



# CALIFORNIA STATE UNIVERSITY, BAKERSFIELD

STUDENT UNION NEEDS ASSESSMENT  
NOVEMBER 21, 2016









**BRAILSFORD & DUNLAVEY**

INSPIRE. EMPOWER. ADVANCE.

# AGENDA

NOVEMBER 21<sup>st</sup>, 2016

-  Scope + Schedule of Services
-  Focus Group Findings
-  Survey Analysis
-  Benchmarking Analysis
-  Demand Analysis
-  Program Verification
-  Next Steps & Meeting Coordination



# SCOPE & SCHEDULE

# SCOPE & SCHEDULE

## STUDENT UNION NEEDS ASSESSMENT





# FOCUS GROUP ANALYSIS



# FOCUS GROUP ANALYSIS

OVERVIEW

- ◆ September 19<sup>th</sup>, 2016
- ◆ Three Focus Groups (42 participants)
  - Student Staff
  - Board Members
  - ASI Executives
  - Campus Program
  - General Student Groups
- ◆ Two Stakeholder Meetings (19 participants)
  - Student Union Professional Staff
  - ASI Director
  - Campus Programming Director
  - Campus Administration



# FOCUS GROUP ANALYSIS

CAMPUS CULTURE

- ◆ Students are content & practical
- ◆ Commuter student focused
- ◆ Project gives an opportunity to enhance campus life and student involvement





# FOCUS GROUP ANALYSIS

NEW STUDENT UNION

- ◆ Spaces of Interest for a new Student Union
  - Expanded lounges and study rooms
  - Additional meeting rooms with flexible room configuration
  - Amphitheatre with outdoor shaded seating
  - Variety of foodservice options with late-night hours
  - Expanded student government office spaces
  - Computer & printer kiosks
  - Larger game room with pool tables
  - Bowling Alley
  - Convenience store with healthy food options





# STAKEHOLDER MEETINGS

NEW STUDENT UNION

- ◆ Top Programming Spaces:
  - (1) Flexible & large event space
  - (2) Meeting rooms
  - (3) Game Room
  - (4) Auditorium
  - (5) Expanded food service options
  - (6) Outdoor pool
- ◆ Design labs for students in clubs/orgs to learn graphics
- ◆ Location for consolidated student resources



# SURVEY ANALYSIS



# OVERVIEW

## SURVEY ANALYSIS

- ◆ Active October 21<sup>st</sup> – November 1<sup>st</sup>
- ◆ Email Population of 9,737
- ◆ 1,213 total respondents | 12.5% response rate
- ◆ Results within +/- 2.63% margin of error-assuming 95% confidence interval
- ◆ Demographically Representative
  - Slight overrepresentation of female & full-time students

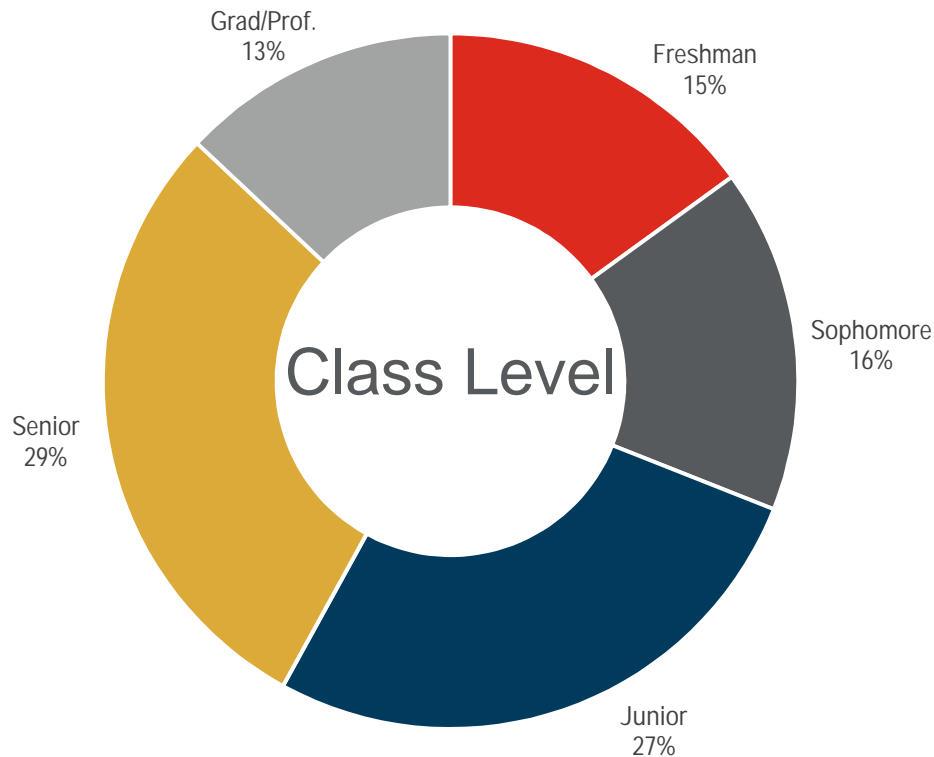


# SURVEY ANALYSIS

OVERVIEW | RESPONDENT PROFILE



## Academic Department



34%

Social Sciences & Education

30%

Natural Sciences, Mathematics,  
Engineering

15%

Business & Public Admin.

12%

Arts & Humanities

9%

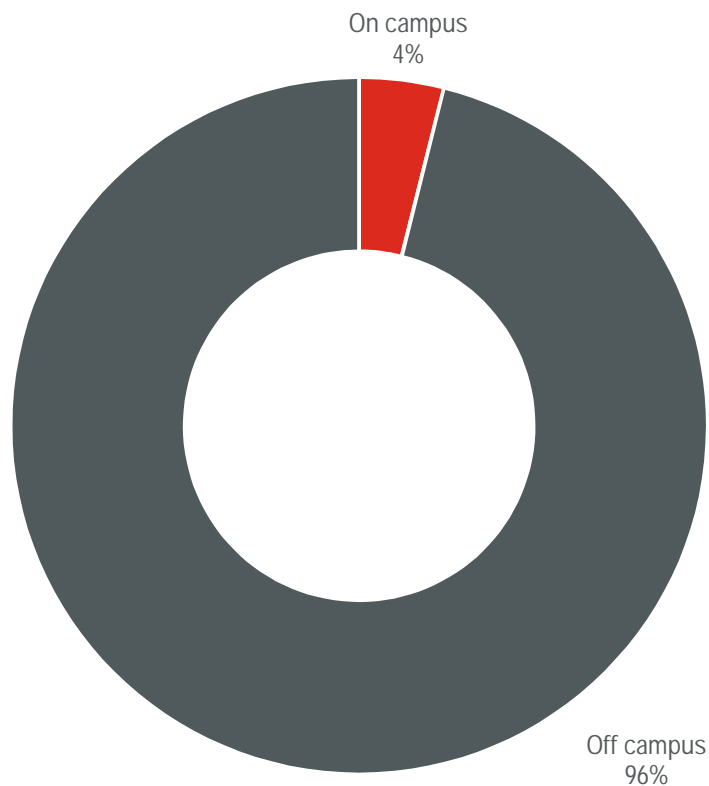
Other



# SURVEY ANALYSIS

STUDENT LIFE PATTERNS

## Where do you currently live?



**13**

Average miles CSUB students live from campus



**22**

Average minutes CSUB students commute to campus



# SURVEY ANALYSIS

## STUDENT LIFE PATTERNS

### Best Places to Interact Informally with Other Students

	Overall	First Year	Sophomore	Junior	Senior	Graduate
Club or Org Event	44%	46%	50%	45%	42%	34%
Stiern Library	44%	54%	46%	43%	41%	36%
Student Union	42%	47%	57%	41%	39%	28%
Student Recreation Center	42%	54%	49%	42%	39%	25%
Classroom/Academic Building	42%	95%	42%	44%	45%	36%
Off-Campus Restaurant/Club	33%	26%	27%	32%	40%	33%
Off-Campus Apt./House	32%	31%	31%	30%	38%	29%
CSUB Dining Facility	30%	40%	33%	24%	30%	25%
Off-Campus/Community Event	22%	24%	26%	21%	23%	17%
Dorothy Donahoe Hall (DDH)	21%	19%	19%	17%	22%	30%
Dining facility in the SU (Pub)	20%	17%	25%	18%	23%	14%
Residence Hall/On-Campus Apt.	9%	16%	12%	6%	7%	5%

#### On Campus Students

**63%**

Residence Hall or  
On-Campus Apt.

