HUMBOLDT STATE UNIVERSITY CENTER
STAFF REPORT ON PROPOSED REORGANIZATION
INFORMATIONAL PACKET

Presented to the
University Center Board of Directors
Executive Committee
April 21, 2008
April 21, 2008

To: Executive Committee
   University Center Board of Directors

From: University Center Management Staff

Re: Staff Report On Proposed Reorganization

This packet of informational materials is intended to assist the University Center (UC) Executive Committee in developing a recommendation for the UC Board. The following plan attempts to address President Richmond’s reorganization proposal. The plan follows three criteria: 1) Any reorganization plan must be clear and easy to understand; 2) Any operational changes will not adversely affect our ability to provide the campus with quality programs and services; 3) Any reorganization plan must have proper management and Board oversight.

This information packet is broken down into five sections:

1. University Center Background Information
2. Overview
3. Organizational Charts
4. Statements of Financial Position
5. Proposed Bylaws Amendments

Background Information

The University Center is a 501(c)3 non-profit CSU auxiliary organization. The purpose of the UC is to provide programs, services, conveniences, and amenities requisite to the daily life of the campus community. HSU students pay a student body center semester fee of $93 in the fall, and $92 in spring. These fees cover debt service on the bonds that funded construction of the Student Recreation Center, the University Center building, and the ongoing maintenance costs of these facilities. If there are funds remaining after those items have been covered, the Board may expend the remaining funds as it wishes. In addition to the UC building and Student Rec Center, the UC manages the Humboldt Bay Aquatic Center in Eureka, the HSU Bookstore, HSU Dining Services, CenterArts and Center Activities. The UC also has a contract to provide management and accounting services to the Arcata Community Pool.
The University Center is governed by 14-member Board of Directors comprising seven students, three faculty members, one alumnus, one community member, and two HSU administrators. The Board is chaired by a student member as stipulated in the UC Bylaws.

Overview

During the President’s proposal to the Board of Directors on April 10, 2008, he noted that campus programs and activities need to place additional emphasis on communication and collaboration in order to be more responsive to the ever changing interests of students and to improve retention rates. He also stated that we need to explore and develop new enterprises that would provide the campus with essential services and generate funds that can be used to support Humboldt State University.

Having our staff more focused and working in coordination with our student activities colleagues will improve programs. Also, there are opportunities to be explored that may lead to new or improved campus services. To accomplish these goals we suggest that the Executive Committee look at how we might reorganize responsibilities within the UC that would make us more effective and efficient. One option would be for the University Center to create a sub-board that would have oversight for the University Center’s enterprise operations (see organization chart). The UC programs and facilities areas would report to the UC Board of Directors. The new University Center Enterprises sub-board would oversee the commercial operations and be responsible to the UC Board of Directors.

The University Center is a large complex organization, yet there may be some advantages in separating programs, activities and facilities from the enterprise operations. The UC has many dissimilar programs and business activities. Board members are either full-time students or work full-time, and juggle busy schedules. The grouping of similar activities between two boards would create more Board involvement and participation. Remember, Board members are not selected for their positions based on any particular experience or expertise they may have in overseeing a multi-faceted organization; therefore, the learning curve to fully understand fiduciary and legal responsibilities can be arduous. For the UC to be its best, Board members must have strength and confidence in their ability to analyze options and formulate decisions.

BN:lcp

cc: University Center Board of Directors
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Proposed Organizational Structure

**UNIVERSITY CENTER BOARD OF DIRECTORS**

**UNIVERSITY CENTER ENTERPRISES BOARD OF DIRECTORS**

**EXECUTIVE DIRECTOR**

### ENTERPRISE ACTIVITIES
- Retail Services
- Management Services
- Real Estate

### BUSINESS SERVICES
- Accounting
- Cashiering
- Payroll
- Information Technology Support
- Human Resources
- Contracted Services
  - University Center
  - HSU Advancement Foundation
  - HSU Alumni Assoc.
  - Associated Students
  - Arcata Community Pool

### HSU DINING SERVICES
- Residence Dining: The "J"
- Campus Dining: The Depot Windows Cafe
- Convenience Stores: South Campus Marketplace BSS Marketplace
- Catering
- Vending

### HSU BOOKSTORE
- Textbooks
- Custom Publishing
- General Books
- General Merchandise
- Computers & Software
- Copy Services
- Post Office
- Shipping & Receiving

### CENTERARTS
- Mainstage
- Special Events
- Artists & Schools
- Ticket Office

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