

**CALIFORNIA STATE UNIVERSITY, SAN MARCOS
WELLNESS & RECREATION FACILITY**

**VOTER INFORMATION GUIDE
SPRING 2024**



PROPOSAL

California State University, San Marcos is proposing to lease space in a new mixed-use facility that will include approximately 60,000 square feet for wellness, basic needs, and recreation spaces and services. The Wellness & Recreation facility will provide student-oriented spaces and services to support all Cougars, both commuter and residential students, and promote the eight dimensions of wellness (emotional, physical, social, spiritual, financial, intellectual, environmental, and occupational). With a diverse student body, CSUSM stands committed to prioritizing physical and mental wellness as vital components to student development and providing valuable access to resources for students to learn and develop long-term healthy behaviors. We envision a hub dedicated to lifelong success, a catalyst that brings together CSUSM health, wellness, and student support services and programs into a singular destination that creates a sense of community and well-being.

CSUSM Students have advocated for increased wellness, basic needs and recreational spaces and services to support the needs and growth of the entire campus community since 2016. Since 2019, working groups of students and staff have been tasked to identify paths to achieve this goal. This effort has included two student surveys garnering over 2,400 respondents and multiple focus groups and forums with over 250 students, staff, and administrators. This intentional analysis and stakeholder

outreach was completed to ensure that the facility serves as a welcoming and inclusive environment that can be responsive to the campus community, while providing supportive and high-value services for the students of today and into the future.

Student interest and desire for the expansion of wellness, fitness, basic needs, and recreation continues to be overwhelming. When surveyed in the fall of 2023, 91% of students indicated that a new facility should be a high priority for CSUSM, with 53% indicating a Very High priority and an additional 38% indicating a High priority. When asked about the impact a new facility could have on the students and university community, over 90% of students surveyed said it would make a significant or moderate impact on attracting new students, improving students' quality of life, reducing stress, and overall enhancing the campus community.

Creating a Wellness & Recreation facility for CSUSM will require an increase in student fees. The current Recreation Fee is \$35 per semester. The direct operating costs for the facility require the Fee to be fully active when the building opens at minimum. It is currently anticipated that the facility will be open for use in 2026 – 2027, therefore, the fee increase is proposed to start a year prior to opening. The Recreation Fee will be increased by \$230 starting fall semester 2025. This fee revenue will support the purchase of furniture and equipment and fund the pre-opening efforts for additional full-time and part-time staff hires, training of part-time student staff, development of branding and materials, which are all necessary for a successful start. Each subsequent fall semester, the Fee would be increased by 3% to adjust for inflation and increases in the expense budget, which is a standard practice in the CSU. During the summer term, the Fee would be 25% of the prior fall semester Fee.

LOCATION

The Wellness & Recreation facility would be located in approximately 60,000 square feet on the lower floors of a new mixed-use building adjacent to campus and directly next to the QUAD. The Wellness & Recreation facility would have its own dedicated entrance on East Barham Drive that will be accessible to all CSUSM students. While no adjustments to the pedestrian pathways across East Barnham Drive are included in this current project, potential planning is considered in the future. The spaces and services would be accessible and available to all fee paying CSUSM students.



SOLICITED STUDENT STATEMENTS – PRO

- “Students are investing in a better future for the next generations that promote students' wellbeing through many opportunities/resources.”
- “The Wellness and Recreation facility will serve as a social hub, facilitating interactions among students from diverse backgrounds and fostering a sense of community and belonging.”
- “Promotes upward growth on campus to become a powerful institution in terms of the number of facilities we have on campus.”
- “Expands opportunities for students by having more space to have workshops, events, and wellness opportunities that can change the trajectory of student success in a positive way.”
- “Gives students another location to relax and escape the stress of school.”

- “Creates a home for Campus Recreation and adds desperately needed fitness and recreational spaces for programs.”

SOLICITED STUDENT STATEMENTS – CON

- “The fee increase will be a financial burden on many students. CSUSM has many students who rely on financial aid, housing support, and other resources to afford their education. By adding a significant increase to their tuition, this only harms those students who deserve an education at as little cost as possible.”
- “Some students may not be able to afford this additional cost, especially with the tuition increase. Students may also be unsure/unaware of where their money is going towards.”
- “With the fee increased, we will find more students struggling to pay for college, which makes them work more and not have time to spend quality time in this facility.”
- “Construction location could cause more traffic on the road near it.”
- “Limited parking near facility will impact access for students living off-campus.”
- “Noise and path disruptions from construction will impact students.”

