

University Student Union
California State University, Northridge

USU Renovation & Expansion Voter's Guide



Concept only – project design subject to change.

PROPOSAL

The University Student Union (USU) is proposing a renovation and expansion project that will include the construction of a new 79,800 square foot facility and 49,900 square feet of renovated space. The new facility will include increased lounge and study spaces, outdoor shaded seating, enhanced food options, event and meeting spaces, entertainment & gaming spaces and a center for unity in race, intersectionality, social and environmental justice. The renovation will include updating USU indoor and outdoor areas, meeting rooms, lounge and study spaces, and will enhance the student experience by centralizing student services and improving clubs and organizations' spaces. This new heart of the campus will have a positive impact on student success and enhance the quality of life on campus for students.

The increased fee will not take effect until the year the building is expected to be open and operational. It is anticipated that the facility will be open for use in 2022-2023. The fee would increase \$125 per semester beginning in the fall of 2022. During the summer months students are assessed 60% of the prior spring USU fee. The fee increase noted above is in addition to the projected 2022-2023 USU fee of \$316.00 per semester for fall and spring and \$190.00 for the summer.

Beginning in 2023-2024, the USU fee will be increased \$3.00 annually each fall semester to address inflation, with the resulting 60% calculation applied to summer.

Actual project timeline and projected date of completion are subject to change.

BACKGROUND

In 2016, the University Student Union retained the services of Brailsford & Dunlavey (B&D) (facility planning firm) to conduct an initial Master Plan of the USU. The Master Plan helped to identify the USU's vision for the future and gauge student interest in the potential expansion and renovation to the USU. In 2017, LPA Architects joined the effort to help define the program for an enhanced USU. In 2018, B&D concluded its feasibility study regarding a potential renovation and expansion with the following results from the overall process:

- ▶ In 2016, over 8,000 students were engaged through online campus surveys and focus groups to quantify existing facility usage patterns, desired activities, space demands, and fee tolerance;
- ▶ In 2018, an additional 4,800 students participated in an online campus survey and multiple focus groups to update and compare findings from the 2016 research;
- ▶ The development of concepts for enhancements to the USU was based on the growing demand by students for a center dedicated to unity in race, intersectionality, social and environmental justice, lounge spaces, student services, dining options, as well as indoor & outdoor seating;
- ▶ Based on results from the additional surveys and focus groups, the initial proposed fee increase was reduced by more than half to a level that reflects what students felt provided the greatest value for this type of investment;
- ▶ A financial model was also developed to illustrate the long-term feasibility of the project.

USU MISSION/PROJECT RATIONALE

Universities across the country are realizing the importance of the student union's role in developing **community**, enhancing the **quality of life** for students, and creating a sense of **belonging** and **connectedness** that ultimately contributes to **student success**.

The mission of the University Student Union is *"to foster the achievement of students' educational goals by facilitating a strong connection between students and their campus community. We are an engaging and energetic campus program that develops students through inclusive activities, meaningful employment opportunities, leadership experiences and innovative technologies, facilities, and services."*

This proposed renovation & expansion project is intended to create a modern, **culturally inclusive** and **sustainable** facility for Matadors where **connections** with people, programs, nature, and flexible spaces will **deepen their CSUN Experience**. This innovative environment will celebrate a **diversity of cultures** and enhance a **sense of belonging** for all. Adaptable spaces will **meet evolving student needs** that include socialization, relaxation, employment, nourishment, wellbeing, leadership development and cross-cultural experience. The collaborative process, involving key campus stakeholders — especially students — will shape a facility and program that promotes **student engagement, inclusivity, intersectionality, student learning and community building**.

FOCUS GROUP/SURVEY RESULTS*

- ▶ Focus Groups with students showed an interest in creating a centralized hub of student resources and cultural centers on campus.
- ▶ Survey results showed that 52% of respondents are Very Likely or Somewhat Likely to support a student fee increase as proposed to fund the renovation and expansion.
- ▶ Generally, students said they would support the project because improvements would greatly enhance student life, would increase opportunities for student employment and they liked the new spaces that would be added to the USU.
- ▶ The data revealed that with a renovated and expanded USU, the average number of visits per week and time spent in the USU by students would nearly double, naturally creating a more vibrant space.
- ▶ The top five program elements students were most interested in for a renovation and expansion to the USU were: increased lounge spaces (61%), increased study spaces (49%), outdoor shaded seating (40%), expanded food options (33%) and collaborative learning spaces (31%).