#### Off Campus Students

**44%**

Club Org. Event or  
Stiern Library



# SURVEY ANALYSIS

## STUDENT LIFE PATTERNS

Where do you most often go to study?

	Overall	First Year	Sophomore	Junior	Senior	Graduate
Library	77%	87%	83%	77%	80%	52%
My room or apartment	58%	57%	57%	58%	62%	58%
Classroom/academic building	24%	18%	16%	28%	27%	25%
Off-campus restaurant or coffee shop	17%	13%	15%	17%	19%	20%
The Student Union	12%	16%	22%	12%	10%	5%
Other (please specify)	7%	3%	7%	6%	7%	11%
Dorothy Donahoe Hall (DDH)	7%	3%	6%	7%	8%	11%
The Student Recreation Center	4%	4%	6%	5%	2%	2%
Residence hall study lounge	3%	6%	4%	2%	2%	1%

### On Campus Students

74%

My room or apt.

### Off Campus Students

77%

Library



# SURVEY ANALYSIS

## STUDENT LIFE PATTERNS

### Where do you eat lunch?

	Overall	First Year	Sophomore	Junior	Senior	Graduate
Myroom/apartment/house	49%	47%	46%	49%	55%	45%
Off-campus restaurant or coffee shop	47%	39%	34%	50%	55%	49%
CSUB dining facility (outside of the SU)	25%	30%	34%	24%	24%	13%
Student Union (bring my lunch from home)	18%	20%	24%	16%	19%	12%
Student Union (Purchased food from the pub)	15%	22%	23%	12%	10%	12%
Other	14%	9%	14%	13%	16%	20%

#### On Campus Students

**82%**  
CSUB Dining  
Facility

#### Off Campus Students

**77%**  
My Room





# SURVEY ANALYSIS

CURRENT STUDENT UNION

How would you describe the current Student Union?





# SURVEY ANALYSIS

FACILITY USAGE



**1.5**

Average number of times per week CSUB students report visiting the SU



**11:00 AM - 4:00 PM**

Time of day the SU is most frequently visited by CSUB students



**32 Minutes**

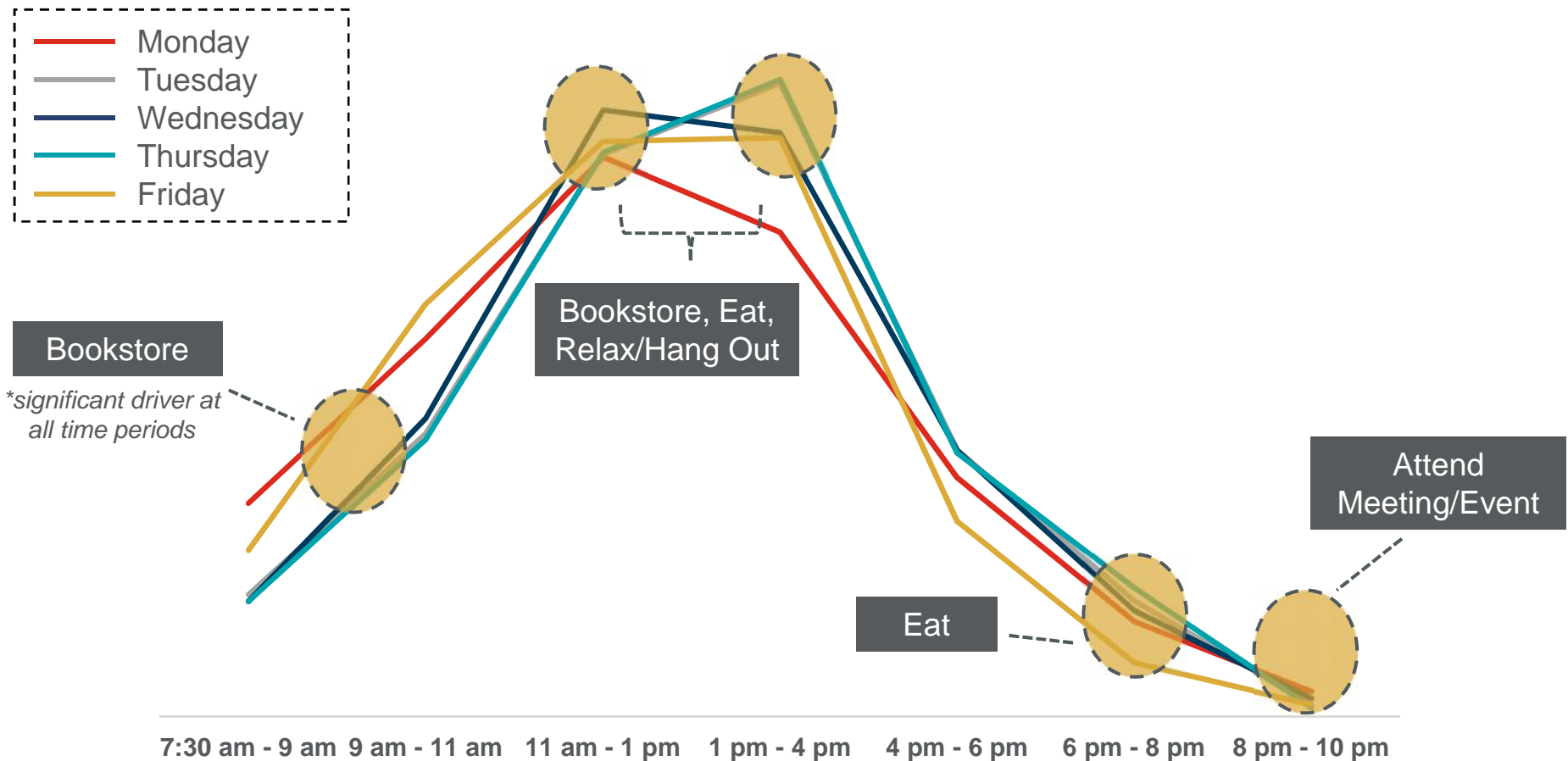
Average time CSUB students report spending in the SU during a typical visit



# SURVEY ANALYSIS

FACILITY USAGE

## What time period do you visit the Student Union?





# SURVEY ANALYSIS

## FACILITY USAGE

### Three Main Reasons Why You Visit The Student Union

	Overall	First Year	Sophomore	Junior	Senior	Graduate
To go to the Bookstore	69%	69%	74%	67%	68%	69%
To get something to eat	36%	42%	38%	36%	30%	39%
To meet friends	26%	36%	22%	28%	22%	20%
To relax and hang out	25%	36%	31%	27%	21%	13%
To attend an event	24%	24%	26%	21%	26%	26%
To study	22%	18%	25%	29%	20%	16%
To attend a meeting	17%	14%	14%	18%	20%	17%
To visit the ATM	8%	9%	6%	7%	8%	9%
To work with a student organization	5%	2%	4%	4%	7%	5%
To visit the Student Life Offices	4%	1%	1%	4%	5%	6%
To go to work	3%	1%	3%	4%	2%	2%
To meet a professor	1%	1%	1%	1%	0%	1%

On Campus Students

64%

Get Something to Eat

Off Campus Students

24%

Attend an Event / Eat

\*\*Percentage of on/off-campus students reflect reasons other than "To go to the Bookstore"



# SURVEY ANALYSIS

## FACILITY USAGE

### Three Main Reasons You DO NOT Visit The Student Union

	Overall	First Year	Sophomore	Junior	Senior	Graduate
Not aware of programs and activities offered	43%	54%	41%	46%	43%	27%
Lack of variety of services	32%	20%	37%	30%	37%	32%
Building is too crowded	31%	31%	36%	34%	31%	18%
Lack of comfortable places to relax	30%	27%	37%	26%	35%	27%
Friends do not visit the Student Union	29%	34%	39%	23%	33%	18%
None of the Union's features/services appeal to me	22%	15%	17%	20%	29%	25%
Cost of services and activities are too expensive	22%	18%	34%	23%	23%	17%
Lack of variety of activities	18%	9%	25%	19%	21%	17%
Location is not convenient	17%	13%	14%	19%	19%	16%
Appearance/atmosphere of building	15%	7%	17%	13%	18%	21%
Building is often empty	9%	5%	9%	7%	9%	14%
Lack of convenient public transportation	3%	4%	2%	2%	4%	3%
Restrictive rules	3%	1%	1%	3%	4%	1%

