

FORT HAYS STATE UNIVERSITY

MEMORIAL UNION

2005-2006 Annual Report

Through renovation and new mission, the Memorial Union will offer students and the campus community a student union with the convenience and caliber equal to the best of college union facilities. The Union will reflect high energy, excitement and vibrancy, and will develop as the hub of campus life. Students and others will be able to participate in activities, meet, shop, eat, study, learn, and have fun in a safe and collegiate atmosphere that fosters inclusion of all people. The newly renovated Union will provide student-centered access to all programs and spaces, and reflect a consistency with FHSU's strategic goals.

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

FORT HAYS STATE UNIVERSITY

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Memorial Union undergoing renovation

Table of Contents

Introduction	2	
Facilities	2	
Meeting Room Reservations	3	
Tiger Card Center	4	
Special Events (Encore Series)	4	
University Activities Board (UAB)	7	
Student Service Center	8	
Memorial Union Policy Board	9	
Professional Development	10	
Beach/Schmidt Performing Arts Center	11	
Memorial Union Organizational Chart	11	
Affinity Diagram for Memorial Union	12	

MEMORIAL UNION

Fort Hays State University

Annual Report

2005 - 2006

Introduction

The 2005 – 2006 academic year has been a year of change for the Memorial Union. The most significant change has been the start of a major building renovation. An \$8.5 million renovation project officially began in November and is anticipated to continue until June, 2007. Services, meetings, dinners and special events continued to occur throughout the year with minimum inconvenience, as the building remained open during the renovation project.

A new concept for the student organization office area was developed this past year. Called the Center for Student Involvement (CSI), this area will bring together the offices of the Student Government Association, the University Activities Board, and support space for other student organizations and Greek Life. Full-time staff will assist students in the development of meaningful learning outcomes through their participation in student activities.

The following goals indicate the priority of the Memorial Union during the past year:

- Programs and activities 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.
- Student involvement leading to meaningful learning outcomes.
- Sound budgeting and financial planning practices.
- Construction management planning that allow for the Memorial Union to remain open and providing services to the campus and community.
- Assessment strategies to determine the degree that mission and goals of the Union are being met.

Facilities

The renovation of the Memorial Union began in November, 2006. The contractor awarded the bid for the renovation was Paul-Wertenberger Construction of Hays, Kansas. The Student Health Center moved temporarily to the second floor of Wiest Hall. The Senior Companions office was moved permanently to Picken Hall. All other facilities and services remained open through the fall and spring semesters. During the summer, 2006, meeting room and event activity was curtailed due to

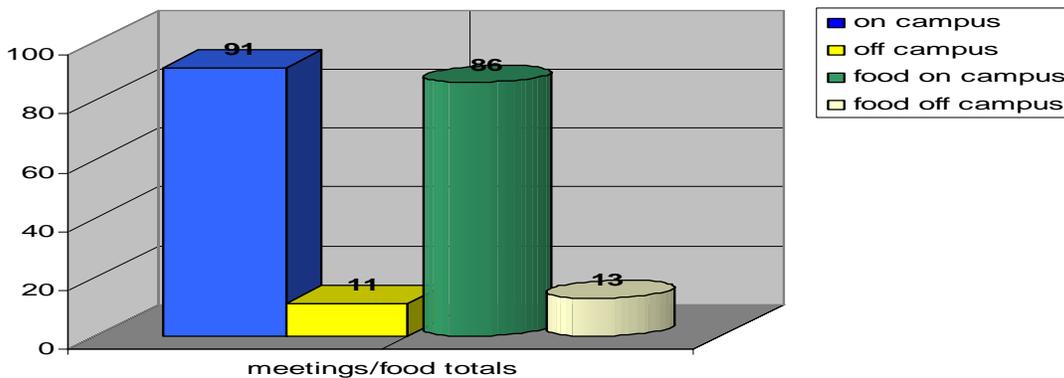
renovation. Also, the Union Station food court area was closed on May 15th, and will remain closed until January, 2007.

The renovation had little negative impact on the quality of Union services this past year. Customer satisfaction remained high, with the exception of concerns expressed by customers about the food service.

The parties involved in the renovation process met monthly to discuss progress and resolve issues. A separate committee met regularly to discuss and decide on furnishings to be purchased such as tables, chairs, office furniture, lounge furniture, equipment, etc. A web construction camera allowed for a view of the renovation occurring to the northwest side of the Memorial Union. A Union renovation web site maintains a photo gallery of progress as well as informational construction updates.

