

**EXAM CONTENT OUTLINE**  
**College Unions Exam: CSAEd-CU™**

<b>% of Exam Items</b>	<b>Domain</b>	<b>Sub-Domains</b>	<b>Knowledge &amp; Tasks</b>
8%	Student Learning, Development, and Success	1. Develop and implement programs and services for holistic student success.	1a. Advise student organizations to maximize student development, leadership, inclusion, engagement, and safety. 1b. Manage complex events and programs, including timelines as well as contracted talent and vendors. 1c. Create and maintain physical spaces for students to connect learning to life. 1d. Design and implement policies, programs, and services where students interact across different lived experiences and identities.
2%	Assessment and Evaluation	1. Engage in comprehensive and cyclical assessment and evaluation planning.	1a. Engage professional and student staff in ongoing feedback.
11%	Social Justice and Inclusion	1. Acknowledge and address systems of oppression, privilege, and power. 2. Create living and learning environments that foster equitable participation of all groups. 3. Create opportunities to advocate for social justice values in policies, programs, practice and procedures.	1a. Engage professional and student staff in training. 2a. Identify the relationship between the physical and constructed environments to building community, campus climate, and sense of student belonging. 2b. Design accessible physical spaces, programs, and services. 3a. Identify the laws related to freedom of speech and policies on open expression and how they frame advocacy, protest, and communications. 3b. Adopt policies that foster equity and inclusion.

12%	Leadership	<ol style="list-style-type: none"> <li>1. Establish priorities and outcomes that align to unit/department, divisional, and institutional vision.</li> <li>2. Build coalitions and consensus between and across the unit/department, division, academic, and external community levels to foster institutional success.</li> <li>3. Develop and employ a marketing/communications plan.</li> </ol>	<ol style="list-style-type: none"> <li>1a. Communicate and advocate for the College Union Idea.</li> <li>2a. Include and engage students in decision-making processes and policies.</li> <li>3a. Apply institutional and departmental mission and goals to branding.</li> <li>3b. Develop a product, program, or service based on demonstrated campus community needs.</li> <li>3c. Anticipate how a product, program, or service would affect or be interpreted by various campus populations.</li> <li>3d. Use student learning outcomes data to support and drive the selection of developmentally appropriate marketing techniques.</li> </ol>
12%	Talent Management	<ol style="list-style-type: none"> <li>1. Orient and train staff.</li> <li>2. Supervise and develop staff (performance management, processes).</li> <li>3. Develop and maintain effective organizational culture.</li> </ol>	<ol style="list-style-type: none"> <li>1a. Develop, implement, and assess customer service policies and practices.</li> <li>2a. Determine the difference between strategies for supervising and developing staff versus developing volunteers, such as student organization advisors and chaperones at events.</li> <li>2b. Develop effective policies, guidelines, and ethics for promotion.</li> <li>3a. Plan for human resource considerations related to facility expansion or new facility construction.</li> <li>3b. Lead departmental change while maintaining morale.</li> <li>3c. Demonstrate an understanding of group dynamic stages and how organizations move through them.</li> </ol>
12%	Crisis and Risk Management	<ol style="list-style-type: none"> <li>1. Develop and implement risk and crisis preparation and management plans.</li> </ol>	<ol style="list-style-type: none"> <li>1a. De-escalate situations with individuals.</li> <li>1b. Develop and execute venue-specific risk and safety policies, procedures, and emergency management plans for the use of the institutional community.</li> <li>1c. Maintain appropriate work health and safety practices and legal requirements.</li> <li>1d. Develop business continuity plans to address different types of</li> </ol>

		2. Respond to and manage information and data.	<p>campus risk</p> <p>1e. Develop plans for high-profile speakers/events and manage risk including reputational risk.</p> <p>2a. Plan for succession of information and data.</p>
42%	Financial and Facility Management	<p>1. Manage financial resources.</p> <p>2. Manage facility resources.</p> <p>3. Advocate for and manage spaces equitably.</p>	<p>1a. Explain the difference between the use of student activity and facility fees, implications for practice, and regulations of their use compared to other types of funding.</p> <p>1b. Apply marketing techniques to drive campus community engagement and revenue growth.</p> <p>1c. Develop and maintain inventory processes and control systems for retail goods, spare parts and materials, and cash handling.</p> <p>1d. Describe how P3 (Public/private partnership) funding vehicles work and their effects on the student experience.</p> <p>1e. Use principles of fundraising and development to raise and manage donor funds.</p> <p>1f. Write and manage RFPs.</p> <p>1g. Communicate reasoning to prioritize needed resources and new initiatives.</p> <p>2a. Manage facility renovation projects.</p> <p>2b. Lead new construction projects as owner representative on a design and construction team.</p> <p>2c. Identify and explain international and local fire codes, and other facilities-related laws.</p> <p>2d. Develop and maintain inventory processes and control systems for equipment.</p> <p>2e. Operate and maintain basic audio/visual equipment.</p> <p>2f. Create and use facility audits and deferred maintenance plans.</p> <p>2g. Develop and implement plans for preventative, periodic, and corrective maintenance of facilities.</p> <p>3a. Advocate for space utilization that conforms to applicable laws and policies for all abilities.</p> <p>3b. Evaluate space usage and plan based on assessment data.</p> <p>3c. Actively collaborate during design and construction.</p> <p>3d. Advocate for use of inclusive design principles in design, construction, and renovation of facilities and technology.</p>

		4. Lead facility planning.	<ul style="list-style-type: none"><li>4a. Articulate how space usage impacts losing/gaining space on programs and functions.</li><li>4b. Use qualitative and quantitative measurement tools to inform facility enhancements and capital planning.</li><li>4c. Plan for the fiscal impact of design and lead time on a project.</li><li>4d. Identify interior design principles and their impacts on student experience.</li><li>4e. Gather and build support from constituents who will be using the facility/space.</li></ul>
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