*Comments from USU Renovation and Expansion Feasibility Study, Brailsford & Dunlavey, 2018.





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THE PROPOSED PLAN INCLUDES THE FOLLOWING ELEMENTS

- ▶ New 3 story, 79,800 square foot building
- ▶ A center that serves as a central hub to promote inclusion, empower diverse communities and engages the campus through advocacy by demonstrating unity in race, intersectionality, social and environmental justice
- ▶ Enhanced food options
- ▶ New entertainment/gaming space(s)
- ▶ New lounge space(s)
- ▶ New study space(s)
- ▶ New meeting rooms with enhanced integrated technology
- ▶ Expanded USU walkway, i.e. main street through the USU's complex
- ▶ New shaded outdoor seating spaces
- ▶ 49,900 square feet of renovated facilities
- ▶ Enhanced programmable event spaces
- ▶ Integrated plaza area with indoor and outdoor features
- ▶ More quick and convenient places to charge smart devices.
- ▶ Renovated student clubs and organizations offices and areas

Exact dimensions, types and specific number amenities are subject to change based on the actual design and construction of the project.

REFERENDUM DATES

On May 1 & 2, 2019, all CSUN students will have the chance to participate in a campus-wide voting process called a referendum. The referendum is intended to be an open and transparent process that allows CSUN students the opportunity to make an informed decision regarding the expansion and renovation of the USU and the student fee increase to fund the project.

For more information, visit the web site at www.csun.edu/usu/newheart

POLLING TIMES

Three on-campus polling locations open from 8:00 a.m. – 6:00 p.m. on Wednesday, May 1, and Thursday, May 2. Online Elections will also be available from 8:00 a.m. on Wednesday, May 1 until 7:00 p.m. on Thursday, May 2. Check your CSUN email to cast your vote or visit a CSUN Campus Voting Poll Station.

POLLING LOCATIONS

- ▶ Sierra Lawn
- ▶ Arbor Grill
- ▶ CSUN Campus Store Lawn



SOLICITED STATEMENTS*

- PRO** – “Having these comfortable improvements in the USU would appeal to students like me, giving us a better home away from home to study and relax.”
- CON** – “Please do not allow our tuition to be increased to pay for this project. Find the funds elsewhere, like from donations to CSUN or managing the money that CSUN already has.”
- PRO** – “I believe it would be a great resource for many students who are looking to be a part of CSUNs social community. Great opportunities for students to get more information about great events that are happening around campus and off.”
- CON** – “The increase of fees to fix would be unfair to those who cannot use those resources and only benefit those who have access to the campus regularly.”
- PRO** – “I believe that the USU has the potential to be the meeting place for all students of CSUN. A place to not pass through but a place that students will actively seek out in order to enjoy its amenities and liveliness. My greatest hope for the new USU is that future students will feel comfortable reaching out to each other and make new connections or seek new activities. I hope that the USU will also provide much needed eating, relaxing and studying space.”
- CON** – “I think it’s nice but if the fees go up I am actually fine with just leaving it the same because honestly I feel tuition already puts a lot of stress on many students. I am sure many would agree leaving it the same if fees were to go up.”
- PRO** – “I’m highly in favor of most of the proposal though I hope that the outdoor seating space doesn’t come at the expense of expanded study spaces and lounge areas, which would add much more value to the Union. The USU is also desperately in need of a Cross-Cultural Center; I’m thrilled that it’s a possibility, and hope one makes it into the final plans.”
- CON** – “I enjoy the improvement concept very much; it is a great idea to get students to feel more comfortable and have more fun. The only problem for me is that the location of the USU is far to the [other] side of the campus.”