Meeting Room Reservations

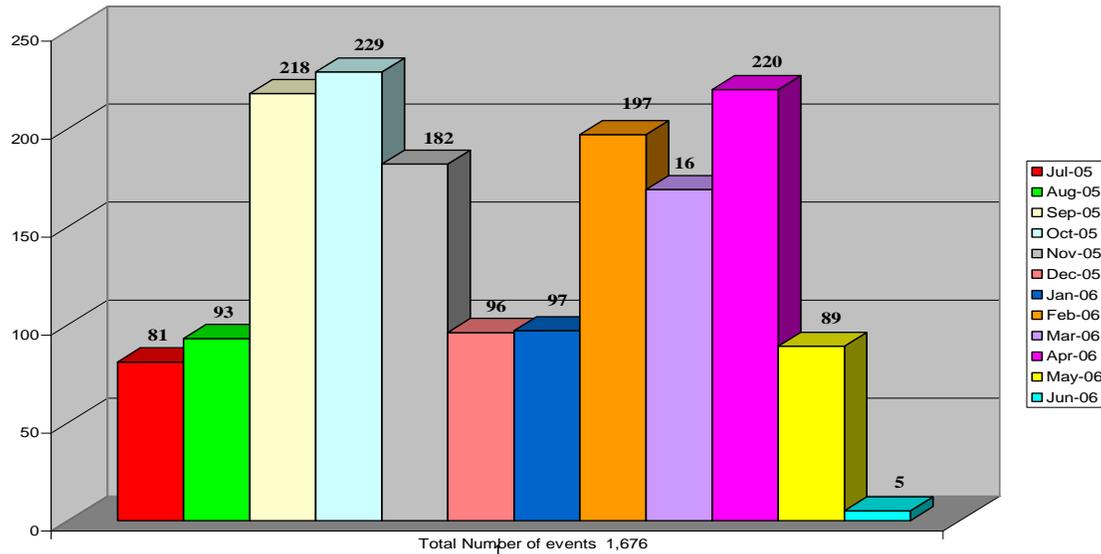
During 2005 – 2006, there were a total of 1,676 reservations for use of Memorial Union spaces. This represents a 24% decrease from the previous year, which was expected due to the renovation. However, the largest decrease was by off-campus groups, as on-campus usage decreased by only 13%. The breakdown of on-campus and off-campus use is illustrated in the following chart:



Comparisons of usage for the last two years follow:

	MEETINGS		FOOD		REVENUE	
	Number of Events		Number of events		Off-Campus Groups	
	On-Campus	Off-Campus	On-Campus	Off-Campus	Room Rental	Equipment
2005	1,751	327	272	93	\$11,829	\$180
2006	1,531	143	395	61	\$ 7,366	\$140

Number of Events in the Memorial Union July 2005 - June 2006



Tiger Card Center

The Tiger Card Center in Memorial Union takes photos and makes identification cards for Fort Hays State University students, faculty and staff. Cards are made for new students, and a surprising number of replacement cards are made as well. Below is a chart indicating Tiger Card activity the past two years:

	2004 – 2005	2005-2006
New ID cards produced	1,363	1,402
Replacement ID's produced	939	637

In order to encourage students to replace old, cracked and damaged cards still in use, new ID cards were made free of charge on October 31st – November 1st, with 83 students taking advantage of the free card replacement.

Special Events (University Encore Series)

The Special Events Committee is comprised of students, faculty and staff members at Fort Hays State University. The 2005-2006 members were:

- **Chair** -- Carol Brock
- **Student Co-Chairs** -- Ashley Inslee, Amy Jensen, Sarah Melia, Allyson Plattner and Aaron Rockers;
- **Technical Director** -- Chris Wilhelm
- **At Large Members** -- Dr. Lou Caplan, Mark Colwell, Doug Cure, Chuck Frankenfeld, Lynn Haggard, Janet Hammond, Chris Johnson, Dr. Win Jordan, Dr. Bob Nicholson, Susan Nickerson, Casey Rackaway, Erin Renaud, Andy Smriga, Bill Smriga, Rhonda Tutak, Dr. Peggy Vaz, Barbara Winter and Lane Young.

SEASON TICKET HOLDERS

832 season tickets were sold for the 2005-2006 Encore Series. This was an increase of 135, or 16% over 2004-2005. The number of FHSU student season ticket holders increased by more than 30%.

