

Overview: As the community center of Fort Hays State University, the Memorial Union serves students, faculty, staff, alumni, and guests. Services located in the Union include:

- Encore Series
- Faculty Lounge
- Food court, Starbucks, snack shop, sandwich shop and catering services
- Kansas Army National Guard Office
- Meeting rooms
- Student Service Center
- Tiger Card Center
- Victor E. Apparel & Gift Co.

Points of Pride: (for reporting academic year)

- ❖ Expanded merchandise offerings in Victor E. Apparel & Gift Co. and expanded the store into the lower level of the Memorial Union
- ❖ Continued to grow the First Day Digital Access program with the FHSU Online Bookstore
- ❖ Expanded the process to request Tiger Cards ahead of arrival to campus to include fall athlete early arrivals and all summer orientation 2025 students
- ❖ Complete the point of sale transition in Victor E. Apparel & Gift Co. by establishing a new online store and shipping process
- ❖ Received a \$.99/credit hour fee increase for 25-26
- ❖ Created a new system to reserve events in the Quad that allows for multiple events to occur at once
- ❖ The transition to a new cardstock began without the MagStripe on Tiger Cards to reduce expenses
- ❖ Implemented a new process to distribute satisfaction surveys and implement feedback from meeting space users
- ❖ Reviewed rental and other usage fees to implement in FY26

Focus Areas for 2025-2026: (goals for next academic year)

- ❖ Completion of Memorial Union policy review
- ❖ Review of Bech/Schmidt Performing Arts Center policies and fees
- ❖ Reimagine the role and duty of the student employee building manager position

- ❖ Complete changing of directional signage in building to updated, easily editable signage

By the Numbers:

Building Traffic Count	2022-2023	2023-2024	2024-2025
Memorial Union Fall	130,877	365,267	383,986
Memorial Union Spring	168,189	259,700	329,669
Fischli-Wills Center for Student Success Fall	46,170	48,085	103,353
Fischli-Wills Center for Student Success Spring	46,200	96,690	82,157
<i>*Total Traffic</i>	391,436	769,712	899,165

Building traffic in the Memorial Union and Fischli-Wills Center for Student Success increased by 15%. Hours were extended to account for the Forsyth Library renovation.

Memorial Union Meeting Room Reservations			
Academic Year	On Campus	Off Campus	Total
2018-2019	4,661	502	5,163
2019-2020	3,484	183	3,497
2020-2021	2,407	65	2,472
2021-2022	3,465	54	3,518
2022-2023	3,578	139	3,717
2023-2024	3,509	114	3,623
2024-2025	4,541	164	4,705

Fischli-Wills Center for Student Success Meeting Room Reservations			
Academic Year	On Campus	Off Campus	Total
2021-2022	1,386	0	1,386
2022-2023	1,106	8	1,114
2023-2024	1,415	9	1,424
2024-2025	1,133	4	1,137

Beach/Schmidt Performing Arts Center Bookings		#
Fall 2024		215
Spring 2025		53
<i>Total Beach/Schmidt PAC Reservations</i>		268

Reservations in the 3 facilities managed by the Memorial Union increased by 834 in FY25. This represents a growth of 13.6% with the majority of growth being in campus department and student organization reservations.

Tiger Card Center	#
New ID's Produced Fall 2024	799
New ID's Produced Spring 2025	393
Replacement ID's Produced Fall 2024	84
Replacement ID's Produced Spring 2025	169
Access Cards Fall 2024	5
Access Cards Spring 2025	4
Name Badges Fall 2024	44
Name Badges Spring 2025	114
Retiree Cards Fall 2024	1
Retiree Cards Spring 2024	2
<i>*Total ID's Produced</i>	1.615

Victor E Apparel & Gift Co	2022-2023	2023-2024	2024-2025
Number of Transactions	6,494	5,133	6,276
Number of Items Sold	18,924	16,202	14,629
Gross Sales	\$437,494.18	\$354,965.18	\$335,442.12
Average Sale Per Transaction	\$63.56	\$66.83	\$53.45

Due to the point of sale transition, there were no online sales between June - October 2024 which led to a slight decrease in sales.

2024 - 2025 Encore Series

Tickets Sold	#
Season Tickets Packages	393
Individual Show Tickets	906
<i>*Total Tickets Sold</i>	1,299

Total tickets sold in FY 25 increased by 20 with 2 fewer shows than the previous year.

Encore Series Donation	
2018-2019	\$29,462.56
2019-2020	\$35,760.30
2021-2022	\$27,569.18

2022-2023	\$30,997
2023-2024	32,870.12
2024-2025	23,357.26

FHSU Online Bookstore Sales		
Academic Year	Number of Units	Avg. Cost Per Item
2018-2019	25,303	\$67.38
2019-2020	23,259	\$57.03
2020-2021	20,298	\$67.40
2021-2022	19,573	\$67.38
2022-2023	19,309	\$69.68
2023-2024	19,878	\$66.03
2024-2025*	19,563	\$65.54

24-25* FHSU Online Bookstore Sales by Format		
Format	Number of Units	Avg. Cost Per Item
New	2,983	\$73.86
Used/Marketplace	3,458	\$39.68
eBook	12,416	\$70.64
Rental	1,192	\$39.93

*as of 6/13/24

The biggest change in bookstore sales was the decrease of New books by 2,452 units over the previous year and the increase of eBooks by 3,401 units. This can partly be attributed to the growth of the First Day Digital Access program throughout 24-25.