**The solicited statements are direct quotes from the web-based survey conducted by the consulting firm of Brailsford & Dunlavey, 2018.*

PROJECTED FEE INCREASE AND MONETARY IMPACT ANALYSIS STATEMENT

Before the collection of any new student fee dollars for the project, all projected costs take into account an upfront contribution amount of \$24 million by the USU. The contribution amount is intended to lessen the overall cost impact and fee burden to students. The total cost of the project is \$130 million prior to the \$24 million contribution amount by the USU. The fee increases noted below are in addition to the projected 2022-2023 USU fee of \$316.00 per semester for fall and spring and \$190.00 for the summer.

	SUMMER FEE	FALL FEE	SPRING FEE
2022-2023	N/A	\$125.00	\$125.00
2023-2024	\$75.00	\$128.00	\$128.00
2024-2025	\$77.00	\$131.00	\$131.00

The fee of \$125.00 will begin in the academic year of 2022-2023. It’s anticipated that the facility will be open for use in 2022-2023.

Beginning in 2023-2024, the fee will be increased by \$3.00 annually each fall semester to address inflation, with the resulting 60% calculation applied to summer.





	2017/18 FINAL	2018/19 PROJECTED	2019/20 PROJECTED	2020/21 PROJECTED	2021/22 PROJECTED	2022/23 PROJECTED	2023/24 PROJECTED
REVENUES & SOURCES OF FUNDS							
STUDENT FEES (1)	21,842,408	21,933,721	22,419,146	23,332,075	23,741,245	33,188,249	34,272,913
INTEREST INCOME	200,581	128,584	124,597	127,713	103,478	49,065	53,499
OTHER REVENUE	655,238	632,176	632,176	632,176	632,176	632,176	632,176
TRANSFERS-IN	0	0	0	9,000,000	0	0	0
BOND FUND PROCEEDS (2)	0	0	0	0	106,081,319	0	0
TOTAL REVENUES & SOURCES	22,698,227	22,694,481	23,175,919	33,091,964	130,558,218	33,869,490	34,958,588
LESS EXPENDITURES & USES OF FUNDS							
BOND PAYMENTS (3)	5,240,208	5,241,583	5,232,208	5,242,708	5,251,208	5,231,858	12,077,380
OPERATING EXPENDITURES	14,332,669	14,784,884	15,563,411	16,128,016	16,507,977	19,229,750	19,658,194
USU CONTRIBUTION TO CONSTRUCTION-RELATED COSTS (4)	0	0	0	12,000,000	6,000,000	6,000,000	0
BOND FUND CONSTRUCTION-RELATED COSTS (5)	0	0	0	0	53,040,660	53,040,660	0
OTHER (6)	2,027,224	3,066,745	2,068,747	2,144,661	2,159,066	2,964,456	2,577,376
TOTAL EXPENDITURES & USES OF FUNDS	21,600,101	23,093,212	22,864,366	35,515,385	82,958,911	86,466,724	34,312,950
NET CHANGES IN FUND BALANCE	1,098,126	-398,731	311,553	-2,423,422	47,599,307	-52,597,234	645,638
BEGINNING FUND BALANCE	11,760,311	12,858,437	12,459,705	12,771,258	10,347,836	57,947,143	5,349,909
ENDING FUND BALANCE	12,858,437	12,459,705	12,771,258	10,347,836	57,947,143	5,349,909	5,995,547
Fall/Spring Fee (without the Renovation)						\$316	\$321
Summer Fee (without the Renovation)						\$187	\$190
Fall/Spring Fee (with the Renovation)						\$125	\$128
Summer Fee (with the Renovation)						\$0	\$75
Total Student Fees						\$628	\$714

LEGEND:

- 1 - Student fee revenue is based on estimated student headcount.
- 2 - The net proceeds from the bond issue that is available for the Renovation project.
- 3 - The bond payment for the Renovation Project begins in 2023/24.
- 4 - The USU's financial contribution to the Renovation project
- 5 - The entire bond proceeds of \$106.1 million is expended in 24 months.
- 6 - Expenses for major repairs and replacement, equipment replacement, and overhead expenses.