ENCORE SERIES PROGRAMS

All Encore Series programs were held in the Beach/Schmidt Performing Arts Center. The presentations for 2005-2006 were:

<u>Date</u>	<u>Program</u>	<u>Approximate Attendance</u>
October 8,	<i>Mame</i>	1000
November 9	River North Chicago Dance Co.	950
November 20	<i>A Christmas Carol</i>	1050
January 30	<i>The Will Rogers Follies</i>	1000
February 21	The Bobs	800
March 3	Kansas City Symphony	750
March 15	MOMIX	850
April 24	Mark O'Connor's Appalachia Waltz Trio	750
	Appalachia Waltz Trio	

ENCORE SERIES Individual Event Sales

Event	Date	General Public	FHSU Students
Mame	10/18/2005	189	22
River North Chicago	11/9/2005	208	29
A Christmas Carol	11/20/2005	197	15
Will Roger's Follies	1/30/2006	160	2
The Bobs	2/17/2006	85	6
KC Symphony	3/03/2006	107	15
MOMIX	3/13/2006	151	21
Mark O'Conner Waltz Trio	4/24/2006	57	11

Total Season Tickets Sold	2005-2006	2004-2005
Season Tickets		
Reserved Section	771	647
Unreserved Section	<u>61</u>	<u>49</u>
Total	832	696

INCOME

Grants

A record amount of grant monies was awarded to the Special Events Committee in FY06. The Encore Series received \$13,000, the maximum allowed per institution, from the Mid-America Arts Alliance. The Kansas Arts Commission (KAC) contributed \$2,000 in the form of a Technical Assistance grant which was used to pay part of the expenses incurred by Carol Brock's participation in the Association of Performing Arts Presenters (APAP) conference in New York City in January. The KAC also awarded approximately \$8,000 as an Operational Support Grant.

FHSU Support

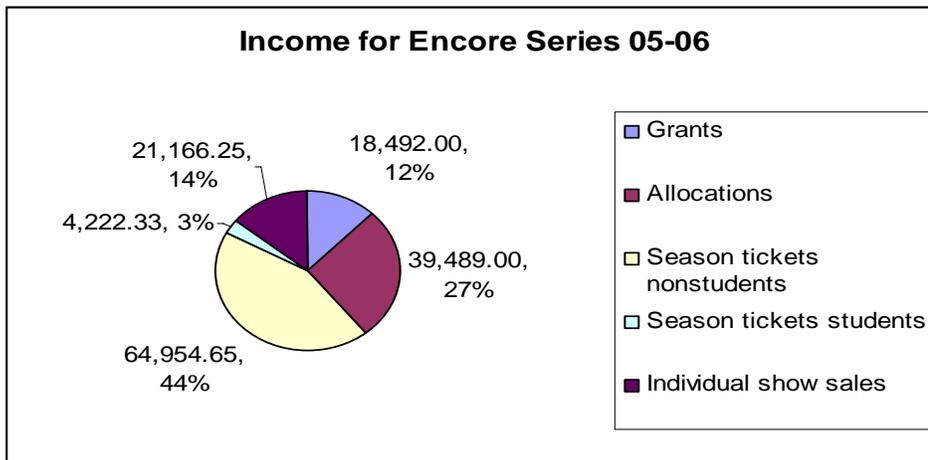
In support of the Encore Series, the President's office provided \$20,000 to use toward the inclusion of a second Broadway musical in the series. The Student Allocations Committee of the Student Government Association contributed \$39,489.

Ticket Income

Ticket sales (season tickets and individual tickets) accounted for the largest portion of the Special Events income. In all, \$94,934 was collected through ticket sales.

Donations

A total of \$3,000 was contributed by the Friends of the Encore Series Fund. This fund was established in FY06 to raise additional funds in order to present larger, more elaborate productions during the 25th Anniversary of the Encore Series in 2006-2007.



ADDITIONAL PRESENTATION

The Special Events Committee presented one off-series program in 2005 -2006. On October 24 two performances of Gregory Popovich's Comedy and Pet Theatre were

presented. The program served as a fund-raiser for the Humane Society of the High Plains. Total attendance was approximately 1,500.

GRAPHIC DESIGN OF ENCORE SERIES MATERIALS

Each year a graphic design class of Professor Chaiwat Thumsujarit submits designs for consideration for the following year’s Encore Series printed materials such as brochures and posters. Student Kyle Ferguson’s design was selected from about 20 different design ideas.

