

**University Memorial Center  
And  
Associated Departments  
(Dennis Small Cultural Center, Greek Life, Colorado Creed,  
EMS-Campus, Alcohol Agent, CUSG Office,  
and Advisory of various student boards)**

**Annual Report**

**Fiscal Year 2014 – 2015**



**University of Colorado  
Boulder**

**UNIVERSITY MEMORIAL CENTER**

**Prepared August 25, 2015**

**Carlos García, CASP**  
*Executive Director*

**Joseph P. Soto**  
*UMC Board Chair*

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**University Memorial Center  
and  
Associated Departments  
2014 – 2015 Annual Report**

The University Memorial Center (UMC) is the living room of the University of Colorado Boulder. As the best place on campus to grab a bite to eat, meet with classmates and friends, hear music, take care of business, or just relax between classes, approximately 10,500 people visit the UMC every day. Though the building is owned by the University of Colorado Board of Regents, it is funded by students through student fees and operated as a cost center of the University of Colorado Student Government (CUSG). This student involvement keeps the UMC on the cutting edge of student trends and needs. Designated as a multicultural center, the UMC strives to create an atmosphere where diversity is celebrated through food, dance, art, music, and the free exchange of ideas.

The UMC is also the State of Colorado's official memorial to those who served and those who died defending our country. We honor those brave Coloradoans with our collection of WWII artifacts as well as memorial plaques listing the fallen service men and women from World War I through the present. During the 2013 Veteran's Day ceremony, which coincided with the 60<sup>th</sup> anniversary of the UMC, Governor John Hickenlooper issued a proclamation rededicating the UMC as the official State of Colorado memorial.

This 262,869-square-foot facility houses approximately 60 student groups, several restaurants (university owned and privately owned), meeting rooms and lounges, the CU Book Store, a testing agency, a credit union, seven ATMs, a variety of student service offices, a night club, a games room, and a computer lounge. Approximately 100 full-time staff and 300 student employees and part-time staff keep the UMC running smoothly 117 hours a week. The UMC was the first building on the CU Boulder campus to receive a LEED (Leadership in Energy and Environmental Design) certification from the U.S. Green Building Council and only the second in the State of Colorado to receive the prestigious LEED-EB Silver rating at the time.

As a CUSG cost center, the UMC reports administratively to the Vice Chancellor for Student Affairs through the Sr. Assistant Vice Chancellor and Executive Director of Housing & Dining Services, and is governed by the UMC Joint Board, an extension of CUSG Legislative Council. In cooperation with the Executive Director of the UMC, the Board develops long-range goals and short-term objectives, which provide the operational framework of the UMC in accordance with the Laws of the University of Colorado Board of Regents. The UMC Board reviews, recommends, and approves the allocation of resources and the implementation of services, programs or activities it deems necessary to achieve the goals and objectives of the UMC.

In congruence with its student development mission, the UMC works with eleven student-run boards, committees, and councils: the UMC Board, Program Council, CU GOLD Executive Board, Dennis Small Cultural Center Advisory Committee, Cultural Events Board, Distinguished Speakers Board, Homecoming Committee, Senior Class Council, Panhellenic Council, Inter-Fraternity Council (unaffiliated), and the Colorado Creed.

The Executive Director of the UMC also provides administrative oversight for the Campus Alcohol Agent (through the Assistant Director for EP&C) and the CUSG Office staff.

Although they are separately funded, four additional student and campus programs are presented with the UMC budget because they are part of the UMC's administrative structure: the Dennis Small Cultural Center, the Office of Greek Life, the Colorado Creed<sup>1</sup>, and EMS-Campus<sup>2</sup>.

## **MISSION STATEMENTS**

### **UMC Mission Statement**

The University Memorial Center (UMC) is CU's student union and a living memorial honoring the service and sacrifice of Colorado veterans. As the heart of campus we support academic success by providing opportunities for student involvement, leadership development, and entertainment in a welcoming and inclusive environment. We value diversity, sustainability, engaging with the community, and quality facilities and services as an auxiliary department and in collaboration with CU Student Government and the Division of Student Affairs.

### **Program Council Mission Statement**

The University of Colorado Program Council is a student-run organization that provides affordable, high quality, face-rocking entertainment and professional event support for the Boulder campus community. Through scheduling, facilitating, and producing events, Program Council offers educational opportunities for students to gain experience and insight into the entertainment industry.

### **CU NightRide Mission Statement**

CU NightRide is a student-operated program dedicated to meeting the safety needs of CU students, faculty, and staff by providing night-time transportation to support a safe academic and socially responsible environment both on campus and in the community.

### **Office of Greek Life Mission Statement**

The Greek system at the University of Colorado Boulder has a rich history. The Greek community provides students with opportunities to develop leadership skills, to participate in community service, and to enrich the academic experience, and it acts as an avenue to create lasting friendships. The University of Colorado Boulder Greek system is governed by two councils: the Panhellenic Executive Council and the Multicultural Greek Council.

### **Colorado Creed Mission Statement**

Foster the values of the Colorado Creed in our community.  
Provide examples of how to live the Colorado Creed.  
Create opportunities for people to engage in living the Colorado Creed.  
Promote the values of the Colorado Creed to others.

## **UMC LEADERSHIP**

### **Executive Management Team (EMT)**

- Carlos García, M.A., CASP, Executive Director
- Jimmie A. Baker, Associate Director for Operations & Services
- Andrea J. Zelinko, M.S., Assistant Director for Administration
- Peggy L. Tucker-Ortega, B.A., Assistant Director for Business & Finance
- Robin A. Margolin, M.A., Food Service Director
- Kristen E. Salo, M.Ed., Director of Student Involvement, Activities & Leadership Development

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<sup>1</sup> Dennis Small Cultural Center, Greek Life, and the Colorado Creed are funded by VCSA general funds and gifts.

<sup>2</sup> EMS-Campus is funded by VCA special funds.

- Roxane S. Ruggles, B.A., Assistant Director for Events Planning
- Lisa K. Grove, B.A., Executive Assistant to the Executive Director

### **First Tier Managers**

- Jena R. Lougee, B.S., Associate Food Service Director for Catering Operations (Hospitality Prog. Director)
- Hector Olivas, Assistant Food Service Director for Retail Operations (Hospitality Prog. Director)
- Dean L. Couchey, A.A., Assistant Food Service Director for Culinary/Executive Chef (Hospitality Prog. Director)
- Pamela A. Henderek, M.B.A., Marketing Manager (GP-III)
- Sean C. Pease, B.S., IT/Network Services Manager (IT Program Mngr.)
- André J. Adams, B.A., Connection Manager (Business Prof.)
- Sue K. Dangel, Evening & Weekend Manager (GP-II)
- Marino T. Lerma, Operations Manager (Cust-IV)
- Stephanie P. Baldwin, M.S., Greek Life & Student Leadership Programs Coord. (Prog. Mngr.)
- Colin P. Spaulding, M.S., Student Activities & Special Events Coordinator (Stud. Svcs. Prof.)
- Kimberly A. Kruchen, B.A., Student Involvement Coordinator (Stud. Svcs. Prof.)
- Erin M. Dewese, M.Ed., Cultural Student Programs Coordinator (Stud. Svcs. Prof.)
- Glenda M. Schofield, B.A., Accounting Manager (Finance/Accounting. Prog. Mngr.)
- Andre Freeman, B.A., Senior Events Planner (Hospitality Prof.)
- Matthew D. Califano, B.A., Senior Events Planner (Hospitality Prof.)
- Amanda R. Taylor, B.A., EMS-Campus Coordinator (Business Prof.)
- Stephen P. Van Zandt, A.A., Set-Up Supervisor (GL-III)
- Elizabeth Sellers-Anderson, Campus Alcohol Agent (Business Prof.)
- Megen Princehouse, B.A., CUSG Office Manager (Program Assistant-II)

### **Student Leaders**

- Joseph Soto, UMC Board Chair
- Lora Roberts, CUSG Student Body President for Internal Affairs
- Talia Halfon, Cultural Events Board Chair
- Irfan Nadiadi, Distinguished Speakers Board Chair
- Boneth Ahaneku, Homecoming Committee Chair
- Julie Wilson, Senior Class Council President
- Travis Tallent, Colorado Creed Chair
- Laura Armstrong, Panhellenic Council President

