

OFFICE OF ENTERPRISE OPERATIONS CHARTER

Created 5/27/03
Amended 4/20/04
Amended 6/01/05
Amended 3/15/06

ARTICLE I: NAME

The body governed by this charter shall be known as the Office of Enterprise Operations.

ARTICLE II: PURPOSE

The Office of Enterprise Operations functions as a service to the Associated Students in the area of business management, expansion, and development. It exists to improve both the service and efficacy of current Associated Students' Enterprises, while simultaneously building foundations for future AS run student enterprises. Additionally, the office shall work towards the procurement of future enterprise locations by taking an active role in cooperation with AS representatives to all pertinent and applicable committees, throughout their appointment process and term of office. Finally, the office shall develop connections with both students, and campus organizations, interested in entrepreneurial business efforts, by organizing outreach efforts to these students and/or organizations.

- A. The areas through which the Office of Enterprise Operations seeks to maintain and improve existing Associated Students Enterprises include, but are not limited to, the following:
 - 1. Overseeing operations, enhancing efficiency, and setting direction for the ASUCSD Enterprises by coordinating logistics, discussing relevant issues, and eliminating committee or personnel redundancy.
 - 2. Analyzing and discussing the status or progress of current enterprises.
 - 3. Strengthening the sense of cooperation between the Enterprises and the ASUCSD.
 - 4. Encouraging the exchange of effective management ideas between the various Enterprises.
- B. The areas through which the Office of Enterprise Operations seeks to develop future enterprises include, but are not limited to, the following:
 - 1. Establishing the necessary groundwork for pursuing new enterprises, including the creation of any and all necessary student committees
 - 2. Obtaining the support of existing committees, such as the University Centers Advisory Board (UCAB) or others, throughout the enterprise creation process
 - 3. Researching and preparing finalized concepts of new enterprises for AS Council review and approval.
 - 4. Developing applicable business plans and coordinating enterprise startup procedures
 - 5. Reviewing enterprise functionality as it transitions from a pending operation to an existing operation.
- C. The areas through which the Office of Enterprise Operations seeks to procure and/or reserve future space for potential enterprises include, but are not limited to, the following:
 - 1. Cooperation with the Office of the Vice President Internal upon appointments to members of Building Advisory Committees (BAC's), Design Review Boards (DRB's), or campus planning committees, such as the Campus/Community Planning Committee (C/CPC).
 - 2. Communication with appointed members to the above listed committees and articulation of goals or plans by the Office of Enterprise Operations.
 - 3. Active correspondence with all necessary committees and boards of planning to ensure to the consideration of the Associated Students and potential student run enterprises in future campus development.
- D. The areas through which the Office of Enterprise Operations seeks to develop connections with individual students or campus organizations include, but are not limited to, the following:
 - 1. Promotion of the Office of Enterprise Operations as an advocacy body for student entrepreneurial efforts.
 - 2. Active communication with registered campus organizations that seek to support student entrepreneurial efforts.
 - 3. Continued support of student or organization based enterprises through staff cooperation and assistance when said enterprises do not directly compete with established enterprises of the Associated Students.

ARTICLE III: MEMBERSHIP

A. ASUCSD Commissioner of Enterprise Operations, herein called "the Commissioner"

- 1. The Commissioner oversees all activities within the Office of Enterprise Operations
- 2. The Commissioner selects and chairs the membership of the Office of Enterprise Operations.

B. Enterprise Operations Board of Directors

- 1. The Enterprise Operations Board of Directors, herein referred to collectively as the "Board", shall contain the following:
 - a. Assistant Commissioner of Enterprise Operations
 - b. Director of Marketing

- c. Director of Campus Outreach
 - d. Director of Enterprise Development
 - e. Director of Housing and Dining Operations
 - f. Director of Recreational Operations
 - g. Director of Academic Operations
2. Members of the Board share the responsibilities of the Commissioner and partake in the day to day management and operations of the office.
 3. Members of the Board shall be appointed at the discretion of the Commissioner and through the ratification by majority vote of the ASUCSD Council.