PROFESSIONAL DEVELOPMENT

Carol Brock, Special Events committee chair, attended the Midwest Arts Conference in Indianapolis in September, and the aforementioned APAP Conference in New York City in January. Additionally, Carol continues to be an active member of the Plains Presenters Consortia and attended two meetings of that group. At the meeting in April of 2006, Carol was named to a two year term as Vice President of the Plains Presenters. At the end of the two years she is slated to be President of that organization.

University Activities Board (UAB)

2005-2006 UAB Officers

- President, Josh McMahan
- Vice President for Programs, Ashlee Inslee
- Vice President for Membership, Breanna McRae
- Secretary, Sarah Melia

Fall, 2005 Programs

	<u>Location</u>	<u>Attendance</u>
August 18, Troy Thurdgill, Comedian	Chuck's Place (Wiest Hall)	150
August 20, Back-To-School Splash (free swim)	Hays Aquatic Park	200
August 22, Opening Picnic: Wacky 3D Photos Blue Healers	Quad	1200
August 23, Fall Drive-In Movie	Lewis Field	1200
September 1, Paradigm, Music group	Chuck's Place	125
September 8, Buzz Sutherland, Comedian	Chuck's Place	180
September 16 & 17, Changing Places	Residence Halls	60
September 22, Sex Signals, Date Rape Prevention	Beach/Schmidt PAC	125
October 1, Homecoming <u>Responsibilities:</u> Banner Contest (12 groups participated) King & Queen Elections (approx. 30 candidates) Parade (100 entries/thousands of spectators)		
October 23, Iron Chef Competition	McMindes Hall	30
November 1, Mission Improvable, Comedy Improv.	Beach/Schmidt PAC	80
November 30, Tom Deluca, Hypnotist	Beach/Schmidt PAC	500
December 6, Tune-In, Comedy Game Show	Chuck's Place	95

Spring, 2006 Programs

	<u>Location</u>	<u>Attendance</u>
January 17, Steve Hofstetter, Comedian	Chuck's Place	110
February 3, College Bowl	Memorial Union	110
February 20, Race & Religion Symposium, Spoken Word Artists	Beach/Schmidt PAC	150
February 27, Daryl Davis, Guest Speaker	Beach/Schmidt PAC	125
March 13, Easily Amused, Music	Semolino's	50
March 14, Tom Cotter, Comedian	Wiest Hall	100
March 30, Girls' Night Out	McMindes Hall	160
April 4, The Naked Truth, Lecture Program	Beach/Schmidt PAC	235
April 17, Kristian Vallee, Comedian	Beach/Schmidt PAC	125
April 18, Tiger Idol/Johnny Walker	Beach/Schmidt PAC	600
April 19, Drive-In Movie	Lewis Field	1000
April 20, Jamaican Me Crazy Luau: Anthem, Reggae Band Motion Simulator Human Bowling Wax Hands Make Your Own Hemp Jewelry		1200

NATIONAL ASSOCIATION FOR CAMPUS ACTIVITIES REGIONAL CONFERENCE

Nine University Activities Board members represented Fort Hays State University at the NACA Regional Conference in Tulsa, Oklahoma from November 10-13. They were: Brandi Gallagher, Tim Hottovy, Breanna McRae, Josh McMahan, Sarah Melia, Rekala Miller, Terri Shriwise, Andy Smriga and Jamie Weil. Three of the delegates, Jamie, Josh and Breanna presented a very well received educational session at the conference which dealt with campus activities programming based on reality TV shows.

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 Nurtury Center
- Postal services
- Distribution of student paychecks
- Pool cues, balls and foosball distribution

The following services and tickets sold were accessed this past year and the previous year as follows:

	2005-2006	2004-2005
▪ Pool Table check out	741	415
▪ Foosball check out	7	48
▪ Checks cashed	1,482	549
▪ Discount movie tickets sold	667	422
▪ World of Fun tickets sold	21	55
▪ KC Renaissance Fair tickets sold	27	43
▪ Drink Mugs sold	155	---
▪ Football tickets sold	233	---
▪ Basketball tickets sold	1555	---
▪ Spring Fling tickets sold	264	---
▪ HAC – two events	205	---
▪ Etiquette Dinner tickets sold	112	---
▪ Rodeo tickets sold	22	---
▪ Brad Stine tickets sold	21	---
▪ Music Department Opera tickets sold	150	---
▪ Block & Bridge Spring Fling tickets sold	44	---

Other sales through the Student Service Center included the Barbershop show, the Cancer Council, Caps & Gowns, Chili supper, and tiger bracelets. Encore Series tickets were also sold through the Student Service Center. The number of ticket sold appears in the Encore Series section of this report.