### **Graduate Assistants**

- Kelli Hagan, B.A., Graduate Assistant – Training & Assessment Coordinator (SA-VI)
- Cara Harrington, B.A., Graduate Assistant – Training & Assessment Coordinator (SA-VI)
- Paul McDivitt, B.A., Graduate Assistant – Retail Marketing Coordinator (SA-VI)
- Annia Quiroz, B.A., Graduate Assistant – Social Media Coordinator (SA-VI)
- Andrea Jackson, B.A., Graduate Assistant – DSCC Assistant Coordinator (SA-VI)
- Kelli Hagan, B.A., Graduate Assistant – Activities & Special Events Asst. Coordinator (SA-V)
- Cara Harrington, B.A., Graduate Assistant – Activities & Special Events Asst. Coordinator (SA-V)
- Ali Cooper, B.S., Graduate Assistant – Greek Life Coordinator (SA-V)

### **Student Managers**

- Kelsey Gonzalez, Program Council Director (SA-V)

- Lindsey Cook, CU NightRide Director (SA-V)
- Zachary Withrow, CU NightRide Director (SA-V)
- Lauren Elder, CU GOLD – Coordinator (SA-IV)
- Kristin Allen, Security Chief (SA-IV)
- Alexandra Holt, Reception Desk Manger (SA-IV)
- Hailey Bohannon, EP&C Supervisor (SA-IV)
- Anthony Hauger, Set-up Crew Supervisor (SA-IV)
- James Halterman, A/V Student Manager (SA-IV)
- Sierra Kohlruss, Connection Sr. Student Manager (SA-V)
- Kari Boylan, Food Service Retail Student Manager (SA-V)
- Leslie Fowler, Food Service Retail Student Manager (SA-V)
- Shelby Kardel, Food Service Retail Student Manager (SA-V)
- Miriah Lewis, Food Service Retail Student Manager (SA-V)
- Hayden Taylor, Catering Student Manager (SA-IV)
- Kelly Masterson Newman, Catering Student Manager (SA-IV)
- Sai Xiong, Catering Student Manager (SA-IV)
- Martika Le, Catering Student Manager (SA-IV)
- Shalana Gray, Catering Student Manager (SA-IV)
- Anne Gostling, Catering Student Manager (SA-IV)
- Nate Koenig, UMC Connection Student Manager (SA-III)
- Christine Jackson, UMC Connection Student Manager (SA-III)
- Kaylee Krough, EP&C Student Supervisor (SA-III)

## **UMC PROGRAMS & SIGNIFICANT ACCOMPLISHMENTS FOR FY2014-2015**

### **UMC Board**

*Board Chair: Joseph Soto*

*Incoming Board Chair: Emily Breidt*

*Staff Advisor: Carlos García*

The UMC Board is the governing board for the UMC and its associated departments. It provides oversight and guidance regarding UMC policies, space utilization, programs and services, and use of financial resources. It is composed of eight voting students and four voting faculty and staff members, plus several non-voting ex-officio students and UMC staff. The Board typically meets the second and fourth Tuesdays of the month.

- Issued eight James E. Schafer Leadership scholarships (seven for \$1,000 and one for \$1,250) and eight UMC Director’s scholarships (seven for \$1,000 and one for \$1,250), totaling \$16,500 in scholarship funds.
- Held the sixth annual UMC Board retreat in the fall.
- Reviewed and revised the UMC Policy Manual.
- Approved the following UMC organizational and vendor changes:
  - Supported the creation of a new cost center (Center for Student Involvement) that will move the Student Involvement, Activities, and Leadership Development Office out of the UMC. Student Involvement will combine with Student Organizations and Finance Office (SOFO) to create this new cost center, effective July 1, 2015.
  - Approved the unification of UMC Food Services with Housing & Dining Services and the move of UMC Food Services out from the UMC, effective July 1, 2015.

- Approved for the UMC to pursue negotiations with Starbucks to be the coffee shop of the UMC. Baby Doe's would move to the former Cold Stone Creamery location as Cold Stone exited their contract early, in December 2014.
- Approved for the UMC to proceed with a bid for a new pizza vendor. Papa John's will open August 5 of FY16.
- Renewed the Celestial Seasonings contract through December 2015.
- Approved the following renovation projects for the UMC (to occur in FY16):
  - Renovation of the 3<sup>rd</sup> floor northwest wing to house the newly created Center for Student Involvement. The Environmental Center will remain in this wing in their current location.
  - Move and provide additional office space to the Volunteer Resource Center on the 4<sup>th</sup> floor of the UMC.
  - Renovation of the 2<sup>nd</sup> floor southwest wing to triple the size of the Veterans Lounge and to create an Underrepresented Students Lounge Area (working title only).
  - Convert the 2<sup>nd</sup> floor northwest restrooms to a gender inclusive restroom. When this occurs the 3<sup>rd</sup> floor west men's restroom will be converted to a women's restroom so that the UMC meets code requirements.
- Renovations to the 2<sup>nd</sup> and 3<sup>rd</sup> floors of the UMC require moving some student groups to other locations and ending office space options for other student groups. The Center for Student Involvement and the Underrepresented Student Lounge area will meet the needs of many student groups to have meeting and planning space as well as some storage space.

### **Administration**

*Department Head: Carlos García*

*Department Manager: Andrea J. Zelinko*

*Graduate Assistants: Kelli Hagan & Cara Harrington*

UMC Administration manages the UMC's facilities, programs, and services, and is funded through student fees and excess revenues from UMC auxiliary operations. It provides overall direction and support for all of its operations and conducts assessments. Support units under this area include Assessment, Staff Development, and Training. The UMC and associated departments are an \$12.7 million dollar per year operation with approximately 100 staff employees, five Graduate Assistants, and 300 student employees.

- Offered eleven New Student Employee Orientations, including two Saturday sessions, for 207 total students, and seven leadership trainings for Student Assistants III and above for 95 total students.
- Provided over 50 Diversity Training options for staff and student staff to attend. These included 16 trainings that were provided specifically by UMC staff and two that were held in or translated into Spanish.
- Created the UMC Training and Development Committee with representation from across the UMC. Resulted in the online training calendar that includes UMC trainings, Diversity trainings, and campus trainings for personal and professional development.
- Held "Emotional Intelligence" training for EMT and MAG in November 2014, based on feedback from EMT and MAG.
  - As a result of this interest, held a second "EI" workshop for 23 additional staff in January 2015.
- Collaborated with the campus's Office of Emergency Management to conduct a Table Top Drill for EMT, MAG, and additional frontline staff for training in an emergency or critical incident. One drill was held in June 2015 and the second will be held in July 2015. Resulted from feedback from EMT and MAG.
- Facilitated Strengths assessment and held workshop for 18 staff in February 2015.

- Provided department-level spreadsheets of staff Strengths and Real Colors to department heads.
- Held quarterly EMT – MAG retreats (August, November, and March) and an all-day retreat (May) that encompassed additional staff due to the organizational changes for the UMC.
  - EMT and MAG identified training areas (EI, emergency response, CUSG overview, etc.) and policy and process questions. As a result we held trainings and formed a committee to address policy and process questions.
  - Action on policy review committee’s recommendations was delayed with additional UMC organization changes. Will resume in FY16.
- Hired new Executive Assistant for the Executive Director due to the retirement of the previous Administrative Assistant. Executive Assistant started December 29.
- Coordinated UMC participation in UMC New Student Welcome Information Fairs for summer 2015 (June – July).
- Supported staff attendance at off-campus conferences and seminars when fiscally possible.
- Supported staff attendance at on-campus skill-building trainings.
- Facilitated completion of Real Colors for interested staff.

#### Assessment

- Created a Student Leader Training addressing how to navigate friendships and supervising based on feedback from FY14 focus groups.
- Contributed to the development of the CU REAL program to increase the connection students see between their campus job and their classroom learning. Participated in Spring 2015 pre-assessment in preparation for fall launch of CU REAL.
- Began meeting with Office of Performance Improvement in Fall 2014 and halted the process due to significant organizational changes for the UMC. Touched base with OPI in Spring 2015 and was advised to revisit our mission statement and strategic plan once the changes begin to “settle.”

