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The Future U Project

Press Kit

Thank you for your interest in The Future U Project!
Here you can find information to help you share our story.

Purpose

The Future U Project is a year-long student involvement campaign to connect, engage and listen to what students need in a possible renovation and expansion of the University Student Union (USU). The USU is owned and operated by students, and nothing happens in the facility without student input. Any renovation or expansion cannot and will not happen without student involvement.

Our goal is to engage and inform 15,000 stakeholders about a possible renovation and expansion of the USU. To accomplish this, ASI has launched The Future U Project campaign. Throughout the campaign, ASI will host various engagement opportunities for students to provide their feedback, including, but not limited to, events, town halls, meetings with student organizations and stakeholders, and online feedback opportunities.

Now is your chance to "Create Tomorrow Today."

Why Now?

As of Fall 2021, Long Beach State University (LBSU) has the second-highest enrollment in the entire CSU system. The USU was created to directly benefit students and without major renovation or expansion since 1998, it has struggled to meet our growing population's needs. Due to the age and lifespan of the equipment, infrastructure and major systems are failing despite our best efforts. Students' on-campus experiences are impacted by the limitations of our current USU. With The Future U project, we plan to address these issues based on student input.

How will students be affected?

The USU is the epicenter of campus resources and services. ASI's primary concern is students' on-campus experience and in this time of growth, The Future U project is now focused on consulting students and listening to their needs.

Thus far, we have heard the need for more study and lounge space, accessibility, food options and sustainability within the USU. Our student first philosophy relies on extensive student input and with The Future U project, students will be asked to provide their opinion on necessary USU improvements. Students pay each semester for USU resources; any improvements *need* to be informed by student engagement. Any fee increase necessary for the USU renovation would only go into effect the fall semester of the academic year the building is expected to be open.

Our Process

The Future U project is guided by the process of Alternative Consultation where ASI engages with a large portion of the student body, educates them on the goals of The Future U project and then gathers their

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input to shape the proposed improvements. To support this process, The Future U project is producing several on-campus events, ongoing activities and communications campaigns to encourage as many opportunities as possible for students to give their feedback.

For More Project Information:

Website: asicsulb.org/futureu

Survey: asicsulb.org/futureu-survey

Social: @csulbasi for Instagram, Facebook, TikTok, and Twitter

Photos and Graphics: [The Future U Project Press Kit](#)

For all project and presentation requests:

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