On Campus Students

**38%**

Friends Do Not Visit

Off Campus Students

**31%**

Lack of Variety of Services

\*\*Percentage of on/off-campus students reflect reasons other than "Not aware of programs & activities"



# SURVEY ANALYSIS

## FACILITY USAGE

### Top 5 Student Organizations & Location of Dedicated Spaces

	Overall with All Organizations	Academic/ Professional	Community Service	Honorary	Fraternity/ Sorority	Recreational
No Dedicated Space	47%	28%	26%	27%	41%	11%
Elsewhere on Campus	27%	24%	25%	38%	16%	25%
Academic Building	16%	21%	15%	19%	11%	12%
Student Union	15%	13%	20%	12%	22%	17%
Student Rec Center	8%	5%	6%	0%	4%	26%
Stiern Library	4%	4%	4%	1%	4%	6%
Residence Hall	4%	4%	4%	3%	3%	4%
		100%	100%	100%	100%	100%

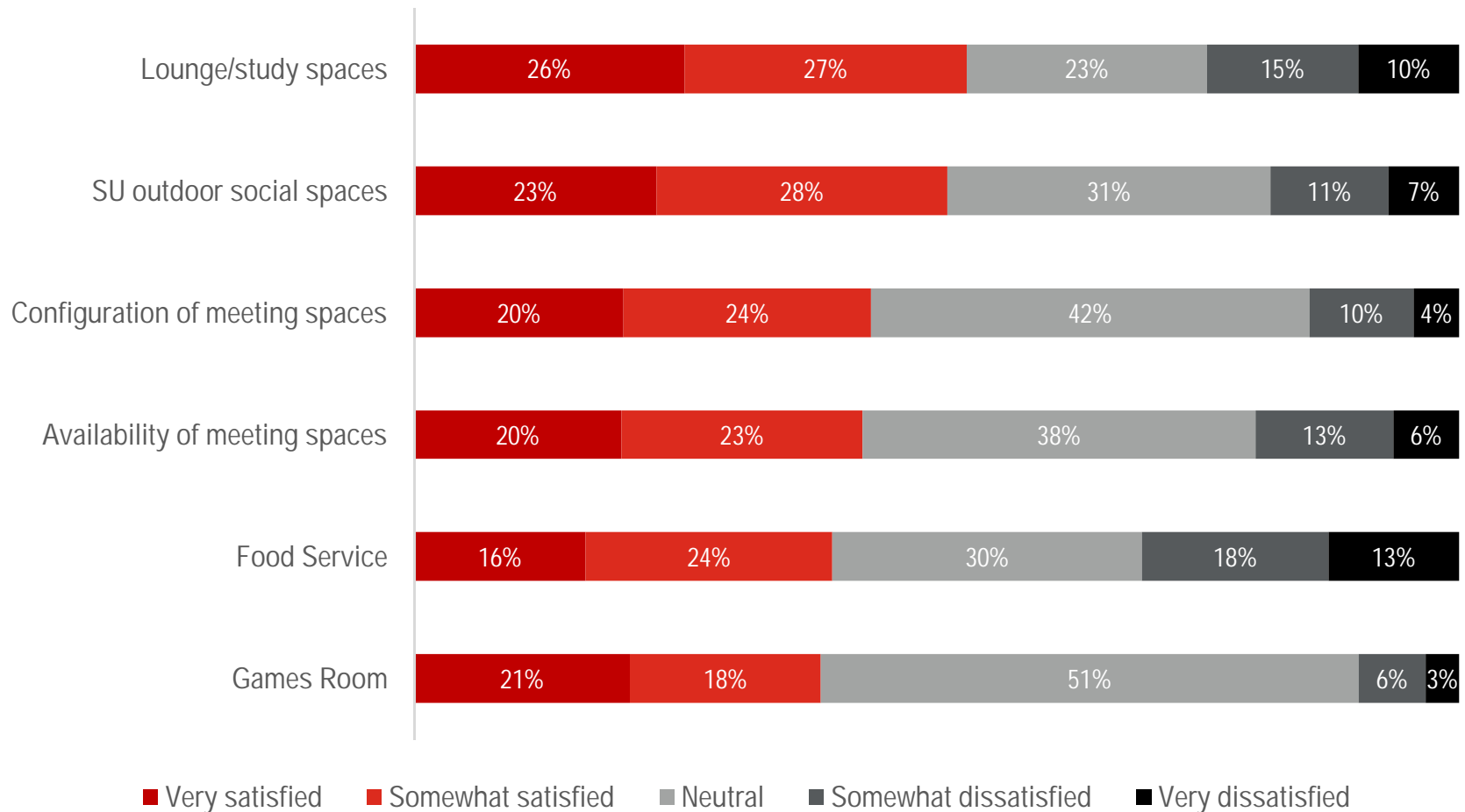
Why are students going to these locations on campus?



# SURVEY ANALYSIS

SATISFACTION LEVEL

## Levels of Satisfaction with Following Amenities & Spaces









# SURVEY ANALYSIS

NEW STUDENT UNION

## Programs & Services Would Utilized Most in Renovated Union

	First Year	Sophomore	Junior	Senior	Graduate
Printing kiosks	51%	57%	57%	66%	52%
Arts/crafts area	37%	26%	26%	25%	18%
Meditation / reflection room	34%	37%	41%	35%	28%
One-stop information center	30%	24%	25%	24%	24%
Student organization offices	24%	23%	22%	22%	18%
Art gallery	22%	16%	15%	15%	12%
Student Resource Centers	19%	17%	20%	17%	23%
Secure bicycle storage	8%	7%	11%	7%	11%
Gender inclusive restrooms	6%	8%	4%	6%	8%
Lactation room	2%	7%	5%	3%	9%

Primary Choices
Secondary Choices



# SURVEY ANALYSIS

NEW STUDENT UNION

## Retail Spaces Utilized Most in a Future Renovated Union

	First Year	Sophomore	Junior	Senior	Graduate
Convenience/food store	57%	55%	56%	57%	50%
Coffee house	48%	58%	61%	63%	69%
Cell phone outlet	44%	39%	36%	34%	22%
ATM machines	31%	33%	24%	25%	24%
Salon	20%	12%	14%	13%	6%
Copy center	18%	18%	23%	22%	33%
Post office	16%	17%	12%	13%	25%
Bank/credit union	15%	12%	13%	14%	16%
Amazon Lockers	12%	17%	15%	14%	9%
Tech center / help desk	7%	10%	14%	11%	11%
Bike shop	3%	6%	6%	3%	4%
Skateboard shop	3%	3%	1%	3%	0%

Primary Choices
Secondary Choices



# SURVEY ANALYSIS

NEW STUDENT UNION

## Social/Entertainment Spaces Would Utilize Most in Renovated Union

	First Year	Sophomore	Junior	Senior	Graduate
Movie theater	72%	61%	56%	55%	48%
Bowling alley	65%	58%	53%	46%	47%
Shaded patios and outdoor seating area	40%	58%	47%	58%	48%
Billiards/game room	33%	25%	27%	33%	28%
Large screen TV lounge	26%	28%	33%	31%	29%
Live entertainment area	22%	13%	18%	20%	23%
Interactive gaming lounge	21%	20%	21%	14%	13%
Indoor rehearsal / performance space	4%	2%	6%	3%	4%
Outdoor rehearsal / performance space	3%	2%	4%	4%	9%