#### UMC Projects

- Selected as the host site for the 2016 NACAS Central – West Joint Regional Conference (first joint regional conference for NACAS).
- Selected as the host site for the ACUI Region IV 2016 Regional Conference.
- Opened the renovated Glenn Miller Ballroom in January 2015 to very positive reviews and with a welcome from the Chancellor.
- Held annual Veterans Day Ceremony in the Folsom Field Stadium Club (due to ballroom renovation) and in collaboration with the Office of Veterans Services.
- Effective June 1, 2015, UMC Executive Director began supervising full-time CUSG Office staff.
- Piloted CU Events Calendar Student Editor position in collaboration with University Communications (now Strategic Relations). UComm paid for the position and the UMC housed and supervised the position. Position created electronic and in-person training to use the CU Events Calendar, trained 12 full-time staff in the Division, and outreached to CEB, SGFB, DSCC, DSB, and various student organizations. Posted 60 student organization events, assisted additional groups, and approved and edited campus events weekly (range of five to twenty per week), and UComm was very happy with the result. Due to positive success, wrote weekly “Top 10 Things To Do” student issue of *CU-Today*. UComm plans to continue the position, though the “home” department has not been decided.
- Participated in HR centralizations meetings and prepared for IT centralization conversations.

#### CUSG Office

Department Head: *Carlos García*



Department Manager: *Megen Princehouse*

The CUSG Office provides administrative support to the University of Colorado Student Government (CUSG) to include all three branches of student government and various boards as well as student employees associated with the successful functioning of student government.

- Helped plan and promote the Senior Graduation Open House.
- Successfully planned the fall executive staff retreat.
- Coordinated food and room reservations for a successful March ASSET dinner.
- Served on the Vice Chancellor's SGFB review committee that proposed new funding limits for student groups.
- Volunteered on the Student Leadership Development committee and helped to plan the May mini conference.

**Business Office**

Department Head: *Peggy L. Tucker-Ortega*

Department Manager: *Glenda M. Schofield*

The UMC Business Office provides business, cash handling, and accounting support for all UMC operations. It is also responsible for monitoring all UMC budgets, financial transactions, preparing monthly financial reports, enforcing campus accounting regulations and business practices, and overseeing the Human Resources and Payroll department.

- Supported the consolidation of SOFO and Student Involvement with budget preparation and reorganization of accounts.
- Was asked by VCSA to begin providing business function and human resources support to other CUSG cost centers.
- Worked with Finance Board on long-term budgeting strategies.
- Worked with Housing & Dining Services to convert UMC Food Services to HDS/Campus Dining Services.
- Several Business Office staff participated in CPE4CPA continuing education.
- Audit of petty cash and change fund was successful with no recommendations or negative comments.
- Successful Budget cycle with three enhancements funded: Hourly increases of \$17,764, furniture purchase increases of \$10,644, and additional CUNR dispatch system of \$38,106. An additional \$2.00 per student per semester for repair and replacement support was also approved.

**Marketing**

Department Head: *Andrea J. Zelinko*

Department Manager: *Pamela A. Henderek*

Graduate Assistants: *Paul McDivitt & Annia Quiroz*

The UMC Marketing department provides strategic marketing, creative graphic design, and web communications to promote awareness of the UMC's mission and use of the UMC's programs, facilities, and services. Student staff involvement ensures that UMC Marketing's efforts stay student-focused and encourage reciprocal learning.

- Marketing Manager received the 2015 STAR (Student Affairs Recognition) Award at the Student Affairs Appreciation Breakfast in January 2015.
- Employed, trained, and supervised four student staff who noted their jobs helped them achieve a graduate intern position, an ad agency job, and a NACAS award for writing how their UMC job positively impacted student life and career goals.

- The Association of College Unions International (ACUI) Region IV awarded UMC Marketing Graphic Designer, Kelly Tomlin, first place in two categories in the 2014 *Steal This Idea* contest. Details are at <https://www.colorado.edu/umc/awards>
- UMC digital signs (touch screen kiosks, Food Services and Connection menu boards, marketing signs) and website:
  - Used the UMC website as a platform to communicate updates on the Glenn Miller Ballroom renovation project with photos and Prezi.
  - Promoted UMC Food Services winning two Boulder County Partner for Food Safety awards.
  - Brought in \$5,950 in revenues from ad space on digital signs (\$2,950 more than projected).
  - Upgraded 2<sup>nd</sup> floor digital sign to 55" and will relocate it to behind the Reception Desk for increased visibility.
  - Began process to add the campus map directory and wayfinding to the touch screens for customer service (to be completed in July 2015).
- Designed new look for Catering menus and print materials. Created menus in ADA Reader-friendly formats to comply with Federal ADA 508 Standards. Told we are ahead of all others on campus in this area.
- All website statistics showed an increase from FY14
  - # of sessions (visits) = Up 5,684 sessions or 4%
  - Page views = Up 79,690 page views or 28%
  - Pages per session of 2.42 = Up from 1.96 or 23.49%
  - Time spent per page = Increased 23%
  - Connection Bowling moved up on the list of most visited pages in FY15 to be just under UMC Dining and Hours pages. Top 10 in order of visits: Homepage, Dining weekly specials, Dining (main page), Hours page, Connection Bowling, CU NightRide, Connection (main page), Events (main EP&C page), Connection contact page (with hours), Alferd Packer page
- Social Media:
  - UMC Facebook: 1,908 likes (up 328). The UMC Facebook page ranks 33<sup>rd</sup> in number of likes out of 163 CU FB sites.
  - Connection Facebook: 477 Likes (up 57)
  - Twitter: 2,309 Followers (up 401)
  - Purchased iPad for more timely taking and posting of photos on social media. Established UMC Instagram account and can contribute to CU Strategic Relations campaigns.
- Campaigns:
  - **Buffvalue:** Distributed 6,800 business cards to Fall Residence Halls students to drive traffic to [www.colorado.edu/umc/buffvalue](http://www.colorado.edu/umc/buffvalue) for deals. Discounts (\$) were offered by UMC food tenants, FS, and The Connection. Results were 690 online views over a two-month timeframe. This is a 10% response rate, well above the industry's average direct mail response rate of 3-4% (Industry marketing statistics note that 65% of consumers will make a purchase as a result of direct mail in the previous year). Our campaign cost \$250, equaling 36¢ cost for each response.
  - **Love the UMC:** Updated "Buffvalue" landing page and promoted with printed cards and in the *UMC Weekly* newsletter. Deals (\$) and free programs included: UMC business tenants, FS, The Connection, and most cost centers in the UMC. Resulted in 526 online views over a one month timeframe, a better response rate than the fall campaign. Helped build awareness of what is available in the UMC and contributed to the "feeling welcomed" Student Affairs initiative.
  - **Reusables and Recycling Campaign:** To build awareness about the environmental impact and financial cost of discarded or missing reusables and to request the return of

reusables. Recycling information was also included. This campaign used posters, flyers, digital signs, a website (<https://www.colorado.edu/umc/sustainability>), direct emails to building proctors, social media, and the UMC newsletter - to raise awareness.

- **The Connection Late Night Menu program:** Designed print and digital media for program promotion in the fall of 2014. Late Night Menu was discontinued after the Fall semester.
- Provided concepts and supported The Connection's interior painting project.
- Continued to create in-house marketing materials at significant cost savings to UMC clients.
- Provided a variety of quality media in print, digital, and photography, including food, portrait, and event photos.
- Designed the new look for the Buffalo Nites program.
- Created and emailed the *UMC Weekly*, a weekly list of upcoming events and UMC news, posted The Connection events on the CU Events Calendar, and created and updated Buff Bulletins.
- Graphic Designer and Marketing Manager attended SkillPath training, "How to Become a Better Communicator."
- UMC Marketing staff contributed to committees including the UMC Policy Review, The Connection Review, and the Division's workgroup on Customer Service.

### **Information Technology & Network Services**

*Department Head: Andrea J. Zelinko*

*Department Manager: Sean C. Pease*

The UMC manages its own in-house information technology and network service needs. It maintains the Food Services management system (Eatec), meeting room reservation system (EMS), payroll time-keeping management system (Kronos), a Consolidating Cash Register System, Food Services Point-of-Sale system (Micros), Auth.net credit card reader system, building security cameras, and "people counters" at entrance doors. UMC IT also provides a variety of other support programs necessary for the operation of the UMC's 100+ desktop computers including PC repair and maintenance.