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 2005 – 2006:

Carol Brock	Doug Cure
Kim Riffel	Shea Rothschild
Robert Degenhardt	Diane Scott
Josh McMahan	Jill Arensdorf
Scott Jones	Robert Stephenson
Lisa Nemnich	Lisa Tankersley
Elisa Weselis	

The Policy Board met on February 8, 2006 and discussed the following items:

- Bill indicated a new policy for the use of the new area downstairs -- Cody Commons will be needed. There will be a deli and tables for eating, a lounge area and a stage for performances, also TV's on the walls. The policy for use of Cody Commons will need to include items such as turning off the TV's during performances, reservation policies by groups, etc. Cody Commons is expected to be finished by August 15th.
- Professor Greg Farley emailed Bill with a request for a non-smoking area outside the doors coming into the Union. After discussion, the committee recommended that the SE entrance to the Union have a sign posted in that entrance that designates it as a non-smoking area. Other entrances to the Union would not be affected, and persons would be allowed to smoke outside the other entrances. The policy would be self-enforcing, in that Union staff would not police the area.
- The Union Policy Advisory Board discussed room name changes caused by the renovation. The old Frontier Room will be ½ storage and ½ catering kitchen after renovation and no longer called the Frontier Room. The committee recommended that Sunset Lounge stay the same name. They recommended the former Senior Companion Office be named the Sunflower Room. It was recommended that the new meeting room across from the Trails Room be named the Smoky Hill Room. Previously, recommendations were made that the new student organization office area be called the Center for Student Involvement and that the former bowling lane area be called Cody Commons.

Professional Development

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

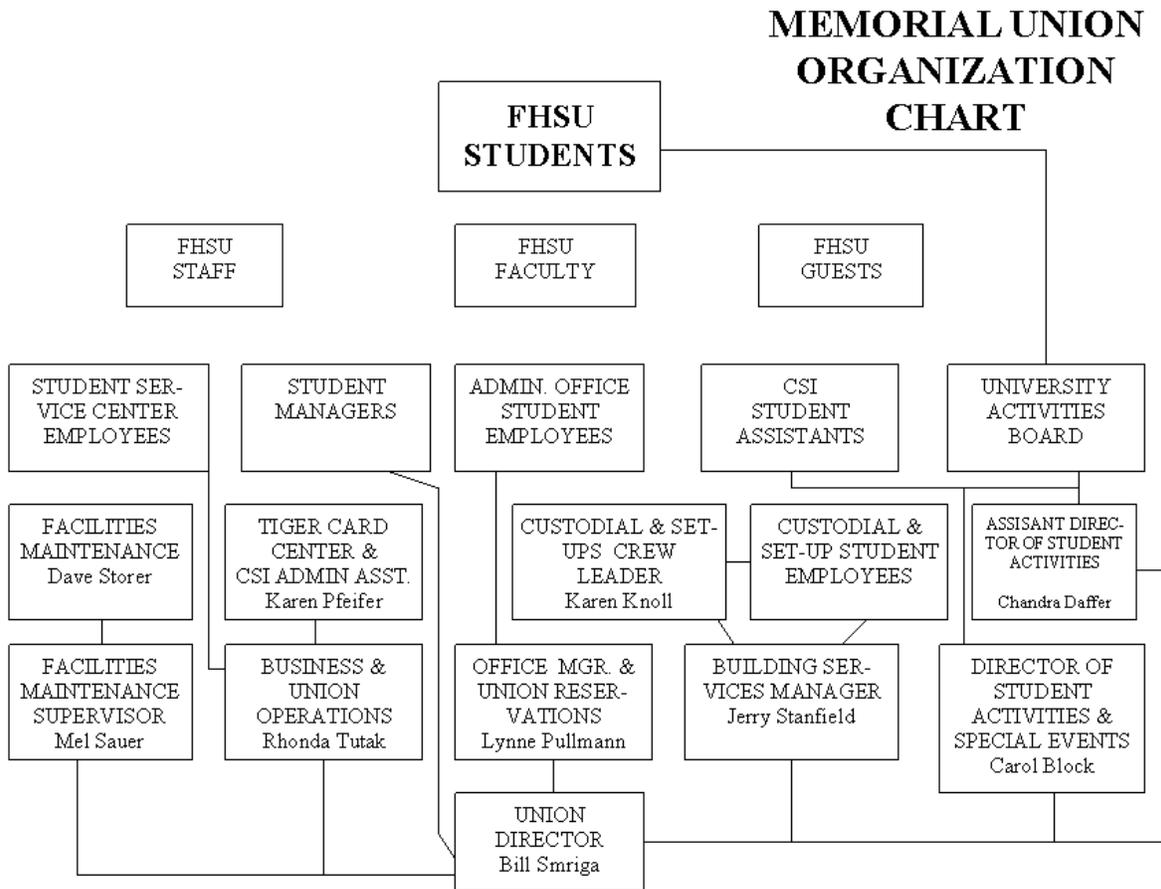
- Association of College Union International (ACUI) regional and annual conferences