Primary Choices

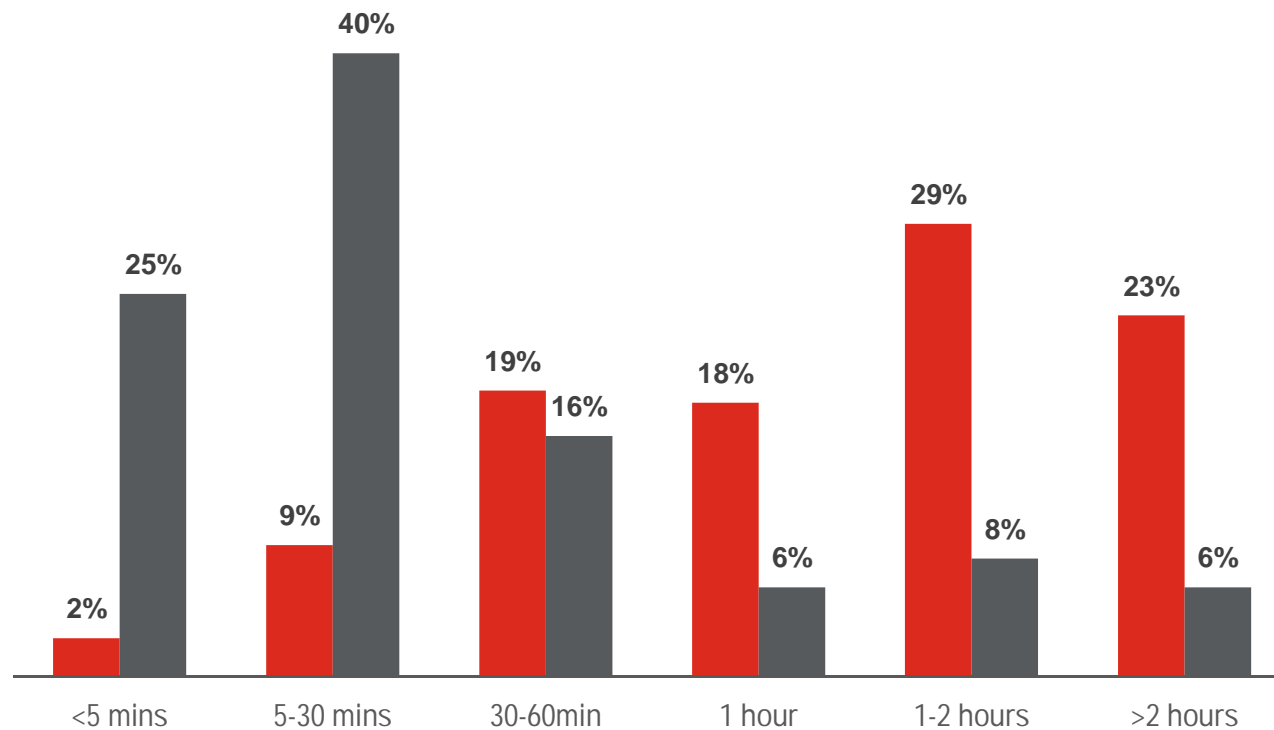
Secondary Choices



# SURVEY ANALYSIS

NEW STUDENT UNION

If CSUB renovates the Union, how long would you visit?



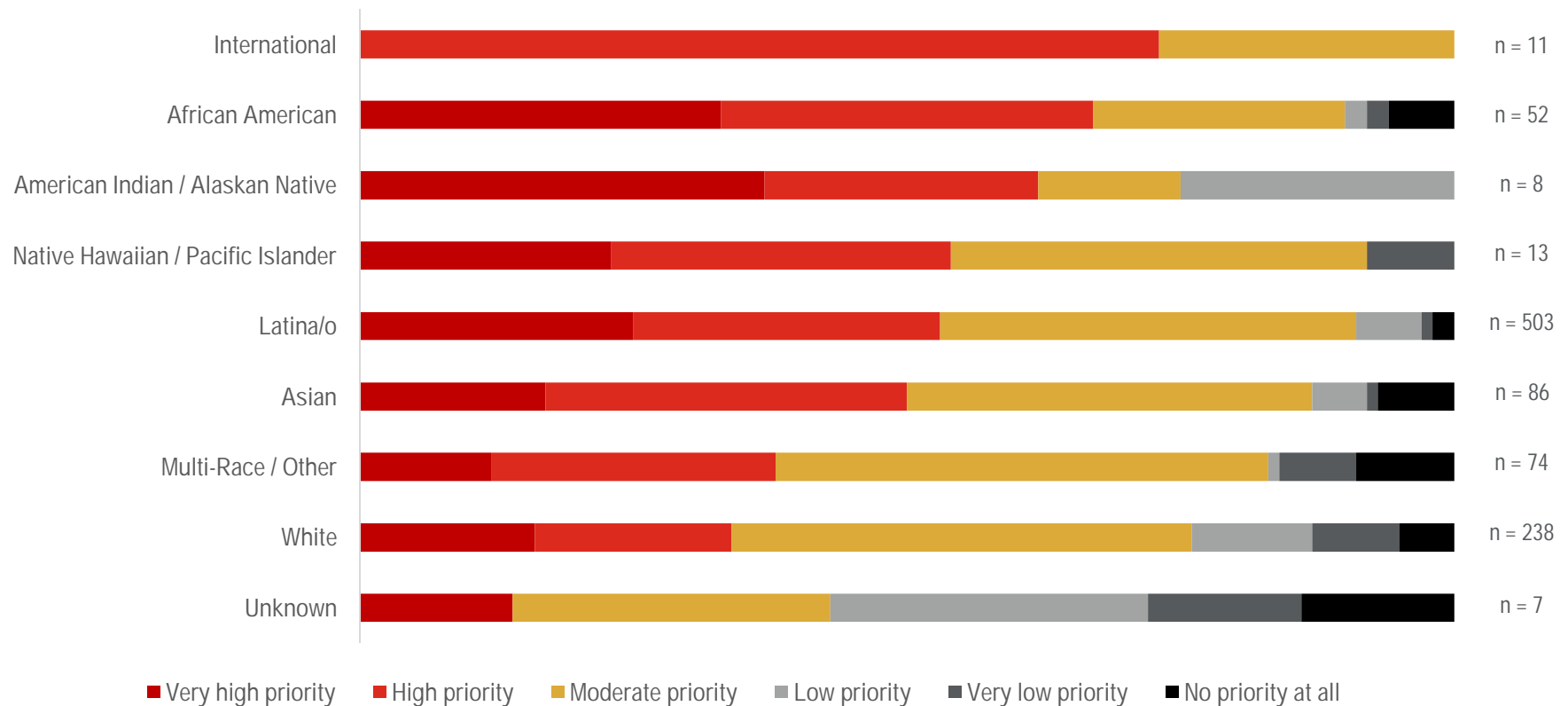
If a new Student Union was developed that met students' needs, the average time would increase from **32 mins** to **75 mins**.



# SURVEY ANALYSIS

NEW STUDENT UNION

## Priority of the Union building a Student Resource Center

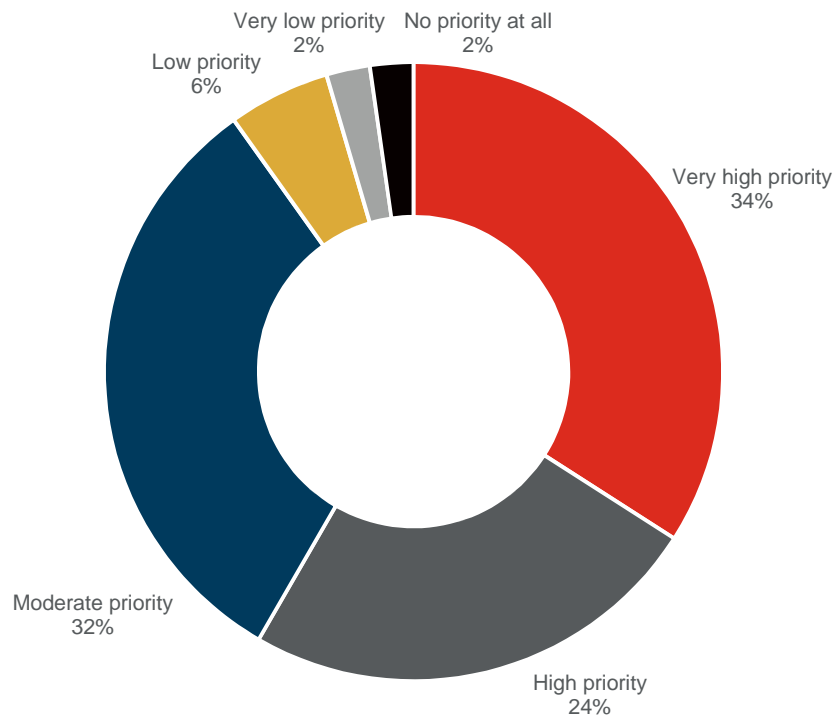




# SURVEY ANALYSIS

NEW STUDENT UNION

## Priority CSUB Should Place on Renovating the Union



58% Very High / High Priority



### Reasons for Low Priority

35%

Improvement is necessary, but CSUB has more pressing priorities

26%

Current facilities are satisfactory to meet current & short-term needs

18%

Location of SU not near my classes

16%

Other

n = 98 respondents

# STUDENT COMMENTS

## STUDENT CENTER PROJECT

- ◆ “Remodeled Student Union would make the campus **feel more like a college.**”
- ◆ “Compared to other CSU’s I have visited, our campus is small and **lacks sufficient study spaces** for students”
- ◆ “**Greek office**; Greek Lounge”
- ◆ “**More food options** are needed.”
- ◆ “I don’t have much experience with the Student Union, but after this **I will definitely go visit it.**”
- ◆ “Find ways to **bring outdoor aspects indoor** because Bakersfield is too hot.”
- ◆ “Make the new Union more **disabled friendly/accessible.**”



