

FORT HAYS STATE UNIVERSITY

Memorial Union

2004-2005 Annual Report

The Memorial Union is the community center of Fort Hays State University, serving students, faculty, staff, alumni, and guests. The Memorial Union is an organization offering a variety of programs, activities, services, and facilities that, when taken together, represent a well-considered plan for the community life of the University.

**Memorial Union ...Making
Good Things Happen!**



FORT HAYS STATE UNIVERSITY

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Memorial Union

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MEMORIAL UNION

Fort Hays State University

Annual Report

2004 - 2005

Introduction

In the fall of 2004, an affinity diagram for the Memorial Union was updated to include a newly developed vision statement for the Memorial Union. In this plan, the following characteristics were described that would describe an outstanding Memorial Union operation:

- Student involvement through participation and leadership on advisory and programming boards and through student employment.
- Programs that promote learning and development, with opportunities for student and faculty participation, interaction and collaboration.
- Quality facilities, technology, furnishings and equipment that are clean, safe, comfortable, attractive and well-maintained.
- Effective leadership and organizational structure.
- Sound budgeting and financial planning practices.
- Successful marketing efforts to create awareness of the Union's services, programs and facilities, and to increase the usage of the Memorial Union.
- Assessment strategies to determine the degree that mission and goals of the Union are being met.



A number of goals were determined, as well as the strategies to be used to achieve the goals. This annual report reviews the activities and the accomplishments in relation to the above goals that have occurred in the past fiscal year from July 1, 2004 through June 30, 2005. Also included is a report on the activity of the Beach/Schmidt Performing Arts Center, an area of responsibility under the Memorial Union Director.

Facilities

During the past year efforts, were made to repair and maintain the physical structure of Memorial Union, and to bring improvements. Facility changes and improvements included:

- The TV Lounge was re-named the Tiger Cove. Two pool tables and one foosball table was added, with new pool table lights. The furniture was re-arranged, the back wall painted, and the Tiger logo and signage was added. The response has been very positive, as students use the new space frequently.



- To improve the appearance of the terrazzo floors, a new floor scrubber was purchased. All the terrazzo floors were stripped, cleaned and waxed. Also, the wood floors in the two ballrooms were also recoated with polyurethane.
 - Table covers in black and gold colors were purchased to promote the colors of FHSU and to improve the appearance of tables for meetings and special events. Also, table cloths were purchased for use in several meeting rooms to cover the less-attractive folding tables.
 - The University logo applied to the west wall in the Fort Hays Ballroom, and more decorative light bulbs replaced the plain light bulbs in the wall sconces.
 - The bulletin board area in the 1st floor lobby outside of Union Station was redesigned. The unattractive carpeted buy/sell/ride board was taken down, a new career center bulletin board was added, and two bulletin boards were “re-themed.”
 - The phone area near the Student Service Center was re-designed. The lighted calendar/message board was relocated to this area, one pay phone was removed, and the background received a lining of cork.
- The Union Cafeteria also received a name change and new food concepts. The name has been changed to Union Station, and a Pizza Hut and Starbucks coffee operation were added. This year the number of students eating in Union station has increased significantly from past years.
 - Round tables for banquets in the Union have been purchased. This provides additional set-up options for customers having events in the Fort Hays Ballroom or Black and Gold Room.

Other renovations and improvements were contemplated, but put on hold because of the upcoming Union renovation starting in 2005.

The Memorial Union maintenance staff members were busy throughout the year performing routine maintenance and responding to equipment and facilities problems and needs. These include:

- Renovation of food service area for Pizza Hut and Starbucks Coffee operations
- Cooling tower repair
- Oven repair in kitchen
- Replacement of double door refrigerator
- Repair of kitchen drain lines
- Assisting with bowling machine removal
- Assisting with dismantling of Student Health Center area prior to moving to Wiest Hall.

In addition, they provided valuable input to the Memorial Union renovation planners because of their knowledge of the facility and its mechanical, electrical, structural and plumbing systems.

Meeting Room Reservations

In fiscal year 2004-2005, there were a total of 2,078 reservations for use of Memorial Union spaces. Of these, 84% were on-campus groups, and 16% were from off-campus. A total of 365 events included food service of some type, which is 17% of all reservations. Charts and graphs depicting annual totals as well as monthly summaries appear below and on the following page.