- National Association for Campus Activities regional conference (NACA)
- Midwest Arts Conference
- Association of Performing Arts Presenters Conference
- Plains presenters Consortium Meetings
- Wayne Reynolds Summer Union Director's Meeting, Washburn University
- Workshop, "Improving Communication with Employees (for supervisors)"

Beach/Schmidt Performing Arts Center

Events which occur in Beach/Schmidt Performing Arts Center are scheduled through the Memorial Union Director. Usage this year, and compared to last year, is as follows:

	<u>05- 06</u>	<u>04-05</u>
Total Number of Reservation Days	162	221
On-Campus Groups	128	175
Off-Campus Groups	34	46



Affinity Diagram for the Memorial Union

Characteristics for Outstanding Union	Unit Outcomes/Service Goals	Strategies to Achieve Outcomes/Goals	Assessment Approach and Methods	Action	Results
<p>1. Student involvement through participation and leadership on advisory and programming boards and through student employment.</p>	<p>Create a student-friendly environment in Memorial Union through a student/staff partnership approach.</p>	<ul style="list-style-type: none"> • Revive Union Policy Board and give students an active role. • Stay in touch with SGA leadership. • Attend UAB events and select meetings • Invite students to house for holiday, beginning and end of year events. • Initiate employee recognition program. • Include strong student voice in Union renovation plans. 	<ul style="list-style-type: none"> • Solicit feedback through surveys and direct contact and give students a real voice in the management and operation of Memorial Union. • Monitor number of complaints as well as supportive statements received from students. Respond to complaints and correct problem areas. 	<ul style="list-style-type: none"> • Policy Board meetings have occurred. • Attended several SGA meetings, gave tours of Union Renovation to SGA, and asked for support for funding of the Center for Student Involvement. • Started a “Victor E. Tiger” recognition program. • Included students in renovation committees 	<ul style="list-style-type: none"> • Union policies reviewed and updated. • Issue regarding china vs. paper resolved in Union dining area. • Student and staff employees recognized throughout the year. • Student feedback received in all facets of Union renovation.
<p>2. Programs that promote learning and development, with opportunities for student, staff and faculty participation, interaction and collaboration.</p>	<p>Increase number of programs and activities that occur in the Memorial Union.</p>	<ul style="list-style-type: none"> • Encourage UAB and other student organizations to hold programs in the Union. • Create partnerships with faculty and support program initiatives. 	<ul style="list-style-type: none"> • Identify and report on numbers of programs in Union that achieve stated outcomes. 	<ul style="list-style-type: none"> • Programs in Union have not increased due to renovation activities. 	<ul style="list-style-type: none"> • Programs in Union have not increased due to renovation activities.
<p>3. Quality facilities, technology, furnishings and equipment that are clean safe, comfortable, attractive and well-maintained.</p>	<p>Improve facilities, technology and furnishing’s and replace outdated equipment, purchase needed equipment, and maintain high standards of cleanliness for Union.</p>	<ul style="list-style-type: none"> • Improve floor care through more thorough cleaning and waxing. • Purchase necessary floor care equipment. • Purchase round tables for use in multi-purpose rooms. • Renovate areas in 	<ul style="list-style-type: none"> • Customer service feedback and appreciation, as well as measured increases in building usage. 	<ul style="list-style-type: none"> • Purchase of floor cleaning/buffing machine • Purchase of round tables for the Union. • Renovation has started November 4th, 2006 	<ul style="list-style-type: none"> • Clean, high-polished waxed floors. • Customers have choice of using round tables for banquets. • Renovation to accomplish goals and outcomes.