ARTICLE IV: MEETINGS

- A. Meetings of the Board are to be held at the discretion of the Commissioner as defined by the Commissioner. Weekly or biweekly (every two weeks) meetings are suggested.
- B. Meetings with the managers of each enterprise are to be held at the discretion of the Commissioner as defined by the Commissioner. Weekly or biweekly (every two weeks) meetings are suggested.

ARTICLE V: DUTIES

A. ASUCSD Commissioner of Enterprise Operations, herein called "the Commissioner"

1. The Commissioner oversees all business and management within the office of Enterprise Operations
2. The Commissioner manages operations including, but not limited to, the following:
 - a. A.S. Lecture Notes
 - b. Soft Reserves
 - c. The Grove Caffé
 - d. The UCSD Challenge Course
 - e. ~~Micro101 Rentals~~ (***)This amendment shall go into effect July 1, 2006(***)
 - e. Senior Memory Book
 - f. Sanddollar Company Massage Chairs
 - g. Pending and/or future enterprises to be created by the ASUCSD.
3. As described in Article II, Sections B & C of this document, the Commissioner shall seek out new enterprise options and ensure steps to concretize such enterprises.
4. As provided by the Constitution of the ASUCSD, the Commissioner or a selected director of the Board shall sit on the University Centers Advisory Board as a voting member, advocating on behalf of the Associated Students and articulating the goals and viewpoints of the A.S.

B. Board of Directors

1. Assistant Commissioner of Enterprise Operations
 - a. Shall work directly with the Commissioner and assist in all day to day responsibilities of the Office of Enterprise Operations, as outlined in this document.
 - b. Shall coordinate efforts with the entire Enterprise Operations Staff on the promotion, development, and creation of student owned enterprises.
 - c. Shall assist the Commissioner in management and oversight of Enterprises as deemed necessary
 - d. Shall act as the official delegate of the Commissioner in his or her absence and shall perform the duties of the Commissioner for an interim period if the Commissioner should leave office for any reason.
2. Director of Marketing
 - a. Shall be responsible for promoting and advertising all A.S. Enterprises.
 - b. Shall lead the creation and development of new and innovative ways of promoting A.S. Enterprises to students, staff, and faculty.
 - c. Shall work with the Enterprise Information Director to find new sources of advertisement.
 - d. Shall submit a monthly written report to the Commissioner.
3. Director of Campus Outreach
 - a. Shall be responsible for dissemination of information regarding the A.S. Enterprises to the ASUCSD. This includes, but is not be limited to, making information pertinent to the ASUCSD available via the World Wide Web or other sources.
 - b. Shall contact student organizations regarding the dissemination of pertinent information and availability of posting space.
 - c. Shall work with the Student Organizations and Leadership Opportunities office, the University Centers Administration, and other campus organizations to help coordinate the dissemination of information.
 - d. Shall work with the Director of Marketing to obtain new materials of publicity to use when distributing information.
 - e. Shall submit a monthly written report to the Commissioner.
4. Director of Enterprise Development
 - a. Shall determine new ways to create revenue through the existing A.S. Enterprises
 - b. Shall focus on understanding currently operating businesses and determining how to most effectively direct them to meet the needs of the students and create revenue

