

Operating Guidelines

I. Introduction

II. History of the Student Union Building

- North Student Center --- 1968
- Student Union Building --- 1993
- North Addition --- 2000
- Snack Bar/Main Entrance --- 2001

III. Statement of Vision and Mission

. *Mission Statement:*

The Kutztown University Student Union Building (MSU) strives to be the cornerstone of the campus community. The Student Union Building shall provide the facilities, amenities and services to the University community to encourage an open atmosphere that enhances student life and the academic experience. The staff of the Student Union Building shall foster an interactive environment with students, staff, and faculty through formal and informal programs that promote social development and educational exchange. (Approved by MSU Advisory Board Spring 1998)

A. *Vision*

1. The Student Union Building will be the community center for the campus. The facilities and programs provided in this building should represent a well-considered plan for the entire University community.
2. The Student Union Building will provide services and programs that members of the campus community need in their daily life on campus.
3. The Student Union Building will be a part of the University's educational program. As such, it will provide opportunities for students to learn by participating in the governance of the facility; opportunities to participate in cultural, social, and recreational programs designed to make free time activity a cooperative factor with formal classroom activities; and opportunities for members of the campus community to know and understand one another through informal association outside the classroom.
4. The Student Union Building will be an agile partner with the University in the provision of services and technology to stakeholders.

IV. **Role of the College Union - ACUI 1956, 1996**

This document (attached) serves as a guide post for the development of programs and services for the Student Union Building. Accepted as the international benchmark of college unions, this document aids in the development and planning of services and programs in Kutztown University's Student Union Building.

V. Governance Structure

- . University President
 - a. Vice President for Student Affairs (or designee)
 - b. Student Union Director
 - c. Student Union Advisory Board (advisory capacity)
 - d. Student Government Board (consultant capacity)

VI. Organization Structure

- . University President
 - a. Division of Student Affairs
 - b. Student Union Building Operations Office

VII. Student Union Advisory Board:

State System Board of Governors policy entrusts University Presidents with the authority to regulate how all campus facilities, including student unions, are used. At the same time, in the spirit of shared governance, Kutztown University advocates student input and collaboration in all areas of university decision making. This participation is strongest in areas that directly affect student life. In this spirit, the Student Union Advisory Board has been established to advise and recommend issues related to policies, procedures, programming, and facility use to the University President through the Director of the MSU and the Vice President for Student Affairs.

Subject to the policies of the Board of Governors and the statutory responsibilities placed with University Presidents, a Student Union Advisory Board would review policies and make recommendations to the President, who has the decision-making authority regarding the use of the Student Union Building (MSU). Therefore, this document rescinds the approval of SGA Bill 96-8 as amended on November 4, 1996 and approved by President McFarland on November 11, 1996. The structure, which follows, reflects this change.

The Student Union Building Advisory Board (referred to hereafter as Advisory Board) is established by the University President as a means to provide student participation in decision making. The Advisory Board, through the Director of the Building and the Office of the Vice President for Student Affairs, recommends policies and procedures for consideration by the University President.

Specifically, the University President charges the Advisory Board:

1. Advise the Director regarding the nature of the programs, services, activities to be held, and allocation of physical space in the Student Union Building to ensure the needs of students, faculty, staff and other stake holder interests are served; and
2. Assist the Director in an advisory capacity in reviewing, formulating and recommending for approval to the President of the University, space allocation policies, procedures and decisions relative to Student Union Building operations.

A. *Membership:*

- The Advisory Board shall be composed of the following representatives:
- Two representatives of the Student Government Board (SGB);
- A representative of the Association of Campus Events (ACE);
- A representative of the Off-Campus Advisory Board (OCAC);
- A representative of the Residence Hall Association (RHA);
- A representative of the Greek Council;
- The Evening Facilities Coordinator of the Student Union Building;
- The Chief Financial Officer of the Student Government Association;
- The Director of Student Activities;
- The Director of Camps and Conferences;
- A staff member from the Facilities Management and Construction Department, chosen by the Director of Facilities Management and Construction;
- The Director of Administrative Services;
- The Director of Commuter Services;
- The Director of New Student Programs (added fall, 1999);
- A faculty member as appointed by the University Senate President; The Student Union Director - ex officio; and The Associate Vice President for Student Affairs - ex officio

B. *Chairperson:*

The Chair shall be recommended by the Advisory Board for approval by the Vice President for Student Affairs and the President of the University in consultation with the Student Government Board President.

C. *Role:*

To advise, guide and help improve the total environment, operations and programs of the Student Union Building by collective thought and group process.

D. *President's Role:*

The University President has the final approval of any requests or recommendations from the Advisory Board. This composition change and modified approval process supersedes any previous actions or agreements regarding the charge and authority of the Advisory Board and any related parties thereto, effective June 11, 1997.

VIII. **Budget:**

The Student Union Building is an auxiliary building; therefore, it must be totally maintained and operated by funds generated from the following: student union fee, the revenue generated from space rentals, and from funds generated from the rental of facilities and space to non-University organizations or any KU organization or department

sponsoring an activity that charges admission fees. Every attempt should be made to meet increasing costs from rental fees rather than automatic increases in the student fees.