- Increased IT and business continuity by securely documenting service dependencies and accounts, removing old hidden accounts, and setting up group service accounts for all services instead of having them dependent on one person's personal work account.
- Hired new Database and Server Administrator to fill vacant position. Position was vacant for three months of FY15.
- Performed the PCI compliance Self-Assessment Questionnaires for Baby Doe's, Catering, External Catering, The Connection, and the Alferd Packer Grill, along with remediation actions needed to be compliant under the new PCI 3.0 standard.
- Worked with Housing & Dining Services to begin migration to Symphony Micros. This included documentation, recommendations, and assistance in pulling data from the existing service.
- Created a CU brand-compliant web page for the UMC staff kiosks. These machines have been heavily used and have received much positive feedback.
- Created and tested our new documented data back-up schema.
- Reduced our server power consumption by approximately 75% by virtualizing servers and retiring old hardware. This also significantly increased the run time of our server battery backup system.
- Driving force to make sure the EMS-Campus project IT prerequisites happened: AD / SIS / UIS data hooks.
- Began moving over 30 systems to prepare for the student center construction projects and multiple phone and data lines.
- Started supporting additional cost centers in the UMC and have been working with them to determine what it will take to migrate them to fully supported systems.

- Reviewed SOFO IT infrastructure, identified areas of concern, presented recommendations, and implemented a regular back-up schedule to protect data and work. Strongly encouraged office to update or rebuild outdated server. These changes are dependent on SOFO staff being able to secure the data on the current server with their current IT support.

### **CU NightRide**

*Department Head: Andrea J. Zelinko*

*Department Manager: Zach Withrow*

*Incoming Department Manager: Zach Withrow*

CU NightRide is a free and safe evening transportation service available to the CU community, providing rides to and from anywhere on campus and within the Boulder city limits. This is a fully student-run operation, funded through student fees and the Vice Chancellor for Student Affairs' general fund. CU NightRide operates six vehicles (including two hybrids and one energy efficient vehicle) and, in a given year, CU NightRide provides approximately 40,000 rides to the CU community.

- CU NightRide operated six vehicles this year (two hybrid and two high-efficiency vehicles in the fall and one hybrid and one high-efficiency vehicles in the spring).
  - Received a seventh vehicle, a second E-85 van, to meet the request from CUSG to be able to accommodate more large groups. The vehicle was ordered in FY14 but delivery was delayed until August 2015 due to vendor miscommunication with Transportation and vehicle industry weather delays in delivery.
  - Totaled a hybrid vehicle in December 2014 and no one was injured. We replaced the vehicle in late spring 2015 with a recommended all-wheel drive vehicle to increase our ability to drive in snow-packed conditions.
- During FY 2014-15 NightRide provided 25,618 rides to 41,623 riders (a 3% decrease in the number of riders from FY14). NightRide averaged 151.54 ride requests per day, a decrease of eight requests per day.
- Continued the cancellation option on the phone line. Students are using this feature and wait time complaints appear to have decreased.
- The average wait time for a solo ride request was 19 minutes, a one-minute decrease from the last fiscal year. The average wait time beyond the scheduled pick-up time for a solo rider was 5.6 minutes.
- The vast majority of NightRide users (66%) are either single or double riders (an increase from 65% in FY14) and the majority of users (65%) of the program are female (a decrease from 70% from FY14).
- The busiest time of day for rides is the 8:00 – 10:00 P.M. time period.
- Hired 21 new staff in fall 2014, a very large hiring pool for this operation. This large hiring was due to a larger than expected spring turnover of staff which impacted our operations in the fall.
- Had three NightRide Directors in FY15 due to initial Director needing to leave CU three weeks before the fall semester began. Assistant Director positions were impacted and we rearranged the leadership structure each semester to balance NightRide program needs and student academic schedules.
- Operated one less day during Finals Weeks due to the change in the Finals schedule to end one day earlier each semester.
- Secured funding for an online dispatch system, to be purchased in FY16.

### **Food Service**

*Department Head: Robin Margolin*

*Department Managers: Hector Olivas, Jena R. Lougee & Dean L. Couchey*

*Student Managers: Various*

UMC Food Services consists of a combination of self-operated and franchised food outlets and private food operators. The UMC Food Service is an approximately \$4 million operation and provides products and services through the following restaurants and operations:

- **Retail Operations - Alferd Packer Grill:** Consists of the Slumgullion Pass (grill and breakfast items), Al's Lodge (Panini), Al's Greens (salad bar), The Tabor (home-style cuisine), El Canibal (Mexican specialties), fresh made soups and chili, fountain beverages, and Grab-n-Go; and **Baby Doe's** Coffee and Bakery (coffee, pastries, bottled beverages, and Grab-n-Go)
  - **UMC Catering Operations:** Staffed events and deliveries
  - **Franchise and Private Operations:** Subway, Panda Express, Domino's Pizza, Celestial Seasonings, Cold Stone Creamery, and Jamba Juice
  - **Food Truck Program on-Campus**
  - **Colorado Shakespeare Festival and Macky Auditorium Concessions**
- UMC Catering serviced 4,094 events (402 staffed events, 3,695 deliveries, and miscellaneous caterings), a 2.3% decrease from last year.
  - Generated \$50,989 in catered alcohol sales.
  - Total Cost of Goods sold was 31.9% compared to 30.8% last year.
  - Labor cost increased from 48.1% to 53.6% (due to salary and benefit increases as well as catering being down on the year).
  - Other operating expenses decreased \$70,291.
  - UMC Catering continued to offer "Zero Waste" events for all student fee-funded food functions per CUSG sustainability requirements.
  - Hosted and taught cooking classes in collaboration with other departments, including the UMC Student Involvement Office.
  - Merged with Housing & Dining Services to create a more campus user-friendly experience for retail and catering operations on July 1, 2015.
  - The sixth full operating year of Campus Cash in UMC Food Service self-operated retail areas yielded \$140,932, a 16% increase over last fiscal year.
  - Continued providing metabolic meals for UCHSC General Clinical Research.
  - Continued to be the official food service provider for concessions and catering for the *Colorado Shakespeare Festival* and Macky Auditorium, generating \$50,102 in concessions sales.

### **Connection Games Room**

*Department Head:* Jimmie A. Baker

*Department Manager:* André J. Adams

*Student Manager:* Sierra Kohlruss

The UMC Connection games room operated on a \$357,276 budget and consists of the following services:

- Arcade (Video Games and Pinball)
  - Billiards (Pool)
  - Bowling
  - Concessions & Vending
  - Summer Camps & Parties
  - High School Camps
  - Miscellaneous Student Group Event Ticket Sales
- The Connection hosted 161,080 customers during this fiscal year.
  - The Connection ended the year at \$443,941, with a net profit of \$47,073, which was 473% above budget.
  - Food and Beverage sales continued to be strong and ended the year at \$127,755.

- Private Parties continued to be hosted in The Connection and continued to increase in frequency, ending the year at \$91,449.
- Video Gaming nights continued to grow and are proving to be very popular. Each tournament averaged 52 participants.
- The Connection started a Karaoke Night this year, which has been moderately successful. We hope to continue to grow this program.

### **Events Planning & Catering Office (UMC Operations)**

*Department Head: Roxane S. Ruggles*

*Department Managers: Andre Freeman, Matthew D. Califano & Stephen P. Van Zandt*

*Student Manager: Hailey Bohannon*

The UMC manages its own facility reservation functions and catering sales office, as well as scheduling many of the university's non-academic facilities and functions. It is funded through student fees and excess revenues from UMC auxiliary operations. The UMC has 22 meeting rooms plus various other "reservable" areas. In a given year it schedules approximately 13,300 events in the UMC and 11,600 throughout campus. The UMC performs its own meeting room and equipment set-ups.

- UMC Scheduling handled 15,042 reservations this past year for the UMC, a 1% decrease from last year.
- UMC Non-Academic Scheduling handled 12,957 reservations this past year for other campus facilities, a 4.5% decrease from last year.
- The most requested room in the UMC was room 425 (708 reservations) and outside of the UMC was Hellems 252 (266 reservations).
- Now have the ability to schedule the Oak Room at University Club.
- Hired new A/V lead.
- In association with UMC Catering and UMC Marketing, helped develop the EP&C website and catering guide.