THE PROPOSED PLAN INCLUDES THE FOLLOWING ELEMENTS:

- A “home away from home” atmosphere featuring unique program and activity spaces supporting wellness, recreation, relaxation, and social connection to promote wellbeing and build community.
- Active Zone - Over 10,000 square feet for cardio machines, functional fitness, and strength training equipment (more than triple the space of the Clarke Field House Fitness Center)
- Relaxation Zone – Dedicated wellness areas includes mindful reflection space, comfortable lounge seating and massage chairs for students to relax and rest.
- Rooftop Terrace Zone - Outdoor rooftop deck featuring synthetic turf field for fitness programs, intramurals, sport club workouts, teambuilding, student org events or other student activities. Includes walking / jogging path and lounge space for eating, studying, or socializing. Possible reservation space for student organization activities or student events.
- Indoor Courts - Two (2) standard-sized indoor courts suitable for basketball, volleyball, pickleball and events with spectator viewing area. Possible reservation space for student organization activities or student events.

- Movement Multi-Purpose Rooms - Three (3) Multi-Purpose Rooms (MPR) featuring flexible flooring for a variety of individual and group activities including group fitness classes like Zumba, Hip Hop Dance, strength-based cardio, Yoga, Pilates or mindfulness / meditation sessions. Possible reservation space for student organization activities or student events.
- Activity Rooms – Multiple activity rooms and gathering areas that will accommodate a wide range of wellness programming including arts & crafts, meditation, group counseling sessions, financial literacy courses, wellness classes, student organization club activities, and many more new programs. Possible reservation space for student organization activities or student events.
- Wellness Suite – Connect with wellness staff or peer leaders for resources and skill building workshops or destress in tranquil lounge seating areas or massage chairs.
- Commuter Lounge – Destination for residential and commuter students to access microwaves, food storage lockers, high quality vending, power and Wi-Fi.
- Esports Digital Collaboration Den – Play and gaming areas for practice, competitions, spectator viewing, studying, and socializing.
- Outdoor Wellness Courtyard - Secured outdoor courtyard (over 8,000 sq. ft.) providing hammocks, a wood deck patio with both fixed and flexible seating areas.
- Outdoor Adventures Hub & Rental Center - Provide students access to short term equipment and gear rentals for outdoor and adventure-based outings. Information Center for day and overnight trip registration and pre-travel workshops and trainings.
- Sport Club / Intramurals Office – Provide program information and registration, student support and equipment storage.
- Fitness Resource & Assessment Office – Connect with Fitness & Wellness staff or a Personal Trainer for orientations or guided workouts, complete fitness assessments or develop physical activity and nutritional plans.
- Gender Inclusive changing rooms and restrooms
- New Student Employment Opportunities (Anticipated 80 student assistant positions)

REFERENDUM DATES

On April 9th – 11th, 2024, all students will have the chance to participate in a campus-wide voting process called a referendum, the California State University System’s process for the creation of adjustment of a Category II campus-based student fee. As part of the referendum process, a team of students has been charged with conducting a series of focus groups, tabling around campus, visiting classes, hosting town halls, and generating content for social media. The referendum process is intended to be open and transparent, allowing students to make an informed decision regarding the Wellness & Recreation facility and the student fee increase required to fund the project.

For more information, visit the website at <https://www.csusm.edu/rec/referendum.html>

POLLING TIMES

On-line voting will begin at 7:00am on Tuesday, April 9th and be open until 5:00pm on Thursday, April 11th. Ballots will be emailed to eligible students via their university-registered email addresses. All matriculated students who pay the Recreation Fee are eligible to vote. For detailed information visit bit.ly/REC-WRF.

PROJECTED FEE INCREASE AND MONETARY IMPACT ANALYSIS STATEMENT

1. The proposed fee increase of \$230.00 per semester is in addition to the current Recreation Fee of \$35.00 per semester for fall and spring semesters. The full new fee of \$265.00 will begin in the fall of 2025 - 2026. It is anticipated that the facility will be open for use in 2026 - 2027.
2. The current Recreation Fee is not applied to summer terms. Beginning in 2026 -2027 and going forward, the summer Recreation Fee will be 25% of the base student fee for the fall and spring semesters.
3. The existing Recreation fee is authorized pursuant to California Education Code (EDC) Section 89721(h) – Instructionally Related Activities. To more appropriately support the programming and operating activities funded by the increased Recreation fee, the authority will be updated to EDC 89700 - Fees, rents, and charges.
4. To address the inflation of costs over time like utilities, staffing, and equipment, the Recreation Fee will increase by 3% annually which is standard practice for similar fees across the CSU. This increase will first take effect Fall 2026 for the 2026-2027 academic year and continue thereafter each fall term.
5. Students will not be assessed an additional membership fee to use the recreational facilities or basic group fitness classes. Nominal fees could be assessed for personal training and/or specialty classes.