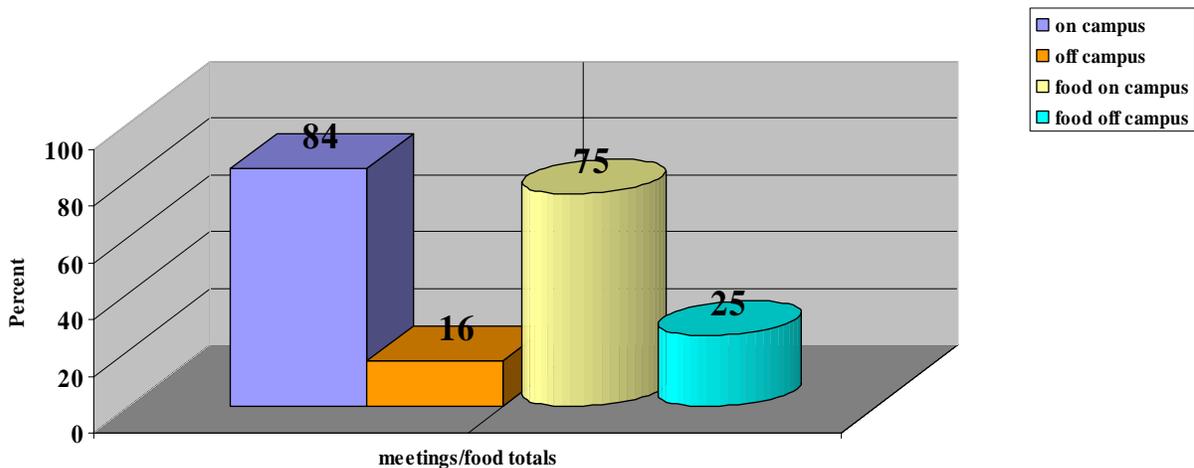


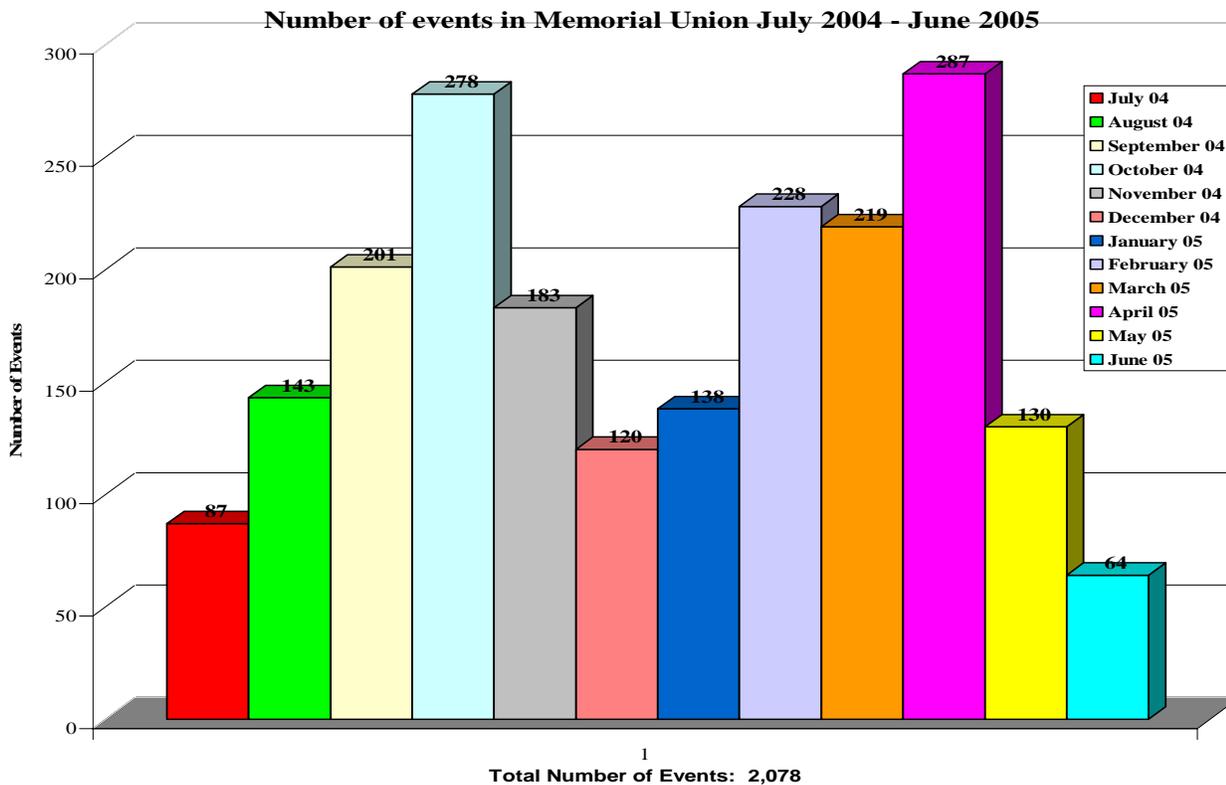
The room reservations system has gone 100% computerized, using a system called Scheduler Plus from CEO software. This has made the process more efficient, and allowed the schedule to be placed on-line on the University's web site. "Today in the Union" signs on the first floor indicate name and location of daily events. Signs outside each meeting room also list the meeting times that occur in the room.