### **EMS - Campus (UMC Operations)**

*Department Head: Jimmie A. Baker*

*Department Managers: Roxane S. Ruggles*

*Coordinator: Amanda R. Taylor*

The UMC administers the campus-wide Events Management System – Campus conversion project. This project incorporates the usage of EMS software by Dean Evans & Associates for facilities that reserve spaces that accommodate 200 or more people as well as all outdoor "reservable" spaces.

- The EMS-Campus initiative will have all campus venues that accommodate 200 or more and all outdoor spaces utilizing a central event management system.
- The EMS-Campus system will go live in the Fall 2015 semester.
- Developed EMS relationship with Music, Atlas, Macky, the Alumni Association (Koenig), and Biotech to train and enable their scheduling staff to utilize EMS-Campus software.
- UMC, Rec Center, and Athletics are already using EMS-Campus.
- Major merge of EMS Lite occurred for both the Business and Law Schools.
- Multiple training sessions were held for EMS-Campus users.

### **Campus Alcohol Agent (UMC Operations)**

*Department Head: Carlos García*

*Department Managers: Roxane S. Ruggles*

*Coordinator: Elizabeth Sellers-Anderson*

The Campus Alcohol Agent now reports to the UMC under the Events Planning & Catering department, effective June 7, 2015. This entity provides guidance and policy oversight for events which include alcohol.

- There were 507 alcohol-related events on campus.
  - 342 of these events were held by university departments and student groups.
  - 165 of these events were held by off-campus clients.
  - 8 of these events required a Special Events Permit (SEP).
- Of the 507 alcohol-related events, 36 (7%) were issued violations (2% were considered minor violations, 1.4% medium violations, and 3.5% major violations).
  - Of the 36 violations, eight were by student organizations, twelve were by university departments, and sixteen were by off-campus entities.

### **UMC Operations (Facilities Management)**

*Department Head: Jimmie A. Baker*

*Department Managers: Marino T. Lerma & Sue K. Dangel*

The UMC manages its own facilities, is generally self-reliant, and is funded through student fees and excess revenues from UMC auxiliary operations. Through its in-house custodial and maintenance staff, the UMC is able to accommodate the majority of its needs including custodial, building maintenance, and building security.

- The Operations budget ended the year \$113,682 over budget.
- Custodial/Housekeeping staff continued to do a good job keeping the building well-maintained.
- Building improvement projects included:
  - Completed design of the Gender Neutral Restroom, projected to cost \$135,000
  - Completed \$4.2M Glenn Miller Ballroom renovation and associated catering kitchen
  - Replaced lighting and controls system in The Connection with LED lights
  - Replaced Food Service Dock door railing
  - Purchased Blast Chiller and Combi Ovens for Ballroom catering kitchen
  - Replaced bamboo flooring in the CU Book Store
- Completed the following energy efficiency projects:
  - Replacement of the fluorescent lights in The Connection with LED light fixtures.
- Building-related revenue was \$1,029,531, a 13.7% decrease from last year.
- Added the US36 Kiosk in the building.
- During the fiscal year, 2,003,323 people visited the UMC, a 249,245 (11%) decrease from last year (this can be attributed to the Glenn Miller Ballroom & Aspen Rooms being closed for renovation).

### **Reception Desk/Information Center (UMC Operations)**

*Department Head: Jimmie A. Baker*

*Department Manager: Sue K. Dangel*

*Student Manager: Kristin Allen*

The UMC operates a Reception Desk and Information Center, funded through student fees, excess revenues from UMC auxiliary operations, and a small General Fund subsidy. Through this service it assists UMC patrons as well as the University community in locating on-campus programs and services. It also serves as the cash box dispensing location for Loggia vendors as well as supporting other student organization cash box needs. The Reception Desk also manages the student computer laptop check out program and averages 13,800 laptop checkouts per year. The UMC's lost and found operation and key checkout system is managed at the Reception Desk.

- Handled 166,542 inquiries this past year, a 7,901 decrease (4.5%) from last year (due to the Glenn Miller Ballroom and Aspen Rooms being closed for renovation).
- The computer laptop check-out service with 30 available laptops yielded a total of 8,069 checkouts (an average of 32 times daily during the school week), a 32% decrease in usage from last year. The program was discontinued by Campus OIT as of May 9, 2015.

- A successful student run building security team kept the UMC building safe and secure throughout the year.

### **Student Involvement, Activities & Leadership Development Office**

*Department Head: Kristen E. Salo*

*Department Managers: Colin P. Spaulding, Erin M. Dewese, Kimberly A. Kruchen, & Stephanie P. Baldwin*

*Graduate Assistants: Kelli Hagan & Cara Harrington*

The UMC Student Involvement, Activities, & Leadership Development Office (SIALD) provides overall direction and support for Program Council, the Dennis Small Cultural Center, the CU GOLD Student Leadership Program, and the Office of Greek Life. This office also supports student groups in the UMC in producing their own events as well as provides an advisory relationship with the Cultural Events Board, the Distinguished Speakers Board, Homecoming Committee, and Senior Class Council. The SIALD office coordinates signature programs including Midnight Breakfast, UMC Welcome Fest, I Love Mondays, Buffalo Nites evening programs, Student Involvement Fairs, and Late Night programming. The SIALD office is the UMC's center for student development and student leadership activities as well as for UMC diversity training.

- In October 2014, CUSG moved forward with creating the Center for Student Involvement (CSI), which will better serve students and student organizations and combines SIALD and the Student Organizations and Finance Office (SOFO). This office was created by Legislative Council in December 2014 and will begin operations on July 1, 2015. As of July 1, 2015, SIALD will no longer exist, and CSI will not be a part of the UMC.
- UMC Late Night Programs, funded primarily by the office of the VCSA, sponsored *Battle of the Bands* and *Poetry Slam*, attracting a combined 640 students. A new event was added to the Late Night event series called *CU's Got Talent*, which attracted 75 attendees.
- I Love Mondays afternoon entertainment events attracted approximately 1,800 students during its 30 programs.
- Midnight Breakfast served 875 students in December and was a lumberjacks-themed event. The May Midnight Breakfast was changed to the inaugural Late Night Breakfast based on student and staff feedback that the event should encourage better sleeping habits by occurring at an earlier time. This event's theme was "May the Fourth Be With You," as it took place on May 4<sup>th</sup> and coincided with International Star Wars Day. This breakfast served an additional 1,070 students and, moving forward, will retain this earlier start time based on increased participation and attendance. The event was staffed by staff across the campus at the UMC, Division of Student Affairs, and more. Both Midnight Breakfast and Late Night Breakfast were "Zero Waste" events.
- Veterans Day attracted 175 people to the annual ceremony and featured Sergeant Neil Duncan, a U.S. Army veteran, as the speaker. This ceremony was unique because the UMC Glenn Miller Ballroom was under construction, so the event took place at the CU Boulder Folsom Field Stadium Club. The event included an addition of a fallen soldier's name to the memorial plaques and included a ceremony followed by a reception.
- The Fall Student Involvement Fair, with free food, was held in the UMC Fountain and Arcade area during Student Involvement Week, and had 132 student groups participating with about 1,500 students attending to discover ways to get involved on campus. The Spring Student Involvement Fair was held in the UMC Glenn Miller Ballroom due to weather and had 98 student groups with approximately 1,000 students attending. Both events had a registration wait list for student groups who wanted to be involved.
- UMC Welcome Fest was attended by 4,540 incoming freshman, up by at least 350 attendees from the previous year, and sponsored fun activities such as: free bowling and billiards in The Connection, miniature golf, a custom street sign-making activity, inflatable activities in the UMC Dalton Trumbo Fountain Area, a visit from CU's live mascot, Ralphie, musical performances in Club 156, a poster sale in the dining area, performances from CU student groups, a break dancing



exhibition, a photo booth, and more. Food was provided throughout the building. A unique challenge was that the Glenn Miller Ballroom was under construction at this time, but feedback was very positive on the creative ways that the space in the UMC was used to distribute students throughout the building.

- UMC Intermission was re-branded as Buffalo Nites and featured recurring events in the UMC such as arts and crafts and trivia.
- The Director for Student Involvement, Activities & Leadership Development and the Program Coordinators played an integral part in the success of the CEB, DSB, Senior Class Council, Homecoming Committee, PC, and Panhellenic Council programs previously mentioned by serving as staff advisors.

