

# University Memorial Center

## ANNUAL REPORT

### 2011-2012



University of Colorado **Boulder**

# Dear Friends and Colleagues,

The UMC continues to be the center of campus life at CU Boulder with 2.7 million people visiting last year – almost as many who visit Rocky Mountain National park annually, or enough to fill Denver Bronco’s Sports Authority Field at Mile High 36 times over! More than just a building, the UMC provides facilities, programs, educational opportunities, student jobs, and services for the CU community. It exemplifies the ideals of the student union as the hearthstone of campus, a welcoming place for people to meet, exchange ideas, build community, share food, study, or just relax and recharge.

Just like many of our colleagues on campus and around the nation, the UMC must continually respond to fiscal challenges, the changing needs of our students, and variety of ways the CU Boulder community utilizes our facility and services. We look to our mission statement to serve as our roadmap and to guide us through difficult decisions and new ventures – as the heart of the campus for CU students, faculty, staff, and guests.

This year’s annual report shares some of the ways we achieve our mission and how we are committed to innovation and growth to serve our campus and its community. From popular student programs, to a renewed commitment to sustainable practices, to continuous improvement of our facilities, it is easy to understand why the UMC continues to be the most-trafficked building on campus and a central hub of activity. Please join me in celebrating the efforts of our UMC staff and students who continue to make the UMC the heart of the CU Boulder campus.



Sincerely,

A handwritten signature in black ink that reads "Carlos García".

Carlos García, CASP  
Director, University Memorial Center

## We are the heart of campus

providing an exciting gathering place to celebrate diversity, explore individuality, build community, and pursue big ideas.



From *UMC Welcome Fest* in the Fall to *Midnight Breakfast* in the Spring, the UMC provides programs and a central gathering place for students from their first day of school to their last day of finals. Open 112 hours a week, throughout the school year the UMC offers out-of-the-classroom learning opportunities and

free evening and daytime entertainment to help students explore and build community. Whether students are actively seeking ways to get involved in campus life, studying for an upcoming exam, or simply making the most of their leisure time, the UMC provides students with a variety of ways to make the most of their CU experience.

# DIVERSITY

At the UMC, diversity is celebrated through food, music, art, education, and action. *The Alferd Packer Restaurant & Grill, Dennis Small Cultural Center (DSCC), Program Council (PC), and Student Involvement, Activities, and Leadership Office* provide and support a multitude of culturally diverse activities throughout the year. In addition, all UMC professional and student staff

participate in a diversity training each year, developed by the *UMC's EDGE Team (Encouraging Diversity Growth for Equity)*.

Approximately 13,000 people visit the UMC each day. They may be going to one of the 85 student groups offices housed in the UMC, grabbing a bite to eat, attending a noontime *SoundBite* concert or



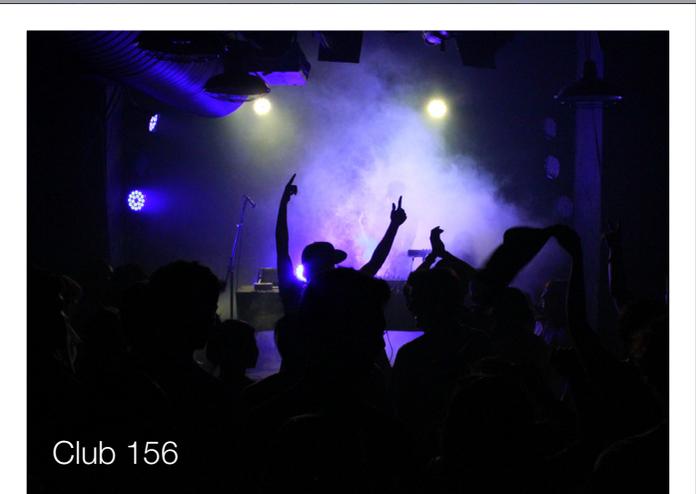
UMC Welcome Fest

# EXPLORE

*Late Night's Battle of the Bands*, watching a film or engaging in a cooking class through the *DSCC*, bowling with friends, attending a conference or meeting in one of our many meeting rooms, or working at one of the 280 student jobs in the UMC.

Student-operated *Program Council* entertained 33,000 students on campus by hosting artists such as *Eve 6, Nine Days, Trevor Hall, and Paper Diamond*. Program Council also engaged students by offering free first-run film screenings and operating an alcohol-free nightclub (*Club 156*) for up and coming bands. PC continued to provide production support to CU cultural student groups' events such as *Taste of Africa, Gay Straight Alliance Drag Show, Verve Hip Hop Show, and Greek Week Song Fest*.

The *Student Involvement Fair*, hosted in the Fall and Spring, introduced 1,450 students to 116 different campus student groups, providing even more opportunities for students to get involved in campus life.