ROOM RESERVATIONS FOR MEMORIAL UNION – 2004-2005

	MEETING		FOOD		REVENUE	
	NUMBER OF EVENTS		NUMBER OF EVENTS		OFF-CAMPUS GROUPS	
	On-Campus	Off-Campus	On-Campus	Off-Campus	Room Rental	Equipment
TOTAL	1,751	327	272	93	\$11,829.02	\$180.00
COMBINED ON- AND OFF- CAMPUS	2,078		365		\$12,009.02	

Annual Totals 04-05





Memorial Union Renovation Plans

With the successful outcome of the student fee referendum last year, planning began in earnest for the renovation of the Memorial Union. The architectural firm Howard & Helmer, with David White, AIA Principal/Managing Architect was selected. The design team includes:

Brack and Associates P.A.

Mechanical, Electrical and Plumbing Engineering

Dudley Williams and Associates

Structural Engineering

Montgomery Hoffman Associates

Kitchen Planning

A Memorial Union renovation committee of students faculty and staff was formed and met on a regular basis to help in the design and planning. Open meetings were held in order to give everyone an opportunity to provide input. Planning continued through the summer of 2005. Renovation is expected to begin in October, 2005.

In preparation for renovation, the 12 bowling machines and lanes were contracted for removal by Hilltop Lanes, a bowling refurbishing company from Ohio. The Student Health Center moved temporarily to Wiest Hall, and the Senior Companion Office moved to Picken Hall.

The principal desired outcome of the renovation is to transform the Memorial Union into a main destination point for students. A principal component will be to repurpose existing areas of the lower (basement) level into spaces which serve current student needs. Specific desired renovation outcomes include, but are not limited to:

- Creation of a new student lounge, dining and performance area.
- Expand the Student Government (SGA), University Activities Board (UAB) and Student Organization office space into a new “center for student involvement.”
- Renovation of cafeteria and seating area into modern food court.
- Expansion of Student Health Center and University Book Store space.
- Creation of new building entrance and lobby at public parking (west) side.
- Creation of visual connectivity between ground level and lower level.
- Upgrade to state-of-the-art technology throughout the facility.
- Replace and upgrade HVAC/mechanical, plumbing and electrical systems.
- Replace doors and windows throughout the building.
- Replace roof and clean exterior to original condition.
- Enhance east entrances, creating outdoor patio area.
- Redesign west entrance drive/drop-off area.

Tiger Card Center

After much research, new photo ID card equipment was purchased for the Tiger Card Center. The center expanded from two stations to three stations, which helped move the students quicker through the center during Tiger registration. The equipment was purchased from Midwest Card and ID Solutions in Riverside, MO. Technical support for the purchase and installation of the systems was provided by Mike Nease and Jackie Ruder from the Computing Center

During the past fiscal year, there were 1,363 new ID cards made, and 939 replacement cards were made.