		<p>Union in need that are outside of Union renovation plans.</p> <ul style="list-style-type: none"> • Successfully complete Union renovation. 			
4. Effective leadership and organizational structure.	Set goals, evaluate and revise organizational structure, provide appropriate training and supervision, develop reward and recognition program, respond to campus needs and interests, and improve communication channels.	<ul style="list-style-type: none"> • .Conduct orientation program for student employees, and encourage attendance at development opportunities such as training workshops and conferences. • Develop Strategic Plan. • Develop up-to-date policies, with regular review. • Gear up marketing efforts through existing channels, and develop new channels through use of signs, posters, email messages, etc. 	<ul style="list-style-type: none"> • Assessment measured through degree of accomplishment of stated strategies, and number of desired customer levels achieved. 	<ul style="list-style-type: none"> • Orientation program conducted. • Staff urged to attend professional conferences • Union Policy Board met to review policies • Purchase of wide format printer for printing posters. • E-mail used to inform campus of Union services, facilities and programs, as well as Union renovation updates. 	
5. Sound budgeting and financial planning.	Maintain and increase adequate budget levels to accomplish mission and goals.	<ul style="list-style-type: none"> • Develop itemized budget to determine accurate revenue and expense levels. • Plan for current and long term expenditures. • Identify opportunities to increase financial resources to maintain standards consistent with vision. • Review meeting room rental prices. 	<ul style="list-style-type: none"> • Assessment of anticipated outcomes and goals will be accomplished through fiscal year budget review, impact of marketing degree of increase of off-campus use, and through completion of long range plan for capital and infrastructure maintenance. 	<ul style="list-style-type: none"> • Carefully monitor budget. • Track results of increased marketing. • Review meeting room rates. 	<ul style="list-style-type: none"> • 2004 -2005 budget came within expected guidelines • Greater use of Memorial Union than in previous years. • Increase in meeting room rates.

<p>6. Successful marketing efforts to create awareness of Union's services, programs and facilities, and to increase usage of Memorial Union</p>	<p>Plan and implement marketing and promotion plans to create positive image of Memorial Union, increase customer usage, and increase awareness of services, programs and facilities.</p>	<ul style="list-style-type: none"> • Market meeting room/banquet use of Union to off-campus groups. • Develop Union information folder for prospective off-campus users of Union facilities. • Update and expand Union web site and use as marketing tool. • Develop and distribute give-away items that promote Union. • Advertise Memorial Union in local media. • Utilize spaces in Union and on campus kiosks to promote Union through signs and posters. • Promote Union through articles in local newspapers, campus publications and radio/TV. 	<ul style="list-style-type: none"> • Assessment measured through degree of accomplishment of stated strategies, and number of desired customer levels achieved through enhanced marketing efforts. 	<ul style="list-style-type: none"> • Marketing plan limited due to Union renovation and limited use of facilities. • Work with Chartwells to provide discount drink prices in reusable mugs. 	<ul style="list-style-type: none"> • Marketing plan limited due to Union renovation and to limited use of facilities. • Union Information Folder completed. • Web site updated and improved • Promotional items given away – bookmarks, highlighter pens, drinking mugs. • Printed posters for program in Union and regularly place posters around Union and in campus kiosks. • Did a cable TV commercial for the 2005 Madrigal Dinner.
<p>7. Implement Assessment Strategies</p>	<p>Perform assessment strategies to document performance levels and the degree that mission and goals are met.</p>	<ul style="list-style-type: none"> • Track data such as meeting room usage per month, catering usage, recreation equipment check out. • Compile meeting room customer satisfaction surveys. • Develop and distribute other Memorial Union feedback surveys. • Develop Union annual report, to be completed each August. 	<ul style="list-style-type: none"> • Assessment measured through degree of accomplishment of stated strategies • Use of data to revise and improve programs, facilities, services policies and procedures. 	<ul style="list-style-type: none"> • Developed meeting room satisfaction survey • Placed box in Union soliciting ideas to improve the Union. • Developed Madrigal Dinner Satisfaction survey. • Collected data and printed Union Annual Report 	<ul style="list-style-type: none"> • Receive survey results and follow up as needed. • Union Annual Report distributed to all major offices and departments on campus to provide information on the accomplishments of the Union.