### **CU GOLD Student Leadership Program**

*Department Head: Kristen E. Salo*

*Department Manager: Stephanie P. Baldwin*

*Student Coordinator: Lauren Elder*

The CU GOLD Student Leadership Program is an open non-academic program that provides leadership training to CU students. It offers a variety of informal educational sessions throughout the year such as Workshops in a Box and the annual Leadership Conference. It also offers a more formal structured intensive Core Leadership Program (CLP) and an advanced Applied Leadership Program (ALP). CLP is a semester-long program open to all CU students on a first-come-first-serve basis, and ALP is open to students who have completed CLP and want a place to practice what they have learned.

- CU GOLD served 584 students this year and sponsored 14 workshops and programs.
- Three Core Leadership Programs (CLP) were conducted with 116 students enrolling for both the Fall and Spring semester-long intensive leadership training program. The program received very high marks by all students participating in CLP.
- The Applied Leadership Program (ALP) provides a next step program for students who have completed the CLP program and are interested in further leadership development. Twenty-one students were involved in ALP.
- The CU GOLD Executive Board, composed of students, is an integral part of the program planning process and the program's success, and is responsible for planning, executing, facilitating, and managing all of CU GOLD's events and programming.
- CU GOLD was successful in receiving funding from both CUSG and the CU Book Store for FY2015.
- A marketing plan for Workshop in a Box presentation is being developed to rejuvenate the program and reach out to groups who do not know about these services. Workshop in a Box presentations reached 110 students and were sponsored on the following topics: *Leadership Development, Event Planning 101, Values, Time Management, Team Building, Running Effective Meetings, and Go FISH!*
- The Gold Institute Leadership Conference was coordinated by CU GOLD with 113 students attending (both CU and non-CU students). The conference was reimaged as an institute model instead of a traditional conference model.
- The Student Leadership Recognition Awards program attracted 135 attendees and bestowed the following awards to students and staff: *Rising Star, Outstanding Student Voice, Lasting Legacy, Outstanding Student Organization, Supportive Staff Member, Honor Code Integrity, Best Cultural Event, Student Organization of the Year, and DSCC Ripple Award.*
  - CU GOLD once again collaborated with the Colorado Creed for this ceremony and allowed the Creed to present annual awards: *Contribute, Act, Respect, Leigh Wyman Family, and the Stumpie.*

### **Dennis Small Cultural Center**

*Department Head: Kristen E. Salo*

*Department Manager: Erin M. Dewese*

*Graduate Assistant: Andrea Jacobson*

The UMC manages the Dennis Small Cultural Center and its general fund budget. The Center provides a safe and inviting space for underrepresented students as well as a venue for cultural programming. The DSCC provides self-initiated programming as well as funding for student groups' cultural events and programs.

- DSCC sponsored 46 cultural programs and participated in many collaborations with other departments, serving 981 total participants.
- Programs included: 20 Rooted programs (e.g. a slam poetry workshop, a maté tea philosophy circle, and a discussion on the power of Halloween costumes), 22 Branch Out programs (e.g. cooking and dance classes, open mic nights, film screenings, and crafts), two Fun Before Finals events (e.g. yoga, hip hop and Bollywood dance classes, and crafts), the (Re) Vision Art Space (e.g. Black History and education, violence against Native American women, and history in terms of oppression), the Passive Programming Display Case (education through passive programming and advertising for upcoming programs and events), and two Open House events (slideshow presentation and introductions of DSCC staff and the DSCC mission).

### **Office of Greek Life**

*Department Head: Kristen E. Salo*

*Department Manager: Stephanie P. Baldwin*

*Panhellenic Council President: Laura Armstrong*

*Graduate Assistant: Ali Cooper*

The purpose of the Office of Greek Life is to provide support to the Greek community including Panhellenic sororities and ensure that Greek Life students have the opportunity to develop leadership skills, participate in community service, enrich their academic experience, and create lasting friendships.

- The Office provided support to nine Panhellenic sororities, and two Special Interest Associated Panhellenic sororities. MGC groups were moved to the CUE for advisement services.
- IFC fraternities are still unaffiliated with the University, but the UMC Executive Director maintains a liaison relationship with IFC and their Greek Advocate.
- Coalition for Responsible Community meetings are held monthly during the Fall and Spring semesters to coordinate women and men's Greek life activities with the City of Boulder public safety entities.
- Several Panhellenic events were sponsored on campus including: Buffthon, Greek Awards, Greek Week, and various sorority philanthropies.
- Panhellenic recruitment had 1,013 women registering and 728 receiving bids.
- *Standards of Excellence* process continues to improve for sororities, making the process more reflective and user-friendly.
- The Executive Board approved travel funds to support the Coordinator to travel to the Myers Briggs Certification Program in August 2014 and the Annual Meeting of the Association of Fraternity and Sorority Advisors in December 2014.
- There was increased interaction between the Coordinator with the Dean of Students Office, CAPS, Career Services, Orientation, Housing and Dining Services, Victim Assistance, and Community Health.
- Coordinator improved overall communication and trust in the CU Greek Community at the local, regional, and national level, by serving as a small group and lead facilitator at multiple national conferences.

### **Program Council**

Department Head: Kristen E. Salo  
Staff Co-Advisor: Colin Spaulding  
Student Manager: Kelsey Gonzalez

The UMC offers entertainment programming through its management of Program Council (PC). PC is a student-run auxiliary operation which also receives a student fee allocation. It produces events such as movie screenings, concerts, and comedy shows in the UMC, Macky Auditorium, Club 156 Nightclub, Mary Rippon Theatre, Coors Events Center, and Balch Field House; outdoor festivals at Franklin and Farrand Fields; and an occasional Folsom Stadium concert. Program Council also provides production and security services for other student-sponsored events, which generate additional revenue for the program.

- Program Council had a combined attendance at its programs of 19,750.
- Awarded two \$500 scholarships to student staff.
- Program Council Director attended monthly student leader trainings provided by the Student Involvement Office whenever possible. PC also held a fall two-day retreat, a spring half-day retreat, and developed relationships with outside collaborators to offer more educational and professional development opportunities to students and staff.
- Program Council continues to use a third party ticketing system (*EventBrite*) for small venue shows.
- *Buff Party* was a new sole-promote Program Council event held in Club 156 on the last Friday before final exams started in Spring 2015. This was a VIP event as an end-of-the-year exclusive to the top 150 people who attended the most PC events throughout the school year. It was headlined by *Haerts*.
- New Student Welcome concert on Farrand Field featured *Kill Paris* as the headliner, *Eoto*, *Bearsohmy*, and the *Griswolds*, with attendance of approximately 8,500 CU Boulder students.
- *Battle of the Bands* brought in local bands to the Glenn Miller Ballroom and attracted 350 attendees.
- Homecoming co-promote concert at Balch Field House with *Pepper* and *Bag Raiders*, drawing 2,000 people.
- *12<sup>th</sup> Annual Poetry Slam* in UMC 235 with 325 students attending.
- *Club 156* brought in 10 club shows (local and student musical acts) with a total of 1,200 students attending throughout the year.
- The Program Council Film Series brought 16 films for the *Friday Night Film Series*, featured five movie sneak peeks (one of which was *Trainwreck* and included a meet and greet with the film's writer and star, Amy Schumer), hosted a sneak peek of the first episode of Season Five of *Game of Thrones* in conjunction with HBO, which was very successful), and offered six films for the *Throwback Film Series* at Chem 140, serving over 2,000 students throughout the year. Some films also utilized the 3D capabilities of the film equipment.
- A concert featuring *Chance the Rapper* and *Kygo* was a co-promote with Prime Social Group in Balch Field House with 3,900 people attending.
- PC also co-sponsored many events with companies such as *Red Bull*, *NFL Sunday Ticket*, and *Yahoo*.
- PC continued to be hired for production services by student groups wishing to produce their own events. Some examples are *Taste of Africa*, *GSA Drag Show*, and *Verve Hip Hop Show*, which drew 1,000 attendees.
- The Gold List (formerly VIP) membership program had 831 students opt to join, allowing them to receive a PC promo package, a discount card to various stores and restaurants in Boulder, discounted tickets to select concerts, and front-of-the-line privileges at movies.
- Program Council Facebook followers reached an all-time high of 5,311 followers.
- All PC shows continue to be alcohol-free events and provide an alternative to alcohol events on the Hill.