# BENCHMARKING ANALYSIS





# BENCHMARKING

## OVERVIEW

- ◆ Peer (Enrollment Below 20,000)
  - CSU San Bernardino
  - CSU Dominguez Hills
  - CSU San Marcos
  - Sonoma State
  
- ◆ Aspirant (Enrollment Above 20,000)
  - Cal State Los Angeles
  - CSU Long Beach
  - San Francisco State
  - Fresno State



# BENCHMARKING

## ENROLLMENT

Fall '13

Peer Campuses	CSU	CSU	CSU	Average Peers		CSU	Variance	Variance
	San Bernardino	Doming. Hills	San Marcos	Sonoma State	Average Peers	Bakersfield	(#)	(%)
Total Enrollment	18,952	14,687	12,150	9,120	13,727	8,720	-5,007	-36%
Undergraduate	16,676	12,617	11,555	8,351	12,300	7,544	-4,756	-39%
Full-Time	14,769	8,790	9,099	7,652	10,078	6,605	-3,473	-34%
Part-Time	1,907	3,827	2,456	699	2,222	939	-1,283	-58%
Graduate	2,276	2,070	595	769	1,428	1,176	-252	-18%
Full-Time	958	1,019	386	281	661	962	301	46%
Part-Time	1,318	1,051	209	488	767	214	-553	-72%

Aspirant Campuses	CSU	CSU	San Francisco	Fresno State	Average Peers		CSU	Variance	Variance
	Los Angeles	Long Beach	State	Fresno State	Average Peers	Bakersfield	(#)	(%)	
Total Enrollment	27,681	36,809	29,465	23,179	29,284	8,720	-20,564	-70%	
Undergraduate	23,439	31,523	25,938	20,510	25,353	7,544	-17,809	-70%	
Full-Time	20,378	27,174	21,713	17,752	21,754	6,605	-15,149	-70%	
Part-Time	3,061	4,349	4,225	2,758	3,598	939	-2,659	-74%	
Graduate	4,242	5,286	3,527	2,669	3,931	1,176	-2,755	-70%	
Full-Time	2,034	2,947	2,194	1,899	2,269	962	-1,307	-58%	
Part-Time	2,208	2,339	1,333	1,280	1,790	214	-1,576	-88%	



# BENCHMARKING

## STUDENT BODY CENTER FEE

Fees as Reported by Chancellor's Office for 2015/2016 (Sorted by Projected Student Body Center Fee)

University	Current Student Body Center Fee (2015/2016)	B&D Projected Student Body Center Fee (2021/2022)	Difference (\$)	Notes
Cal Poly San Luis Obispo	\$657	\$1,257	\$600	Anticipated increase of \$600/year in 2020/2021
CSU Northridge	\$526	\$926	\$400	Anticipated increase of \$400/year in 2021/2022
CSU San Bernardino	\$372	\$800	\$428	Anticipated increase of \$428/year in 2021/2022
CSU Chico	\$770	\$770	\$0	
CSU Monterey Bay	\$44	\$744	\$700	Anticipated increase of \$700/year by 2021/2022
Sonoma State Univ	\$728	\$728	\$0	
Cal Poly Pomona	\$690	\$690	\$0	
San Jose State Univ	\$670	\$670	\$0	
CSU San Marcos	\$630	\$630	\$0	
San Diego State Univ	\$474	\$474	\$0	
<b>CSU Bakersfield</b>	<b>\$447</b>	<b>\$447</b>	<b>\$0</b>	
CSU Sacramento	\$428	\$428	\$0	
CSU East Bay	\$360	\$360	\$0	
CSU Long Beach	\$358	\$358	\$0	
CSU Dominguez Hills	\$326	\$326	\$0	
CSU Channel Islands	\$324	\$324	\$0	
San Fran State Univ	\$164	\$314	\$150	Anticipated increase of \$150/year by 2016/2017
CSU Los Angeles	\$275	\$275	\$0	
CSU Fullerton	\$268	\$268	\$0	
CSU Fresno	\$226	\$226	\$0	
Humboldt State	\$186	\$186	\$0	
CSU Stanislaus	\$156	\$156	\$0	
<b>Average (excluding CSUB):</b>	<b>\$411</b>	<b>\$520</b>	<b>\$108</b>	

**Notes:**

Inflationary increases are not included in this analysis



# BENCHMARKING

## SQUARE FOOTAGE

Peer Campuses	CSU San Bernardino	CSU Domingo Hills	CSU San Marcos	Sonoma State	Average Peers	CSU Bakersfield	Variance (#)	Variance (%)
<b>Space Allocations</b>								
Food Service	13,000	10,717	6,454	37,749	16,980	4,882	-12,098	-71%
Ballroom Facilities	16,000	8,248	9,000	14,857	12,026	0	-12,026	-100%
Conference/Meeting Rooms	8,650	5,005	1,470	6,880	5,501	7,124	1,623	29%
Bookstore	0	9,976	0	10,680	5,164	0	-5,164	-100%
Additional Retail Space	2,550	0	2,890	3,526	2,242	0	-2,242	-100%
Theater/Auditorium	3,550	0	0	0	888	0	-888	-100%
Recreation/Entertainment	18,050	1,807	2,021	0	5,470	198	-5,272	-96%
Lounge Space	21,400	1,150	220	4,760	6,883	1,884	-4,999	-73%
Academic Related	0	0	850	863	428	0	-428	-100%
Student Organizations	27,220	6,496	2,960	10,026	11,676	2,442	-9,234	-79%
Administrative	11,340	5,064	10,403	5,527	8,084	768	-7,316	-90%
Multicultural Centers	0	1,673	6,010	1,580	2,316	0	-2,316	-100%
Special/Misc. Components	4,000	4,399	18,750	9,810	9,240	415	-8,825	-96%
Total NASF:	125,760	54,535	61,028	106,258	86,895	17,713	-69,182	-80%
Total GSF:	203,731	83,900	93,889	163,474	136,249	27,558	-108,691	-80%

Aspirant Campuses	CSU Los Angeles	CSU Long Beach	San Francisco State	Fresno State	Average Peers	CSU Bakersfield	Variance (#)	Variance (%)
<b>Space Allocations</b>								
Food Service	4,690	13,000	27,768	969	11,607	4,882	-6,725	-58%
Ballroom Facilities	0	16,000	0	0	4,000	0	-4,000	-100%
Conference/Meeting Rooms	8,862	8,650	7,685	3,950	7,287	7,124	-163	-2%
Bookstore	0	0	27,354	0	6,839	0	-6,839	-100%
Additional Retail Space	0	2,550	1,919	1,375	1,461	0	-1,461	-100%
Theater/Auditorium	2,436	3,550	7,389	6,118	4,873	0	-4,873	-100%
Recreation/Entertainment	14,887	18,050	3,368	7,032	10,834	198	-10,636	-98%
Lounge Space	5,200	21,400	15,838	9,385	12,956	1,884	-11,072	-85%
Academic Related	2,333	0	2,000	15,706	5,010	0	-5,010	-100%
Student Organizations	2,400	27,220	5,598	0	8,805	2,442	-6,363	-72%
Administrative	10,888	11,340	5,045	4,002	7,819	768	-7,051	-90%
Multicultural Centers	4,627	0	1,858	0	1,621	0	-1,621	-100%
Special/Misc. Components	10,679	4,000	1,710	10,886	6,819	415	-6,404	-94%
Total NASF:	67,002	125,760	107,532	59,423	89,929	17,713	-72,216	-80%
Total GSF:	93,000	203,731	165,434	98,048	140,053	27,558	-112,495	-80%