University Activities Board

The University Activities Board (UAB) consists of dedicated students who planned and implemented educational, cultural and social programs for the Fort Hays State University campus. The innovative programs helped create a vibrant and exciting campus. Several new programs this year included Art ala Carte and College Bowl. The out-of-classroom learning opportunities assisted



students in applying their classroom knowledge and developing personal skills and competencies. UAB is advised by Carol Brock, Student Activities and Special Events Coordinator. The following students served as officers of UAB in 2004 - 2005:

- Jamie Weil President
- Josh McMahan Vice President
- Ashley Inslee Vice President
- Aaron Rockers Music Chair
- Chris McKenna Technical Chair
- Rekala Miller Executive Office Assistant

The following events were planned by the University Activities Board:

- Megan Mooney August 19 Wiest Hall
- Back-to-School Splash August 21 Hays Aquatic Center
- Back-to-School Picnic August 23 Quad
- Sweets & Meet August 24 McMIndes Hall
- Drive-In Movie September 2 Lewis Field
- Changing Places September 17, 18 McMIndes and Agnew Halls
- September Jam September 25 Frontier Park
- Art ala Carte various Memorial Union
- Buzz Sutherland September 28 Wiest Hall
- Dave Russo October 4 Wiest Hall
- Homecoming Events October 16 Various Locations
- Tom Deluca October 21 Beach/Schmidt PAC
- Coach Carter November 16 Beach/Schmidt PAC
- Jamie Lissow December 7 Wiest Hall
- College Bowl February 5 Memorial Union
- Sean Smith February 3 McMIndes
- Johnny Walker February 9 Wiest Hall
- E-baby February 22 Memorial Union
- Wendy Fox March 15 Beach/Schmidt PAC
- Girls Night Out March 30 McMIndes Hall
- Jamaican Me Crazy!
 - Tiger Idol April 24 Beach/Schmidt PAC
 - Kinno/Kargas April 25 Beach/Schmidt PAC
 - Drive-In Movie April 27 Lewis Field
 - Luau April 28 Quad
- Block Party May 2 McMIndes, Wiest Halls

Several students from UAB attended the national and regional National Association of Campus Activities (NACA) conferences. Jacque McKenna, UAB member, completed a second term as student member of the NACA Board of Directors.

Student Service Center

The Student Service Center performs numerous services for the campus community. They include:

- Personal check cashing
- Ticket sales
- FAX services
- Payment center for Tiger Tots Nurture Center
- Postal services
- Distribution of student paychecks
- Pool cues, balls and foosball distribution

The following list indicates the number of times services were accessed:

▪ Pool Table check out	415
▪ Foosball check out	48
▪ Checks cashed	549
▪ Discount movie tickets sold	422
▪ World of Fun tickets sold	55
▪ KC Renaissance Fair tickets sold	43

Other ticket sales through the Student Service Center included football, basketball, Spring Fling, HAC events (3), Student Leadership Banquet, UAB items (Tiger bracelets) and events, Barbershop show, Cancer Council, Caps & Gown, and Rodeo.

Encore Series tickets were also sold through the Student Service Center. The numbers of tickets sold appears in the next section of this report.



Encore Series

The Encore Series entered its 23rd year with eight performing arts programs and one performance that was outside the series. The programs and dates were:

▪ Henan Kung Fu Delegation,	Sept. 23
▪ Capitol Steps	Oct. 17
▪ Crazy for You	Nov. 3
▪ Camerata Sweden	Nov.11
▪ Jack Daniel's Silver Cornet Band	Dec. 5
▪ The Ten Tenors	Feb 15
▪ St. Petersburg Classic Ballet	Feb. 28
▪ Guy Lombardo's Royal Canadians	Mar. 16
▪ Pilobolus	April 17