### **Cultural Events Board (Advisory)**

*Board Chair: Talia Halfon*

*Staff Advisor: Erin M. Dewese*

The purpose of the CUSG Cultural Events Board is to facilitate programs and activities of interest to the student body and the University community that are not readily available. CEB promotes opportunities for interaction among students so that the campus can become an environment of respect and understanding for cultural differences. CEB establishes policies for the funding of student cultural events. It is also the purpose of the Cultural Events Board to recommend and assist in the development of cultural, intercultural, and informational/educational programs from a neutral stance view point.

- Funded 31 student organizations for cultural programs.
- Hosted five different speaker events as Board projects, including: *Marcus Luttrell* at Macky Auditorium with 1,221 in attendance, *Leymah Gbowee* in Macky Auditorium with 430 in attendance, *Paul Farmer* in the Glenn Miller Ballroom with over 600 in attendance, *Valerie Kaur* in the Glenn Miller Ballroom with 485 in attendance (sold out), and *Angela Davis* in the Glenn Miller Ballroom with over 1,000 in attendance (sold out).
- Hosted a movie screening of *Lone Survivor* with an attendance of 63.
- CEB hosted two showings of documentary films.

### **Distinguished Speakers Board (Advisory)**

*Board Chair: Irfan Nadiadi*

*Staff Advisor: Colin P. Spaulding*

The purpose of the CUSG Distinguished Speakers Board is to bring to campus speakers of the highest caliber, who will intellectually stimulate students and the surrounding community. The goal is to ultimately inspire people by bringing some of the world's greatest minds to the University of Colorado Boulder.

- *Soledad O'Brien* at Macky Auditorium with 750 in attendance.
- *Buzz Aldrin* in Macky Auditorium with over 1,800 in attendance (sold out).
- *Robert Ballard* in the Glenn Miller Ballroom with 525 in attendance.

### **Senior Class Council (Advisory)**

*Council President: Julie Wilson*

*Staff Advisor: Kimberly A. Kruchen*

*CU Foundation Advisor: Maggie Linn*

The purpose of the University of Colorado Senior Class Council (SCC) is to serve as representatives of the senior class. The SCC is a credible and exciting student organization fostering a community base of future alumni and working in collaboration with others on campus to celebrate students' last year on campus. Leadership opportunities focus on event planning, fundraising, and networking with university administrators and student affairs professionals.

- Worked with the President and Chancellor to select the commencement speaker for the academic year 2014 - 2015, *Cathie Black*.
- Created the senior class May commencement video (unfortunately not able to be shown during commencement due to weather, but was sent out via *CU Boulder Today* and is available on YouTube here: <https://www.youtube.com/watch?v=RfizAmtzhN4>).
- Sold 200 Class of 2015 t-shirts as a fundraiser and awareness builder.
- Raised funds for Class of 2015 gift of creating *Seniors Creating Future Buffs* scholarships.
- Sponsored Commencement Breakfast in May.
- Planned Senior Events such as a Senior Week including a movie screening, a therapy dog event (canceled due to weather), a night out at The Sink, a brewery tour, and Herd's Senior Sendoff.

Also tested a Countdown to Graduation format event that will hopefully continue in the future as well as the Welcome Back BBQ for seniors.

- Continued producing the senior newsletter, the *BuffTimes*, in collaboration with the CU Alumni Association.

### **Homecoming Committee (Advisory)**

*Committee Chair: Boneth Ahaneku*

*Staff Advisor: Colin P. Spaulding*

The purpose of the Homecoming Committee is to serve as the coordinating entity for on-campus and off-campus groups involved in the production and celebration of homecoming-related activities. The activities of the Homecoming Committee are funded by various sources including student fees, Student Affairs, City of Boulder, and private donations.

- The Coordinator for Activities and Special Events played a significant role in the success of the Homecoming Committee serving as a co-chair and advocate for students.
- Homecoming marketing materials did not incorporate a theme so that a brand could be created for Homecoming that would have continuity over many years. The theme for the Homecoming parade was, “Moments, Milestones, and Miracles: 100 Years of Homecoming,” as this was the 100<sup>th</sup> Homecoming and anniversary of many campus milestones. Only parade floats were required to adhere to the theme.
- The Grand Marshal for the Parade was Rashaan Salaam, CU’s only football player to win the Heisman Trophy (this was the 20<sup>th</sup> anniversary of Mr. Salaam winning the award).
- The parade was held on Saturday, began on the Hill, and ended at the intersection of College Avenue and 14<sup>th</sup> Street.
- A small block party with free local food and a live DJ was held after the parade as well as a variety of other events that occurred during Homecoming week.

### **Colorado Creed (Advisory)**

*Department Head: Kristen E. Salo*

*Student Lead: Travis Tallent*

The Colorado Creed is a consortium of students involved in student organization or student lead areas. The group meets several times during the fall and spring semesters to develop ways to create awareness of the Colorado Creed amongst the CU student population.

- Colorado Creed student consortium met twice each semester to create awareness among CU students of the Colorado Creed.
- The consortium created t-shirts that were given to students during Welcome Week activities. In addition, stickers with key Colorado Creed words were created and distributed, and the Colorado Creed was placed in prominent places in the UMC. Several Colorado Creed plaques were also updated.
- The Colorado Creed again paired with CU GOLD to present its awards at the Annual Leadership Recognition Reception.
- Began a recognition program late in the Spring semester, which will hopefully gain momentum going into the next academic year.
- Also began a project to locate the Creed words that are scattered around campus, and hold contests asking students to locate these words as a way of creating awareness of the Creed.

### **Retail and Office Space Leases (UMC Operations)**

The UMC leases retail space and office space to the following businesses and organizations and generates approximately \$1,029,531:

- Elevations Credit Union Branch
- Elevations Credit Union – ATMs

- U.S. Banks – ATM
- Wells Fargo – ATM
- Bank of the West – ATM
- Chase Bank - ATM
- CU Copy Center/Ink Spot
- CU Book Store
- Kaplan, Inc. Testing Center
- Peace Corps Office
- Loggia Table Rentals
- Office of Greek Life
- Community Health Education (Wardenburg)
- CU Collegiate Recover Center
- Room and Equipment Rentals
- Conference Services
- Print Sales
- Miscellaneous and Vending

**CUSG Cost Centers & Student Offices Housed in the UMC**

- 56 Student Organization Offices
- University of Colorado Student Government
- Student Organizations Finance Office
- KVCU Radio 1190 AM
- Women’s Resource Center
- Volunteer Resource Center
- Student Outreach Retention Center for Equity
- Environmental Center
- Off-Campus Housing and Neighborhood Relations
- Student Legal Services

**GENERAL EXPECTATIONS FOR FY 2015-2016**

**GOAL I** Create and maintain an inclusive atmosphere at the UMC that is welcoming to all and allows for free and open exchange of ideas and the development of significant relationships and understanding between all cultures in the University and the community at large.

**GOAL II** Continue to evaluate UMC services to ensure they are providing the most effective and efficient high-quality services to students, staff, faculty, and community members of the University.

**Goal III** Reestablish strategic planning process ensuring that assessment and continuous improvement are at the focus of what the UMC does.

**Goal IV** Incorporate student learning outcomes into the activities and employment the UMC offers to students.

**Goal V** Support and follow marketing plan with a focus on increasing building traffic numbers and retail sales throughout the building.

