaces and what enhancements could be made to improve the academic and student experience at Cal Poly.

January 2014

Focus Group Discussions

Through the month of January, over 100 members of the campus community participated in focus group discussions to develop a preliminary vision for an expanded and renovated UU.

April 2014

ASI Facility Master Plan Survey

The results of this campus-wide survey showed a clear preference for enhancements to the University Union. The UU was identified as being crowded and outdated with significant shortfalls in lounge, study, and programming space.

January 2015

Additional Focus Groups

Over 300 students participated in additional focus groups to provide feedback on the most pressing issues facing the University Union.

April 2015

UU Survey

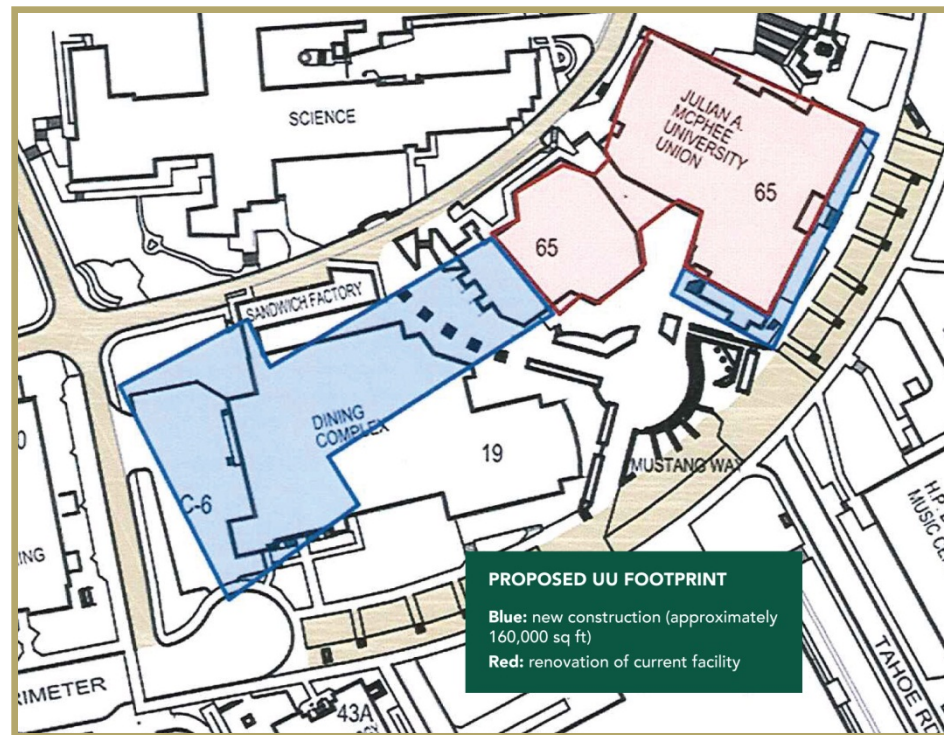
More than 4,800 students took the UU Survey. Students were asked about their current usage of the UU, what they would like to see in a renovated and expanded facility, and if they would be likely to support a fee increase to cover the cost of the construction and operation of a new facility.

Students expressed interest in renovating and expanding the UU, and 68% said they would be likely to support the fee increase.

Project Scope

If the majority of students vote in favor of increasing the UU Fee, the facility will be updated in two phases:

- **Phase I:** Add approximately 160,000 sq. ft. of new construction, which will more than double the size of the current UU (estimated completion 2020).
- **Phase II:** Renovate the current UU (estimated completion 2022).





Proposed Project

The project is planned to include:

- Double the amount of collaborative and individual study spaces, including improved wireless capabilities and more access to power sources
- More than triple the number of conference rooms for campus use
- Expanded CrossCultural Centers
- Increased indoor and outdoor lounge spaces.
- New and integrated dining options including a campus bar and grill with an expanded coffee house
- Addition of a multi-use event/theatre space for campus events
- Double the amount of student organization space, including collaborative workstations and open lobby space for speakers and events

Conceptual Renderings



Proposed University Union Fee

- In fall 2015 the UU Fee (Category II Fee) was \$226.36
- Proposed increase is an **additional \$199 per quarter** and would start upon completion of Phase I (in approximately 2020).
- The UU Fee increase would provide funding for expansion and renovation of the University Union Building, associated University Union programs and services, maintenance of the expanded facility, and payment of the principal and interest on revenue bonds.
- Campus Dining will continue to be responsible for facility and program costs associated with dining operations.



Learn More

Open Forums:

The Cal Poly and San Luis Obispo communities are encouraged to attend an open forum:

- February 10, 5 p.m. – 6 p.m. in UU 204 (left wing of Chumash Auditorium)
- February 18, 11 a.m. – 12 p.m. in UU 204 (left wing of Chumash Auditorium)

Street Teams:

Student-to-student outreach will be the primary education effort, visiting over 350 student groups with the goal of reaching 7,000 students.

Non-Student Outreach Activities:

Specific outreach will be completed to parents, surrounding neighborhoods, faculty and staff.

Additional Education Efforts:

Print, Digital, Social Media, Text Messaging, Mass Email, Cal Poly Report, Mustang News Ads

For more information visit: createtheuu.com

Voting Details

Goal: 40% student turnout

- February 24 and 25
- 7a.m. – 7p.m.
- Cal Poly Portal
- Majority of ballots cast determine the outcome





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Questions