- a. Shall work with the Commissioner to research and develop innovative new opportunities for A.S. Enterprises.
 - b. Shall determine the feasibility and fiscal impact of potential new enterprises.
 - c. Shall work with the Commissioner to develop a business and operational plan for any proposed new enterprises.
 - d. Shall submit a monthly written report to the Commissioner.
- 5. Director of Dining Operations
 - a. Shall work on behalf of the Commissioner to monitor and oversee dining and/or food related operations, including, but not limited to, the Grove Café
 - b. Shall work with the Director of Enterprise Development to institute new programs and opportunities for these enterprises
 - c. Shall submit a monthly written report to the Commissioner
- 6. Director of Recreational Operations
 - a. Shall work on behalf of the Commissioner to monitor and oversee recreational related operations, including, but not limited to, the UCSD Challenge Course
 - b. Shall work with the Director of Enterprise Development to institute new programs and opportunities for these enterprises
 - c. Shall submit a monthly written report to the Commissioner
- 7. Director of Academic Operations
 - a. Shall work on behalf of the Commissioner to monitor and oversee academic related operations, including, but not limited to, Soft Reserves and Lecture Notes
 - b. Shall work with the Director of Enterprise Development to institute new programs and opportunities for these enterprises
 - c. Shall submit a monthly written report to the Commissioner
- C. Manager Enterprise Duties (herein called the “Manager”)**
 - 1. The Manager shall oversee all business/management within the enterprise they are responsible for.
 - 2. The Manager shall meet with the Commissioner shall meet with on a weekly or biweekly basis to discuss past, current, or future business opportunities.
 - 3. The Manager shall coordinate efforts with the Enterprises staff to further promote the enterprise.
- C. Advisory Committees**
 - 1. Shall be created as deemed necessary by the Commissioner
 - 2. Shall be appointed with necessary members at the discretion of the Commissioner
- D. AS Commissioner of Enterprise Operations Emeritus**
 - 1. Shall be the immediate past Commissioner of Enterprise Operations.
 - 2. Shall provide assistance and guidance to the Enterprise Operations office at the request of the Commissioner.
 - 3. Shall advise the Commissioner and Board when necessary.
 - 4. Shall coordinate records of office alumni.
 - 5. Shall act as the Office of Enterprise Operations historian and be given access to the Office at the discretion of the Commissioner to do so.

ARTICLE VI: POWERS

- A.** In accordance with the powers of the Associated Students of the University of California at San Diego, the Office of Enterprise Operations is hereby recognized and established as the official service of the ASUCSD to provide management and oversee operations for all AS owned, operated, or affiliated enterprises.
- B.** The Office of Enterprise Operations shall be the sole negotiator of entrepreneurial business contracts on behalf of the Associated Students. These contracts are binding once presented as official business to the AS Council and signed by the Commissioner and AS President.

ARTICLE VII: FUNDING

- A.** The Office of Enterprise Operations will receive an annual allocation from the Student Activity Fee monies to cover general office operating costs and expenses where relevant. Additional funds will be requested as needed from the ASUCSD Council.

ARTICLE VIII: FACILITIES

- A.** The Office of Enterprise Operations is housed within the Price Center Student Government offices, and will be guaranteed an office with sufficient materials to enable to conduct its business in a proper fashion.

ARTICLE IX: RATIFICATION AND AMENDMENTS

- A.** This charter shall become effective upon a majority vote of the ASUCSD Council and shall remain effective until amended, repealed, or replaced by the same or a subsequent ASUCSD Council
- B.** Amendments to this charter require a majority vote of the ASUCSD Council.

GLOSSARY:

Enterprises: Revenue generating entities that shall provide needed goods to students and/or the community at large. Enterprises shall be subdivided into two categories: Auxiliary Enterprises and Academic Enterprises. Academic Enterprises shall consist of all Enterprises whose goods are offered to promote increased levels of students’

academic welfare. Auxiliary Enterprises shall consist of all other Enterprises. Prices for these goods and services shall be set at or equal to fair market value. Each Enterprise shall be operated in a manner consistent with fair business practices and with positive net income goals. If such income goals cannot be met by a specific Enterprise, but the goods offered by that Enterprise are considered desirable then that Enterprise shall be subsidized by the A. S. Income Unallocated Account until such time that total costs are deemed to exceed the benefits of the continuation of that Enterprise. The lack of subsidization along with continued net income losses will result in the dissolution of the Enterprise.