# BENCHMARKING

## CATEGORY BY STUDENT

Peer Campuses	CSU San Bernardino	CSU Doming. Hills	CSU San Marcos	Sonoma State	Average Peers	CSU Bakersfield	Variance (#)	Variance (%)
<b>Space Allocations</b>								
Food Service	0.69	0.68	0.53	4.01	1.48	0.26	-1.22	-83%
Ballroom Facilities	0.84	0.53	0.74	1.58	0.92	0.00	-0.92	-100%
Conference/Meeting Rooms	0.46	0.32	0.12	0.73	0.41	0.38	-0.03	-8%
Bookstore	0.00	0.64	0.00	1.14	0.44	0.00	-0.44	-100%
Additional Retail Space	0.13	0.00	0.24	0.37	0.19	0.00	-0.19	-100%
Theater/Auditorium	0.19	0.00	0.00	0.00	0.05	0.00	-0.05	-100%
Recreation/Entertainment	0.95	0.12	0.17	0.00	0.31	0.01	-0.30	-97%
Lounge Space	1.13	0.07	0.02	0.51	0.43	0.10	-0.33	-77%
Academic Related	0.00	0.00	0.07	0.09	0.04	0.00	-0.04	-100%
Student Organizations	1.44	0.41	0.24	1.07	0.79	0.13	-0.66	-84%
Administrative	0.60	0.32	0.86	0.59	0.59	0.04	-0.55	-93%
Multicultural Centers	0.00	0.11	0.49	0.17	0.19	0.00	-0.19	-100%
Special/Misc. Components	0.21	0.28	1.54	1.04	0.77	0.02	-0.75	-97%
Enrollment:	18,952	14,687	12,150	9,120	13,727	8,720	-5,007	-36%
ASF/Student:	6.64	3.71	5.02	11.65	6.76	2.03	-4.72	-70%
GSF/Student:	10.75	5.71	7.73	17.92	10.53	3.16	-7.37	-70%

Aspirant Campuses	CSU Los Angeles	CSU Long Beach	San Francisco State	Fresno State	Average Peers	CSU Bakersfield	Variance (#)	Variance (%)
<b>Space Allocations</b>								
Food Service	0.17	0.35	0.94	0.04	0.38	0.26	-0.12	-32%
Ballroom Facilities	0.00	0.43	0.00	0.00	0.11	0.00	-0.11	-100%
Conference/Meeting Rooms	0.32	0.23	0.26	0.17	0.25	0.38	0.13	52%
Bookstore	0.00	0.00	0.93	0.00	0.23	0.00	-0.23	-100%
Additional Retail Space	0.00	0.07	0.07	0.06	0.05	0.00	-0.05	-100%
Theater/Auditorium	0.09	0.10	0.25	0.26	0.17	0.00	-0.17	-100%
Recreation/Entertainment	0.54	0.49	0.11	0.30	0.36	0.01	-0.35	-97%
Lounge Space	0.19	0.58	0.54	0.40	0.43	0.10	-0.33	-77%
Academic Related	0.08	0.00	0.07	0.68	0.21	0.00	-0.21	-100%
Student Organizations	0.09	0.74	0.19	0.00	0.25	0.13	-0.13	-49%
Administrative	0.39	0.31	0.17	0.17	0.26	0.04	-0.22	-84%
Multicultural Centers	0.17	0.00	0.06	0.00	0.06	0.00	-0.06	-100%
Special/Misc. Components	0.39	0.11	0.06	0.47	0.26	0.02	-0.23	-91%
Enrollment:	27,681	36,809	29,465	23,179	29,284	8,720	-20,564	-70%
ASF/Student:	2.42	3.42	3.65	2.56	3.01	2.03	-0.98	-33%
GSF/Student:	3.36	5.53	5.61	4.23	4.68	3.16	-1.52	-33%



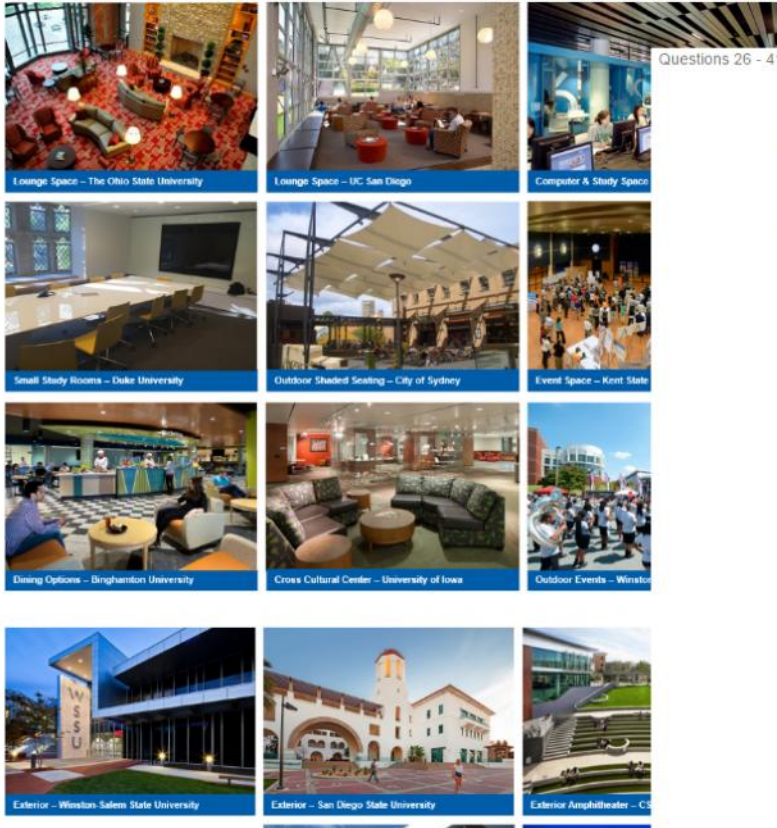
# DEMAND ANALYSIS



# DEMAND ANALYSIS

## METHODOLOGY

CSUB is investigating the need to improve the Student Union to best meet our campus needs. In order to provide a sense of what the facility opportunities might be in an expanded or renovated Student Union, photos are included below of new facilities at other universities.



The following survey questions are intended to gauge the demand for activity spaces that could be included or enhanced in an expanded and renovated Student Union at CSUB. The exact mix of programs and services that could be offered in a renovated facility will be determined by the Needs Assessment, advised by the results of this survey.

If the following services were included in an expanded or renovated Student Union, how often and during which time period would you most frequently use them?

If you indicate that you would NEVER use a program/service, please leave the time period blank or indicate NEVER for that question as well.

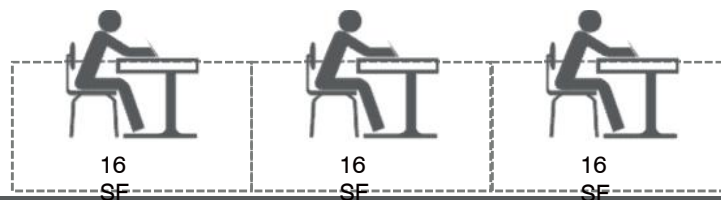
	5 or more times per week	2 - 4 times per week	Once per week	Sometimes	Never	6 am - 8 am	8 am - 11 am	11 am - 1 pm	1 pm - 4 pm	4 pm - 6 pm	6 pm - 9 pm	9 pm - 12 am	12 am - 6 am	Never
Computer lab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quiet study lounge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small group study rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informal lounges / social gathering areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial copy / mail center (such as FedEx Office)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Printer kiosks / stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee shop with expanded seating and activity area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience store (e.g., pre-packaged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# DEMAND ANALYSIS

## METHODOLOGY

- ◆ Demand-Based Programming (DBP) methodology is based on the frequency of use (times per week) and time of day for a particular space.
  - A total of 18 spaces were tested on the survey to identify which spaces would be used the most and during what time periods of the day (i.e., 8-11AM vs. 9PM to 12AM).
- ◆ Square footage projections are generated by the DBP model through an allocation of a typical square foot utilized by a student within that space
  - For example: One student would occupy their respective portion of a small group study room at approximately **16 square feet** (furniture included) for an average duration of **one hour**.
  - How much square footage would students need at the peak of a typical day with respect to a campus population of 10,000 students?



