

THE UNIVERSITY UNION

Who We Are

The University Union is a campus centerpiece and a home for students, faculty, staff and alumni of Sacramento State. The Union is the center of campus life and actively promotes school spirit and pride. An integral part of the educational process, it enhances student development through involvement and interaction with the campus and surrounding community by providing superior programs, services and facilities.

UNIQUE Programs

U.N.I.Q.U.E. = Union Network for Innovative & Quality University Entertainment.

UNIQUE Programs is a Sac State volunteer group that brings innovative, quality entertainment to campus.

Academic Year
2018-19 → **53** Events **17,625** Attendees

Examples: Nooner: Ghost Town Rebellion, Leo Xia, and Vince Vicari;
Movies: The Black Panther, Coco, Crazy Rich Asians, and Aquaman;
Tarana Burke, Salsa Loca Live, and Jesse McCartney

Gallery

The Gallery presents exhibits that offer tremendous diversity in both style and medium. It seeks to consistently present new artists and new visions to the campus community.

Academic Year
2018-19 → **14** Events **3,088** Attendees

Examples: Spring Delusions, Nurture, Beep Beep Boop, Mind Over Matter, More than Just Scribbles, Student Purchase Awards, and Save/[eARTH]

Terminal Lounge

The Terminal Lounge is a friendly and relaxing space to escape from the day. It offers laptop loans and a selection of board games like Apples to Apples, Battle of the Sexes, Monopoly, Scattergories, Taboo, Yatzee and much more.

Fall 2018
Utilization → **13,717** Students

Games Room

The Games Room offers **11** billiards tables, **9** screens for PS4, Xbox One, and Nintendo Switch, table tennis, and foosball.

Academic Year
2018-19 → **14** Events **157** Attendees

Examples: Fall 2018 Tournament - FIFA 19, NBA 2K19; Spring 2019 Tournament: Mortal Kombat X and Madden 19

Information Desk

The Information Desk assists students, faculty, staff, visitors, and the community with any questions in person, via phone and online. It provides an array of services such as Regional Transit schedules and maps, directory assistance, campus events info, and car jump starter service.

Year 2018
Desk Utilization → **23,080** Year 2019
Desk Utilization → **24,969**



Event Services

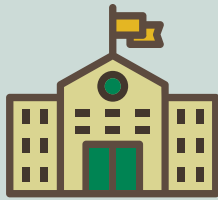
The Event Services team takes pride in offering customers superior service and creative solutions to assist on-campus organizations, community non-profit organizations, and campus affiliated individuals in planning events or conferences, and reserving meeting spaces.

	Academic Year			
	2015-2016	2016-2017	2017-2018	2018-2019
Total Union Events	8,952	8,656	7,738	7,839
Attendance	601,617	616,470	597,416	595,337
Ballroom Events	707	783	659	659

*AY 2017-2018 and 2018-2019 – construction years

Event Sponsor Type Usage and Distribution

(Academic Year 2018-2019)



University
Departments

3,760



Student
Organizations

2,180



Auxiliary
Organizations

1,844



Off campus
Organizations

54



Private
Party

1

Phlagleblast

Established in 2000, Phlagleblast is an annual event in which the University Union showcases all of the great vendors, offices and services the Union has to offer. Phlagleblast is held the second week of each Fall semester. The Phlagleblast game allows students, staff, and faculty to familiarize them with the Union.

September 5, 2018
"Phlagleblast-Off"- space
Theme



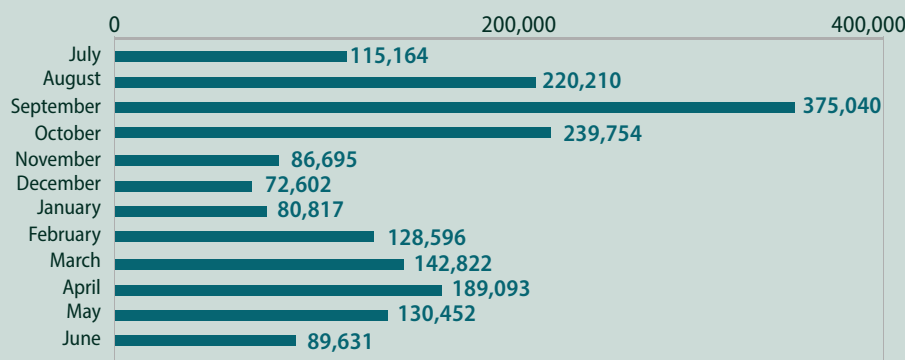
2,874
Completed
Game Cards

26,884
Door
Counter



Union Door Entry Counter

July 2018-June 2019



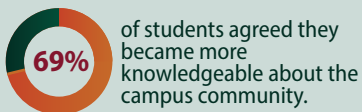
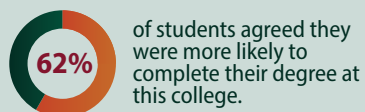
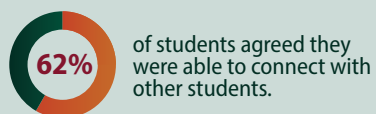
Social Media Analytics

		Followers	URL
UNIVERSITY UNION	Facebook	3,398	facebook.com/sacstateunion
	Instagram	4,410	instagram.com/sacstateunion
	Twitter	1,898	twitter.com/sacstateunion
UNIQUE PROGRAMS	Facebook	3,744	facebook.com/SacStateUNIQUEPrograms
	Instagram	3,448	instagram.com/SacStateUNIQUE
	Twitter	1,291	twitter.com/SacStateUNIQUE
GAMES ROOM	Facebook	519	facebook.com/SacStateGamesRoom
THE LAB	Facebook	289	facebook.com/thelabatsacstate



NASPA Consortium: Student Unions and Programming Results 2018-2019

As a result of attending programs, speakers, performances, or events at the Student Union



Overall, **84%** of students were satisfied with the Student Union.



Satisfied Students

- 87%** - Welcoming and comfortable atmosphere
- 72%** - Availability of lounges and meeting room space
- 72%** - Atmosphere that is conducive to studying