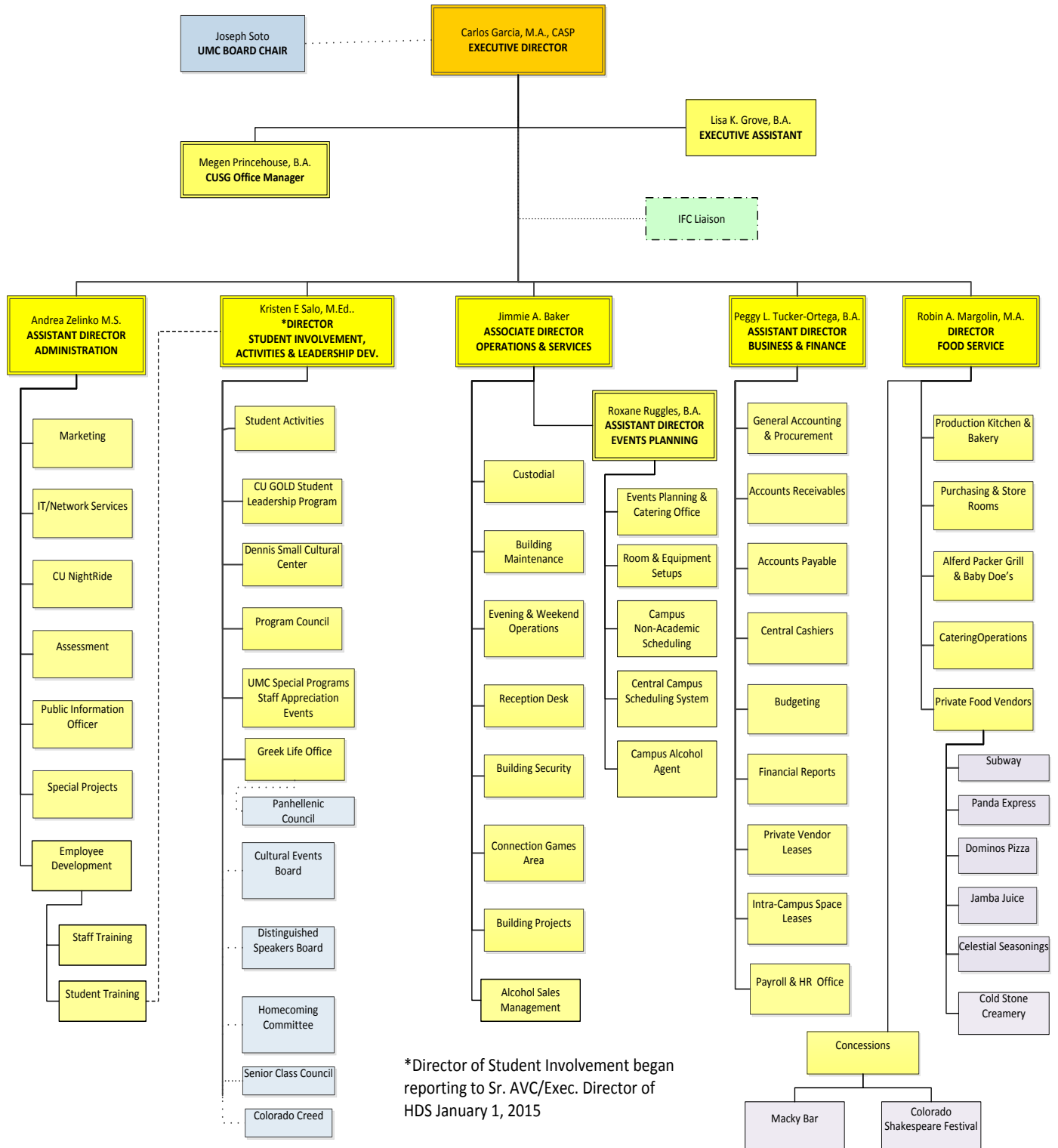
**Goal VI** Support the Center for Student Involvement to help assure their success in enhancing the CU student experience.

**Goal VII** Support CUSG Cost Centers within the UMC in the areas of Human Resources, Business Office support, and IT Services.

**Goal VIII** Update and follow facility master plan that includes (A) capital plan, (B) identification of better/more revenue sources, more secure funding, and increased reserve fund, and (C) ability to engage in long-term planning using the facility master plan.

**GOAL IX** Ensure continued commitment and implementation of sustainability practices and strengthen current practices when and where feasible.

**University Memorial Center Org Chart  
June 30, 2015**



\*Director of Student Involvement began reporting to Sr. AVC/Exec. Director of HDS January 1, 2015



		UMC & ASSOCIATED DEPARTMENTS								
		FY 2014-2015 Fiscal Year-End								
		(with SOR adjustment)								
		University	UMC	Dennis Small	Office of	Colorado	Campus Central			
		Memorial Cntr.	Bond/Loans	Cultural Cntr.	Greek Life	Creed	Scheduling System	Total	%	
<b>REVENUES</b>										
	Self-Generated	5,461,594	-	-	-	-	-	5,461,594	42.8%	
	Student Fees - Operating	4,105,270	-	-	-	-	-	4,105,270	32.2%	
	Student Fees - Capital	419,561	-	-	-	-	-	419,561	3.3%	
	Student Fees - Bonds & Loans		2,444,491	-	-	-	-	2,444,491	19.2%	
	General Fund Support	116,980	-	7,110	3,345	-	-	127,435	1.0%	
	Special Program Funding	61,072	-	-	-	-	67,623	128,695	1.0%	
	SOR-Insurance/Merits/Hrly Incr.	61,538	-	-	-	-	-	61,538	0.5%	
	Other Funding	-	-	-	-	236	-	236	0.0%	
	Roll Forward	-	-	-	-	-	-	-	0.0%	
	<b>TOTAL REVENUES</b>	<b>10,226,015</b>	<b>2,444,491</b>	<b>7,110</b>	<b>3,345</b>	<b>236</b>	<b>67,623</b>	<b>12,748,820</b>	<b>100.0%</b>	
<b>EXPENSES</b>										
	Professional Exempt Salaries	1,136,857	-	-	-	-	45,358	1,182,215	9.1%	
	Classified Salaries	2,429,974	-	300	-	-	-	2,430,274	18.8%	
	Salary Savings Pool	-	-	-	-	-	-	-	0.0%	
	Hourly Wages	1,020,559	-	-	9,923	-	-	1,030,482	8.0%	
	Professional Exempt Benefits	409,996	-	-	-	-	-	409,996	3.2%	
	Classified Benefits	863,862	-	-	-	-	-	863,862	6.7%	
	Hourly Benefits	10,674	-	-	109	-	-	10,783	0.1%	
	Cost of Goods Sold	1,271,551	-	-	-	-	-	1,271,551	9.8%	
	Operating Expenses	1,418,645	87	6,407	3,174	2,181	36,006	1,466,500	11.3%	
	Utilities	904,833	-	-	-	-	-	904,833	7.0%	
	Travel	25,160	-	-	45	-	-	25,205	0.2%	
	Capital/Projects	435,498	-	-	-	-	-	435,498	3.4%	
	Bond & Loan P&I	-	2,198,146	-	-	-	-	2,198,146	17.0%	
	<b>Subtotal</b>	<b>9,927,609</b>	<b>2,198,233</b>	<b>6,707</b>	<b>13,251</b>	<b>2,181</b>	<b>81,364</b>	<b>12,229,345</b>	<b>94.5%</b>	
<b>RECHARGES</b>										
	GAR	612,886	43,466	-	606	-	-	656,958	5.1%	
	GIR	54,022	-	-	58	-	-	54,080	0.4%	
	Net Internal Recharges	-	-	-	-	-	-	-	0.0%	
	<b>Subtotal</b>	<b>666,908</b>	<b>43,466</b>	<b>-</b>	<b>664</b>	<b>-</b>	<b>-</b>	<b>711,038</b>	<b>5.5%</b>	
	<b>TOTAL EXPENSES</b>	<b>10,594,517</b>	<b>2,241,699</b>	<b>6,707</b>	<b>13,915</b>	<b>2,181</b>	<b>81,364</b>	<b>12,940,383</b>	<b>100.0%</b>	
<b>TRANSFERS</b>										
	In	2,252,910	31,359	-	15,000	2,000	14,208	2,315,477	594.9%	
	Out	(1,697,203)	-	(403)	(181)	-	(467)	(1,698,254)	-436.3%	
	To Repair & Replacement	-	(227,979)	-	-	-	-	(227,979)	-58.6%	
	<b>Total Net Transfers</b>	<b>555,707</b>	<b>(196,620)</b>	<b>(403)</b>	<b>14,819</b>	<b>2,000</b>	<b>13,741</b>	<b>389,244</b>	<b>100.0%</b>	
	<b>NET INCOME</b>	<b>187,205</b>	<b>6,172</b>	<b>-</b>	<b>4,249</b>	<b>55</b>	<b>-</b>	<b>197,681</b>	<b>1.6%</b>	
<i>Note: Not reflected are costs covered by the Division of Student Affairs such as portions of three salaried positions, and various programs sponsored throughout the year. Does not include Alcohol Agent or CUSG Office.</i>										