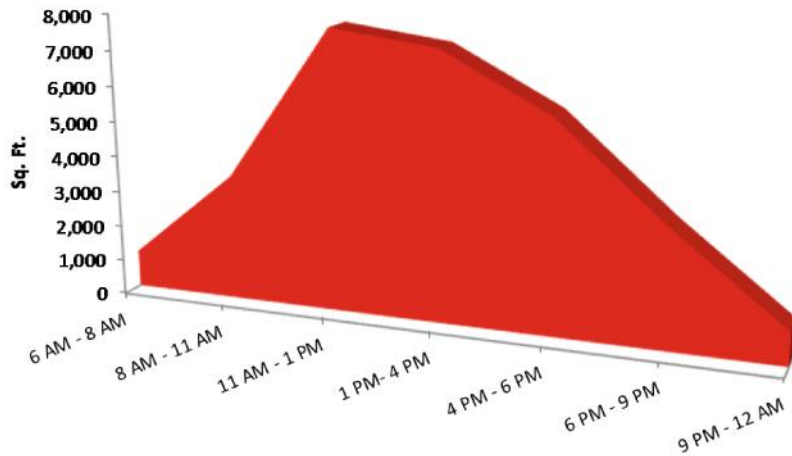




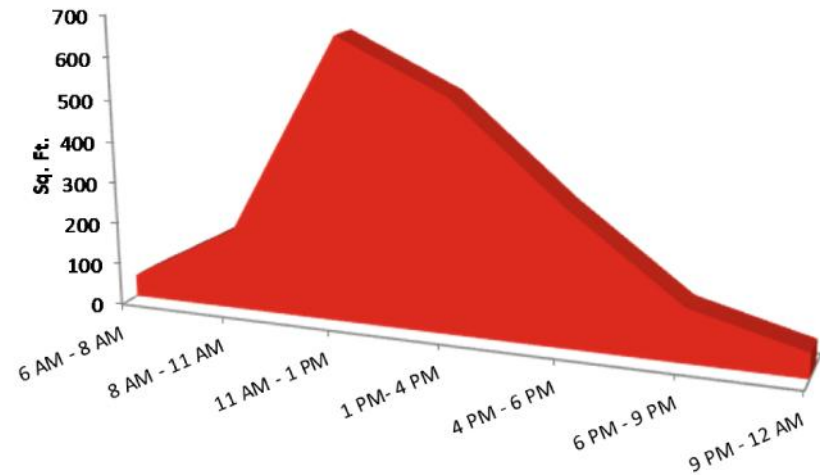
# DEMAND ANALYSIS

METHODOLOGY

### Quiet Study Lounge



### Convenience store





# DEMAND ANALYSIS

DEPTH

	Activity	Depth	Breadth
1	Quiet Study Lounge	41.4%	63.0%
2	Coffee shop	35.2%	57.5%
3	Convenience store	33.4%	60.6%
4	Computer Lab	32.8%	58.0%
5	Small Group Study Rooms	32.6%	60.2%
6	Outdoor shaded seating	32.2%	56.7%
7	Food Service - Lunch	29.5%	54.2%
8	Informal Lounge / Gathering	27.5%	55.2%
9	Printer kiosks / stations	24.8%	50.5%
10	Grab and Go - Lunch	21.4%	50.1%
11	Food Service - Breakfast	21.2%	45.3%
12	Food Service - Dinner	18.8%	44.8%
13	Grab and Go - Breakfast	18.1%	42.8%
14	Games / Informal Recreation	15.9%	41.4%
15	Grab and Go - Dinner	14.8%	39.4%
16	Copy/Print Center	13.4%	40.6%
17	Theater / Auditorium	12.0%	43.2%
18	Multipurpose Ballroom	8.6%	35.4%

**Depth** = Percent of Students Who Will Use the Facility At Least 2 Times a Week or More

Activity is critical to their *lifestyle*



# DEMAND ANALYSIS

DEPTH

Activity	Depth	Breadth
1 Quiet Study Lounge	41.4%	63.0%
2 Coffee shop	35.2%	57.5%
3 Convenience store	33.4%	60.6%
4 Computer Lab	32.8%	58.0%
5 Small Group Study Rooms	32.6%	60.2%
6 Outdoor shaded seating	32.2%	56.7%
7 Food Service - Lunch	29.5%	54.2%
8 Informal Lounge / Gathering	27.5%	55.2%
9 Printer kiosks / stations	24.8%	50.5%
10 Grab and Go - Lunch	21.4%	50.1%
11 Food Service - Breakfast	21.2%	45.3%
12 Food Service - Dinner	18.8%	44.8%
13 Grab and Go - Breakfast	18.1%	42.8%
14 Games / Informal Recreation	15.9%	41.4%
15 Grab and Go - Dinner	14.8%	39.4%
16 Copy/Print Center	13.4%	40.6%
17 Theater / Auditorium	12.0%	43.2%
18 Multipurpose Ballroom	8.6%	35.4%

**Breadth** = Percent of Students Who Will Use the Facility at Least **Sometimes**

Activity is important to overall *campus life*



# DEMAND ANALYSIS

DEPTH

Activity	Depth	Breadth
1 Quiet Study Lounge	41.4%	63.0%
2 Coffee shop	35.2%	57.5%
3 Convenience store	33.4%	60.6%
4 Computer Lab	32.8%	58.0%
5 Small Group Study Rooms	32.6%	60.2%
6 Outdoor shaded seating	32.2%	56.7%
7 Food Service - Lunch	29.5%	54.2%
8 Informal Lounge / Gathering	27.5%	55.2%
9 Printer kiosks / stations	24.8%	50.5%
10 Grab and Go - Lunch	21.4%	50.1%
11 Food Service - Breakfast	21.2%	45.3%
12 Food Service - Dinner	18.8%	44.8%
13 Grab and Go - Breakfast	18.1%	42.8%
14 Games / Informal Recreation	15.9%	41.4%
15 Grab and Go - Dinner	14.8%	39.4%
16 Copy/Print Center	13.4%	40.6%
17 Theater / Auditorium	12.0%	43.2%
18 Multipurpose Ballroom	8.6%	35.4%



Natural Breaks Occur When Looking at the Depth Category Resulting in Priorities



# DEMAND ANALYSIS

## DEMAND PRIORITIZATION

Activity		Priority Category	Peak Accommodation	
1	Quiet Study Lounge	first	75%	to 85%
2	Coffee shop	second	55%	to 65%
3	Convenience store	second	55%	to 65%
4	Computer Lab	second	55%	to 65%
5	Small Group Study Rooms	second	55%	to 65%
6	Outdoor shaded seating	second	55%	to 65%
7	Food Service - Lunch	third	40%	to 50%
8	Informal Lounge / Gathering	third	40%	to 50%
9	Printer kiosks / stations	third	40%	to 50%
10	Grab and Go - Lunch	third	40%	to 50%
11	Food Service - Breakfast	third	40%	to 50%
12	Food Service - Dinner	fourth	25%	to 35%
13	Grab and Go - Breakfast	fourth	25%	to 35%
14	Games / Informal Recreation	fourth	25%	to 35%
15	Grab and Go - Dinner	fourth	25%	to 35%
16	Copy/Print Center	fourth	25%	to 35%
17	Theater / Auditorium	fourth	25%	to 35%
18	Multipurpose Ballroom	fifth	10%	to 20%

Highest  
Priority Spaces  
– 1<sup>st</sup> and 2<sup>nd</sup>  
Priorities for  
Students



# TOTAL DEMAND

## DEMAND ANALYSIS – 10,000 ENROLLMENT

Activity		Priority Category	Peak Accommodation		Space Type	Peak Demand	Space Allocation Based on Prioritization of Demand		
1	Quiet Study Lounge	first	75%	to 85%	Sq. Ft.	7,852	5,900	to	6,700
2	Coffee shop	second	55%	to 65%	Sq. Ft.	3,200	1,800	to	2,100
3	Convenience store	second	55%	to 65%	Sq. Ft.	673	370	to	437
4	Computer Lab	second	55%	to 65%	Sq. Ft.	7,535	4,100	to	4,900
5	Small Group Study Rooms	second	55%	to 65%	Sq. Ft.	5,862	3,200	to	3,800
6	Outdoor shaded seating	second	55%	to 65%	Sq. Ft.	8,578	4,700	to	5,600
7	Food Service - Lunch	third	40%	to 50%	Sq. Ft.	5,247	2,100	to	2,600
8	Informal Lounge / Gathering	third	40%	to 50%	Sq. Ft.	6,045	2,400	to	3,000
9	Printer kiosks / stations	third	40%	to 50%	Sq. Ft.	177	71	to	89
10	Grab and Go - Lunch	third	40%	to 50%	Sq. Ft.	1,250	500	to	600
11	Food Service - Breakfast	third	40%	to 50%	Sq. Ft.	3,246	1,300	to	1,600
12	Food Service - Dinner	fourth	25%	to 35%	Sq. Ft.	2,994	700	to	1,000
13	Grab and Go - Breakfast	fourth	25%	to 35%	Sq. Ft.	808	202	to	283
14	Games / Informal Recreation	fourth	25%	to 35%	Sq. Ft.	4,724	1,200	to	1,700
15	Grab and Go - Dinner	fourth	25%	to 35%	Sq. Ft.	646	162	to	226
16	Copy/Print Center	fourth	25%	to 35%	Sq. Ft.	524	131	to	183
1	COMBINED: Quiet Lounge, Informal Lounge, Study Rooms					19,800	11,500	to	13,500
2	COMBINED: Food Service					14,700	5,900	to	7,300
3	COMBINED: Convenience Store / Grab-&-Go					3,400	1,200	to	1,500



