Executive Summary

1. Much progress has been made on the Ohio Union strategic plan over the past year, with several significant accomplishments of main goals. The first year implementation of the Student Activity Fee (SAF) as well as securing approval and funding for a new Ohio Union meet two of our major goals for the Ohio Union. As the SAF and New Union have brought about much change for the organization, including new programs, increased human and fiscal resources, and a greater reporting structure, we felt that a new strategic plan was needed for the organization. The current plan is not a document that the entire staff of the Ohio Union have knowledge of or ownership in, so a new plan was created using an external consultant. The entire staff participated in a day-long exercise in dreaming, storytelling, and being visionary. As the end result is still in progress, the hope is for a living, working document that the entire staff of the Union will embrace and work towards accomplishing its goals.

2. Highlights from this past year include:

   a. Implementation of the new Student Activity Fee programs. This implementation included the hiring and training of new staff, the restructuring of the Ohio Union Activities Board, the purchase of new equipment, adjustment to new budgeting and purchasing procedures, development of an intensive marketing strategy, solicitation of feedback from the student body and various campus committees, and execution of hundreds of campus events, ticket sales, student organization funding disbursements, and much more. This accomplishment was most significant because it reflected the success of a highly-integrated team effort from almost every member of the Ohio Union staff. There were also a number of campus departments and student organizations with whom excellent collaborations on events and promotions were made. The success of the first year of Activity Fee funding was lauded by the Council on Student Affairs, and the high level of campus participation in the various fee-funded programs was an indicator of broad student satisfaction.

   b. Gaining Approval for a New Ohio Union. After completion of the Feasibility Study in October of 2003, the process of gaining student and administrative support for a new building continued. This included key support from the three student governments, as well as from the Vice President for Student Affairs. After gaining student support for a new,
not renovated, building and showing how a new Union supports the University’s Academic Plan—two key presentations were made to the President’s Cabinet and Coordinating Council. Once receiving feedback from the Cabinet and Council, a final presentation was made to the Board of Trustees on May 7, 2004. Approval from the Board of Trustees to hire an architect was received on June 4, 2004.

c. **Marketing for SAF: Graphics Department:** Marketing for the SAF was a key objective for the Ohio Union Marketing department. From web surveys to posters and postcards, promoting SAF events was a full time task. The creation of a graphics department was a new initiative provided for by the SAF. One full time designer, a graduate student, and five student employees design posters, fliers, and other publications that promote the Student Activity Fee. The graphics department additionally serves student organizations as a free design and consultation service.

d. **Explore Columbus:** An extremely popular service provided for by the Student Activity Fee, the Explore Columbus program provided discounted tickets to local entertainment and sports in Columbus. During FY04, a number of partnerships were formed to provide students access to the following events at a discounted price; Broadway shows; BalletMet performances; CAPA/CATCO; Opera Columbus; Columbus Symphony Orchestra; Columbus BlueJackets, Crew, Destroyers, and Clippers Sports Events; Arena Grand Movie Screenings; Family Events; OSU Athletics; Cleveland Indians/Cincinnati Reds baseball discounts; Cleveland Cavaliers basketball tickets; Wexner Center performances; King Arts Complex; Concert Performances.

e. **The Leadership Awards** program was a huge success this year for the Ohio Union. The Leadership Awards committee made many changes to a very historical event and all changes were well received! We changed the time to the afternoon, made it a Buckeye spirit-fest of scarlet and gray and asked everyone to wear Ohio State clothing. In addition, we gave out awards that students could use such as gift certificates, Ohio State flags and Block “O” mosaics. We will definitely continue this tradition next year!

f. **Expanding Alternative Spring Break Program:** Funded by the Student Activity Fee, ASB set out to work on involving faculty as participants on the seven trips offered in March 2004. Two faculty were able to participate with the Boston trip and the Civil Rights Tour. Plans are ongoing to involve more faculty and staff advisors, outside of the Ohio Union staff members, to provide educational pieces to each of the trips for 2005.

g. **Assessment summary:** In the past year, traffic in the Ohio Union has increased by 400%, with 14,000 visitors daily. Forty (40) classes were taught in the building; 356 student organizations hosted events in the Ohio Union; and the Ballrooms were booked 367 times. The most popular room to reserve in the Ohio Union is the conference theater. Over 3,900 students participated in community service, accumulating 15,318 hours. The Greek Community ended the year with an increase of 225 in membership for a total of 2,436. The All-Greek GPA exceeded the All-Undergraduate
GPA for all quarters. Over 5,000 students responded to a survey about the Student Activity Fee in Fall and Spring quarters. Results are included in the appendix. At the end of the year, we had 800 student organizations registered.

3. Our departmental plan for 2004-2005 includes expanded goals from 2003-2004. A continued focus on year two of implementation of the Student Activity Fee as well as on a new Ohio Union will occur. For the SAF, we plan to work on a better ticket distribution process, implement a new student organization registration and funding policy, continue to offer diverse events and programs, meet the programming needs of graduate and professional students, and offer more opportunities through the Explore Columbus program. For 2004-2005, an architect will be hired to manage the design process of a new Union and design begun, a transition plan created for the move to swing space once the current building closes, completion of a development feasibility study, as well as focus on marketing the programs and services available in the current building. Other plans include strategizing for the next steps of a Greek Life Task Force enhancement process of expanding the standards, redesign of professional development opportunities including the IDP and formal plan, as well as working to increase clientele and bookings (revenue) in the Event Services area.