University Center
Moving Forward

Presentation to the UCen Governance Board

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HDAE Goals For The UCen

- Create a robust student center
- Develop a sustainable financial strategy
- Develop partnerships for success
- Promote our great work
- Produce positive “known-fors”
Create A Robust Student Center

- A world class facility for the 21st century
- Recognition of UCSB as one of the world’s best public universities
- Support of a talented and diverse undergraduate & graduate student body
- Responsive to changing demographics of UCSB’s students

Note: A world class institution needs world class facilities to support its undergraduate & graduate education
Develop A Sustainable Financial Strategy

- Build new financial models
- Solve short-term issues
- Create long-term strategy
Financial Strategies In Progress

- Using breadth of HDAE organization
- Integrating business tools with HDAE chief financial officer’s (CFO) team
- Moving to campus general ledger system
- Examining existing business opportunities & practices to maximize our resources & revenue
- Moving away from financial model based primarily on retail revenue to space rental model
Financial Strategies In Progress

- Stabilizing financial outlook of UCen business enterprises
  - Merging of campus dining operations
  - Assumption of project management by HDAE PM team
  - Reviewing options for textbook and dining services delivery
- Lowering our tax base
Long-Term Solution(s)

- Major fundraising effort to provide a ~$200 million remake of our student center
- Means finding a major donor(s) to support this effort
- Small student fee initiative to support UCen until major donor can be found
The Student Center ~2025

- Key gathering space for students
  - Enhanced Multicultural Center & theatre
  - Senate chambers for AS & GSA
  - Offices for student organizations & clubs
  - Performance space
- Visitor’s Center
- Recognizes & supports a new generation of students
- Continues to serve food that “rocks”
Develop Partnerships For Success

- UCen Governance Board
- Associated Students
- Graduate Students Association
- Multicultural Center
- Student Affairs
- Executive Vice Chancellor
- Institutional Advancement & Development
Market Our Great Work

- Student-chaired UCen Governance Board provides oversight to space use in the building
- Sustainability efforts of the UCSB dining program lead the University of California
- HDAE is the largest employer of students at UCSB (we provide year-round jobs)
- UCSB Bookstore is amongst the most financially stable nationally
End of the Day “Known-Fors”

- Student centered
- Safe & respectful environments
- Stakeholders in the success of UCSB
- Reinvent our work to maintain our connection with students
- Great partners & collaborators
- High morale & people know they matter
- Value collective wisdom
- Great customer service
Communication

- Communication is a key component of our work together
- If you have ideas or thoughts you can reach me at willie.brown@ucsb.edu
Thanks for supporting the UCen Governance Board!