

Student Union

PROGRAM DESCRIPTION

The Student Union, in partnership with student leaders, creates and maintains community-focused spaces and programs. We house major centers, including: the Basic Needs Center, BeWell at bNorth, the Food Pantry, LEAD Center, Public Service Center, Queer Alliance Resource Center, Student Environmental Resource Center, and MultiCultural Community Center. We are also the seat for Student Government (the ASUC & GA) to which we provide accounting support and financial advising.

OUTCOMES

- Improved our sustainability by engaging our Green Team to work with our businesses and programs using sustainability score sheets, assessments, trainings, and certifications.
- Supported technology services and tools that improve student life with the Student Technology Fund.
- Revenue generated through the Student Union businesses contributed to supporting student organizations and student government programs.

DATA COLLECTION METHODS

Our data collection spans all of our programs and includes:

- Long-form data collection surveys
- Short-form client satisfaction questionnaires
- Focus groups
- Website, Google, and social media analytics
- Data collection from various point of sale and registration databases

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WHAT WE DO

We cultivate community at Cal!

The Student Union is a hub for services, student government, and organizations that help students and the campus community thrive. We operate programs and services that include the Cal Student Store, Berkeley Art Studio, Creative Lab, Event Services, and our non-profit social enterprise restaurants. We also host and support student-run businesses like a bike repair shop, the open computing facility, a thrift store, media center, and more.



We aim to create community-focused programs that bring the campus together.

10,271

EVENTS COORDINATED IN OUR SPACES AND ACROSS CAMPUS

\$2.7M

COMMERCIAL REVENUE GENERATED

8,441

REIMBURSEMENTS PROCESSED TO STUDENT ORGANIZATIONS FOR PROGRAMMING

1,621

ART CLASSES AND WORKSHOPS EXECUTED BY PROFESSIONAL ARTISTS IN OUR STUDIO

\$250,000

REVENUE CONTRIBUTED TO THE ASUC STUDENT GOVERNMENT TO SUPPORT STUDENT ORGANIZATIONS AND PROGRAMS



WHAT OUR WORK MEANS TO THE CAMPUS

We provide an array of services to campus. We have a dual reporting line to both Student Affairs and our Board, made up of students, faculty, and staff. This means we not only cultivate student leaders, but also empower them as important decision makers for the operation of our spaces and organization.