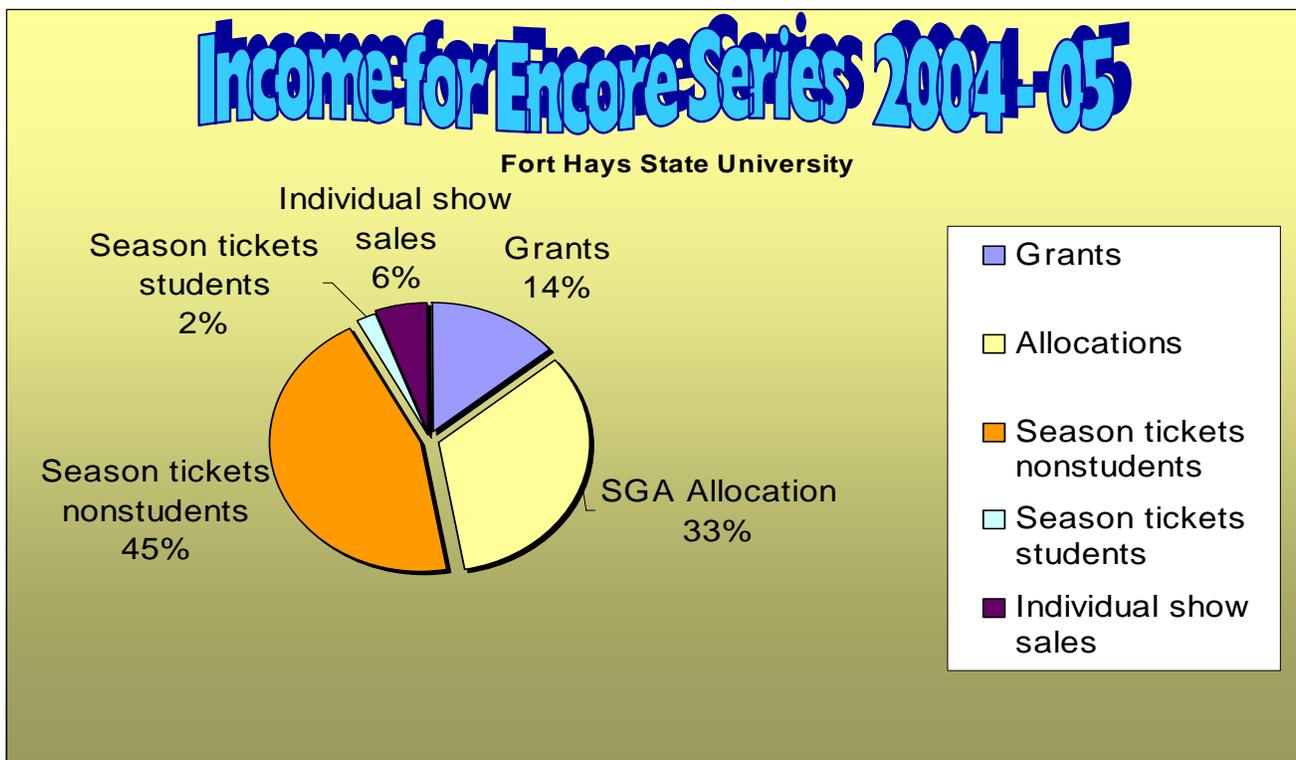
The Series once again offered a number of ticket purchase options. The most affordable option was for student season tickets, available to FHSU

students for \$40 for reserved seats, and \$30 for general admission. A total of 696 season tickets were sold (685 for the whole season, 11 for the half season). In addition, the following numbers of

tickets were sold individually:

▪ Capitol Steps	147
▪ Crazy for You	148
▪ Camerata Sweden	84
▪ Jack Daniel's Silver Cornet Band	179
▪ The Ten Tenors	115
▪ St. Petersburg Classic Ballet	169
▪ Guy Lombardo's Royal Canadians	171
▪ Pilobolus	118

Income for the Encore Series is received from season ticket and individual ticket sales, an allocation from the Student Government Association, and various grants. Below is a breakdown of income from the various sources:



Memorial Union Policy Board

The Memorial Union Policy Board has as its purpose to provide advisory input to the Memorial Union Director and his staff in matters concerning the operation of the Memorial Union. The duties of the committee include:

- Recommend governing rules for the use of the Memorial Union
- Periodically review the schedule of charges for the services and facilities

- Assist in developing and approving Memorial Union services
- Review the annual budget
- Help develop and improve social, cultural, and educational events held in the Memorial Union.

The following individuals served on the Policy Board in 2004 – 2005:

Carol Brock	Doug Cure
Kiley Eisenhower	Casey King
Martin Kollman	Kim Riffel
Justin Schwanke	Diane Scott
Rodney Solko	Robert Stephenson
Michael Suchoparek	Erika Taylor
Jamie Weil	Robert Degenhardt

The Policy Board met monthly with Bill Smriga, Union Director, and accomplished the following:

- Updated the Memorial Union Policies and Guidelines
- Reviewed and revised room rates and equipment rental for off-campus groups
- Reviewed the plans for Union Renovation
- Discussed the issue of disposable plates and utensils for Union Station
- Revised the Posting Policy
- Heard a report on recycling on campus and how that could impact the Union, and recommended the Union purchase re-usable mugs and plastic tumblers as an option to styrofoam cups.