FAQS

1. **Why is the fee being raised?**
 - a. We have quality recreation and wellness programs and services but a severe limit on space. Not only will the new facility provide increased recreation and wellness spaces, but the facility will be a destination and a centralized service space for students to prioritize physical and mental wellness.
2. **What will the fee be used for?**
 - a. The goal is to lease approximately 60,000 sq. ft. in a new mixed-use facility right next to the QUAD for Wellness, Basic Needs, and Recreation.

- 3. Why are you leasing space instead of building a new facility?**
 - a. We analyzed the cost to students to build a new facility during survey processes conducted during spring 2019 and spring 2023, the results of which indicated a potential fee increase of almost \$900 per semester for students. The traditional path to a building for students was too expensive.
- 4. Will only certain students be able to use the new facilities?**
 - a. No, the facility is for all enrolled CSUSM students that pay the Recreation Fee. For some enrolled students, the Recreation Fee can be opt-in, which can enable access to the facility inclusive of programs and services.
- 5. What is the current fee?**
 - a. The current Recreation Fee is \$35 per semester.
- 6. What is the proposed fee?**
 - a. The proposal would increase the Recreation Fee by \$230 per semester, to \$265 per semester. To address the inflation of costs over time like utilities, staffing, and equipment, the Recreation Fee will increase by 3% annually which is standard practice for similar fees across the CSU. This increase will first take effect Fall 2026 for the 2026-2027 academic year and continue thereafter each fall term.
- 7. What is the fee used for?**
 - a. Currently, the Fee is used for:
 - i. Pays salaries and benefits for professional staff who run the department and for student employees who lead excursions, offer fitness & wellness programs, coordinate sport club activities, provide open play, referee intramural games, support marketing and outreach etc.
 - ii. Pays operation and program costs for all Rec programs including fitness instructors and classes, wellness workshops, annual signature events (Wellness Fair / REC Fest), single day and multi-day excursions, intramural games and tournaments, specialized certification trainings (yoga, Zumba), etc.
 - iii. Subsidize travel costs for outdoor excursions (hiking, backpacking, kayaking, sailing, horseback riding, Outdoor Spring Break, renting campsites, etc.), travel, training, and competition costs for intramural and sports clubs.
 - iv. Pay insurance for all programs in addition to staff training, certification, professional development, marketing, and outreach costs.
 - v. Pay to repair or replace equipment/supplies and rent fields as necessary.
 - b. The increased fee will pay for the leasing and operational costs of the facility while increasing full-time, part-time, and student employment.
- 8. When would the fee go into effect?**
 - a. The increased fee will take effect for the academic year of 2025 - 2026.
- 9. Will my financial aid cover it?**
 - a. Yes, the Recreation Fee is a mandatory student fee and would be factored into students' total cost of education and impacts on estimated family contribution. Therefore,

financial aid (including grants and loans) can be used to cover increases in these mandatory fees. Nearly 80% of students utilize financial aid at CSUSM. Always defer to the financial aid office with any questions related to student fees and/or financial aid.

10. What will the proposed new facility provide for students?

- a. The new facility will provide additional and expanded spaces for student-centered programs and services, create social areas for engagement and skill-building and centralize physical and mental wellness resources to support student success and community at CSUSM.
- b. About 80 student employment positions will be created to support operations, services and programs in this facility promoting leadership and professional development opportunities.
- c. We envision a hub dedicated to lifelong success, a catalyst that brings together CSUSM health, wellness, and student support services and programs into a destination that creates a sense of community and well-being.

11. How will wellness programs be incorporated into the new facility?

- a. With a goal of creating intentional student focused programs based on the 8 Dimensions of Wellness, this proposed plan includes additional full time and part time staff hires for Wellness Programs. The addition of one full time wellness staff position in addition to wellness student assistants will build synergy and partnerships with existing wellness service areas including but not limited to ASI, Cougar Pantry, Student, Health & Counseling Services, HOPE & Wellness Center, Cougar Care Network, academic programs and more.