

Abstract

Student affairs professionals across the country have intended for a student center or college union to be the unifying force and hub of community and activity that provides a collection of services, premier programmatic space and safe haven for students on college or university campuses. This strategic action plan considers existing services and programs of student centers and college unions on college and university campuses and offers suggestions to the working union professional for improving the participation at and operations of a facility. Through a review of literature, research study conducted with undergraduate students regarding use of the student center on campus, case studies of four successful facilities at four unique institutions, and best practices and trends highly regarded by industry professionals, the plan can be used in part or in whole and is intended to help professionals rejuvenate student centers and college unions. Six main objectives are considered, including student voice and representation, operations, marketing, programming, sustainability, and a collaborative relationship with other university departments.