# TOTAL DEMAND

## DEMAND ANALYSIS – 10,000 ENROLLMENT

2016 / 2017 Activity		Peak Demand (SF)	Existing Sq. Footage	Space Allocation Based on Prioritization of Demand			Variance (Low) Sq. Footage	Variance (High) Sq. Footage
1	COMBINED: Lounge (Informal & Quiet), Study Rooms	19,800	1,884	11,500	to	13,500	(9,616)	(11,616)
2	COMBINED: Food Court (Service & Seating)	14,700	3,573	5,900	to	7,300	(2,327)	(3,727)
3	COMBINED: Convenience Store / Grab-&-Go	3,400	0	1,200	to	1,500	(1,200)	(1,500)

Greatest variance from existing is in lounge space with primary interest in “*sit & study*” areas (6,000 SF) and *group study rooms* (3,500 SF)

Incorporating more food concepts inside Student Union was popular but prefer *convenience* or *grab-and-go* concepts



# TOTAL DEMAND

## DEMAND ANALYSIS – 18,000 ENROLLMENT

Activity		Priority Category	Peak Accommodation		Space Type	Peak Demand	Space Allocation Based on Prioritization of Demand		
1	Quiet Study Lounge	first	75%	to 85%	Sq. Ft.	14,134	10,600	to	12,000
2	Coffee shop	second	55%	to 65%	Sq. Ft.	5,761	3,200	to	3,700
3	Convenience store	second	55%	to 65%	Sq. Ft.	1,211	700	to	800
4	Computer Lab	second	55%	to 65%	Sq. Ft.	13,562	7,500	to	8,800
5	Small Group Study Rooms	second	55%	to 65%	Sq. Ft.	10,551	5,800	to	6,900
6	Outdoor shaded seating	second	55%	to 65%	Sq. Ft.	15,441	8,500	to	10,000
7	Food Service - Lunch	third	40%	to 50%	Sq. Ft.	9,444	3,800	to	4,700
8	Informal Lounge / Gathering	third	40%	to 50%	Sq. Ft.	10,880	4,400	to	5,400
9	Printer kiosks / stations	third	40%	to 50%	Sq. Ft.	319	128	to	160
10	Grab and Go - Lunch	third	40%	to 50%	Sq. Ft.	2,251	900	to	1,100
11	Food Service - Breakfast	third	40%	to 50%	Sq. Ft.	5,843	2,300	to	2,900
12	Food Service - Dinner	fourth	25%	to 35%	Sq. Ft.	5,390	1,300	to	1,900
13	Grab and Go - Breakfast	fourth	25%	to 35%	Sq. Ft.	1,454	400	to	500
14	Games / Informal Recreation	fourth	25%	to 35%	Sq. Ft.	8,504	2,100	to	3,000
15	Grab and Go - Dinner	fourth	25%	to 35%	Sq. Ft.	1,163	300	to	400
16	Copy/Print Center	fourth	25%	to 35%	Sq. Ft.	943	236	to	330
1	COMBINED: Quiet Lounge, Informal Lounge, Study Rooms					35,600	20,800	to	24,300
2	COMBINED: Food Service					26,400	10,600	to	13,200
3	COMBINED: Convenience Store / Grab-&-Go					6,100	2,300	to	2,800





# TOTAL DEMAND

DEMAND ANALYSIS – 18,000 ENROLLMENT

2020 / 2021 Activity		Peak Demand (SF)	Existing Sq. Footage	Space Allocation Based on Prioritization of Demand			Variance (Low) Sq. Footage	Variance (High) Sq. Footage
1	COMBINED: Lounge (Informal & Quiet), Study Rooms	35,600	1,884	20,800	to	24,300	(18,916)	(22,416)
2	COMBINED: Food Court (Service & Seating)	26,400	3,573	10,600	to	13,200	(7,027)	(9,627)
3	COMBINED: Convenience Store / Grab-&-Go	6,100	0	2,300	to	2,800	(2,300)	(2,800)

Greatest variance from existing is in lounge space with primary interest in “*sit & study*” areas (11,000 SF) and *group study rooms* (6,000 SF)

Incorporating more food concepts inside Student Union was popular but prefer *convenience* or *grab-and-go* concepts



# RECOMMENDATIONS

- ◆ Sufficient overall demand from students to include the following spaces in a new Student Union:
  - Lounges –
    - Quiet Space - Sit & Study
    - Small Group Study Rooms
    - Informal / Gathering Space – Sit & Relax
  - Computer lab and 10-15 printing kiosks
  - Coffee shop
  - Small convenience store
  - Expanded food service areas
  - Outdoor shaded seating areas



# OUTLINE PROGRAM

## PRELIMINARY PROGRAM

Group	Functional Area	Selected	Capacity
1.0	Food Service	6,600	
1.1	Coffeehouse	2,100	35 to 55
1.2	Convenience Store / Cart	500	
1.3	Food Service	3,000	175 to 200
1.4	Support Space	1,000	-
2.0	Retail Service	0	
2.1	Vending	0	-
3.0	Conference Room Areas	4,500	
3.1	Small Meeting (18-20 capacity)	2,500	18 to 20
3.2	Medium Meeting (35-40 capacity)	1,500	35 to 40
3.3	Large Meeting	0	-
3.4	Conferencing Storage	500	-
4.0	Ballroom / Event Space	24,000	
4.1	Ballroom / Event Space	16,000	800 to 1,000
4.2	Pre-function Space	4,000	250 to 300
4.3	Support Space	2,000	-
4.4	Event Space Storage	2,000	-
5.0	Recreation / Entertainment Area	1,700	
5.1	Games Room	1,200	30 to 35
5.2	Gaming / LAN Lounge (12-18 capacity)	500	12 to 18
6.0	Lounge Areas	9,700	
6.1	Place to Sit and Study	5,000	495 to 515
6.2	Place to Sit and Relax	2,000	250 to 300
6.3	Prayer / Meditation Room	300	5 to 8
6.4	Small Group Study Rooms	2,400	2 to 6
7.0	Student Organization Areas	2,500	
7.1	General Student Org.	1,000	20 to 30
7.2	ASI / Gov't Offices	1,000	10 to 12
7.3	Multicultural / Equity Center	0	15 to 20
7.4	Student Club Kitchen	0	10 to 12
7.5	Club Storage	500	-
8.0	Administrative Areas	1,050	
8.1	Student Union Admin.	800	9 to 10
8.2	Admin Kitchen / Breakroom Area	0	4 to 6
8.3	Staff Storage	250	-
9.0	Special / Misc. Components	1,550	
9.1	Information Desk	150	2
9.2	Microwave Stations	150	-
9.3	Day Lockers	0	-
9.4	Computer / Printing Stations	250	10 to 15
9.5	Lobby	1,000	40 to 50
Total ASF (Building):		51,600	
Total GSF (Building):		85,140	

OPEN EXCEL SHEET





# NEXT STEPS



# NEXT STEPS

## STUDENT UNION NEEDS ASSESSMENT

- ◆ Incorporate Feedback From Presentation
  - Distribute Updated Presentation to Group Later this Week
- ◆ Refine Outline Program & Concepts
- ◆ Financial Analysis
- ◆ Return to Campus for Final Presentation
- ◆ Memorandum of Findings



# CALIFORNIA STATE UNIVERSITY, BAKERSFIELD

STUDENT UNION NEEDS ASSESSMENT  
NOVEMBER 21, 2016



**BRAILSFORD & DUNLAVEY**

INSPIRE. EMPOWER. ADVANCE.