Memorial Union Marketing

This year a plan was put in place to provide overall direction for marketing communications needed to inform the campus community of Memorial Union services, programs and facilities, and to encourage increased usage and greater participation. The following list represents examples of marketing efforts that took place:

- Memorial Union bookmark created and distributed with list of Union facilities and services
- Memorial Union newsletter in Fall, 2004
- Highlighter pens with Memorial Union and logo
- Printing equipment was purchased to print oversize color posters to promote events and services in the Union and on-campus. Poster sign holders were purchased to display the posters both inside and outside the Union
- The Memorial Union web site was updated and expanded
- Greater use of on-campus kiosks was made to inform the campus of the Union
- Union feedback surveys were distributed on campus for input
- Meeting room satisfaction surveys were sent to customers to determine degree of satisfaction with Memorial Union meeting room services.
- The Memorial Union was promoted through articles in local newspapers, campus publications and radio/TV.

Memorial Union Staff

Memorial Union staff participated in numerous professional experiences and educational opportunities the past year. These experiences included:

- Association of College Union International (ACUI) regional and annual conferences
- National Association for Campus Activities regional conferences
- Midwest Arts Conference
- Association of Performing Arts Presenters Membership Conference
- Plains Presenters Consortium Meetings
- Kansas Union Director's Meeting

The full-time staff of the Memorial Union and the Technical Director of Beach/Schmidt Performing Arts Center held regular staff meetings throughout the year to communicate information, discuss issues, and develop goals. During these meetings strategic planning took place, and a SWOT analysis, vision statement, mission statement, goals and strategies were developed.

An employee orientation meeting took place with student employees in August to become familiar with Union philosophy, teamwork and individual responsibilities. Students and staff were invited to the Memorial Union Director's home for holiday get-togethers.

A "Tell Victor E. Tiger" program was initiated to provide recognition for actions and attitudes that exceeded guests' expectations. A total of 41 recognition cards were filled out by Union customers. Names of Union employees that were recognized were placed in a first floor display case.

Programs and Partnerships

Effort was made to develop new programs and establish new partnerships with students, faculty and staff.

- The Madrigal Dinner program represents a collaborative effort between the Memorial Union, Music Department, and Chartwells Food Service. The Madrigal Dinner planning committee included three faculty members who provided assistance with the script, printed materials and performance. Now in its 41st year, attendance at the Madrigal Dinner exceeded the previous year's attendance by 50 persons.
- TimesTalk, a weekly luncheon presentation and discussion about current issues and articles featured in The New York Times, occurred weekly in Memorial Union. The Union supports TimesTalk with posters advertising each of the topics. Bill Smruga, Union Director, gave a presentation based on 1st amendment rights. He was also invited to give the presentation to a 300 level Leadership Studies class.
- In order to support programs planned by student organizations, faculty or staff departments, free posters were designed and hung to encourage greater attendance.



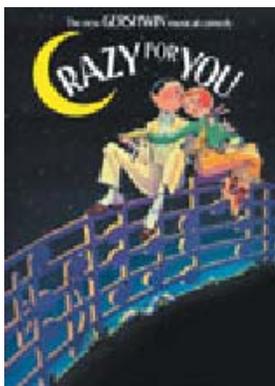
- The Memorial Union director gave a presentation to the Student Government Association in a fall meeting to discuss the role of the Memorial Union on the campus as well as the planned renovation.

Beach/Schmidt Performing Arts Center

Events which occur in Beach/Schmidt Performing Arts Center are scheduled through the Memorial Union Director. Last year a total of 221 events occurred in Beach/Schmidt. Of these, 175 events were sponsored by on-campus groups, with the Music Department using the facility 134 times, followed by the Encore Series events. Off-campus groups accounted for 46 reservations. The busiest month was March, with 45 scheduled events.



Improvements to the sound system in Beach/Schmidt Performing Arts Center were made this year. The existing clusters of speakers, 13 years old, were replaced with a new system that produces optimal coverage and sound quality.



MEMORIAL UNION ORGANIZATION CHART