Club 156



DSCC

# WELCOMING

# COMMUNITY



The Connection

Over 174,000 guests visited *The Connection* last year! Throughout the year students dropped in to play billiards and bowl, play free Wii, compete for prizes in the weekly Texas Hold 'Em Poker Tournaments, and hang out and watch their favorite sports games on the big screen TV. The Connection also implemented a new fundraising program for student groups and outside groups.

The *UMC Welcome Fest* kicked off first year students' first weekend on campus with local live music, video gaming, salsa dance lessons and party, tricycle races, Texas Hold 'Em Poker, henna tattoos, a basketball tournament, T-shirt tie-dying, and lots of delicious free food for the 4,000 students attending.

CU staff, faculty and administration cooked and served Dr. Seuss- and Olympics-themed *Midnight Breakfasts* to 1,850 hungry CU students during Fall and Spring finals weeks. The zero-waste events also featured stress-busting activities such as free bowling and billiards, a poker tournament, and a roving magician. *Greek Life* continues to be a great addition to the



Midnight Breakfast

*"I have met lots of great people, students, staff, and other members of the community. I have learned a lot about event planning and entertainment. At the same time, attending events we plan is an extraordinary learning experience. It has made me more aware of the endless opportunities to get involved on campus."*

-Andres, Dennis Small Cultural Center



Greek Involvement Fair



Dance Marathon

UMC team, and the *Greek Involvement Fair, Dance Marathon, Greek Week, formals*, and philanthropic events were energizing ways to celebrate Greek students. Recruitment saw 1,040 students registering and 714 students accepting bids to join Panhellenic sororities.

Throughout the year, the UMC keeps students, faculty, and staff up-to-date with what's happening on campus through its website, an active Facebook and Twitter presence, a YouTube channel, and weekly email blasts.

# Our welcoming environment encourages

CU students and the community to develop and use life skills to enrich the human experience.

# LIFE SKILLS

Through volunteer boards, leadership training, and employment, the UMC keeps students involved in major decision-making as well as the active management of the UMC. Students learn through formal instruction and by practicing and interacting with multiple UMC professional staff. Learning outcomes for student employees and board members focus on practical competence, interpersonal and intrapersonal competence, civic and campus engagement, and developed leadership. Students participate in formal training as well as on-the-job learning, and learning outcomes are assessed on an annual basis. The UMC is proud to offer our students not only paychecks and resume items but also life skills and experiences that will be of benefit after they graduate.



Student Leadership



UMC Student Board Members

*"I liked meeting people and getting experience in a work environment that was also fun and run by students! I wouldn't have the job I have now if I hadn't worked at the UMC for three years. I accrued invaluable experience and made many friends and contacts." -Anne, May 2012 CU Boulder Graduate*

Comprised of students, faculty, and staff, the *UMC Board* governs the UMC on behalf of CU Student Government. Working with the UMC Director, the Board ensures the UMC fulfills its mission of providing programs, facilities, and services that enrich the campus experience. This year the UMC Board awarded \$13,000 in scholarships to 13 student employees and leaders.

Two of the groups the UMC advises, the *Cultural Events Board* (CEB) and the *Distinguished Speakers Board* (DSB), had very productive years. CEB awarded \$321,000 in funding to 28 student organizations' cultural events and hosted special guests such as Lara Logan, Dr. Cornell West, and Michael Franti. DSB presented Neil DeGrasse Tyson and Sam Harris.

# LEADERSHIP

The *Senior Class Council* selected CU Leeds School of Business Advisory Board Member Tim Wolf as the 2012 commencement speaker and engaged their classmates in raising \$116,000 for the class gift. The Council keeps senior students informed and active through the *Buff Times* newsletter and a



Team Building

*“I have gained so much insight as to how the University functions as a whole. Being a part of CU GOLD has led to many experiences with Student Government, the UMC Board, CU Administration, and the list goes on, that I never would have experienced before joining.”* -Sarah CU GOLD



CU GOLD Applied Leadership Program

variety of social events throughout the year. *CU GOLD (Gaining Opportunities through Leadership Development)*, CU's only inclusive leadership development program, saw 523 students participating in skill-building workshops, the Core and Applied Leadership Programs, and the fourth annual State Leadership Conference.

The UMC employed 280 CU students in areas ranging from the *Alferd Packer Restaurant & Grill* to *Security* to *CU NightRide*. Many students find their first job at the UMC and stay for all four years of their college careers. They learn valuable skills that will serve them the rest of their professional careers, including time management, organizational skills, and working as part of a team. Students also served as directors of student-run organizations or held manager positions in service areas. In these roles, students gained the invaluable experience of leading while being mentored and learned to take risks while still being supported by the UMC's experienced professional staff.

# LEARN



CU NightRide

*“One of the greater challenges I have had being in a leadership position is managing people older than myself. But after some experience it became easier as I developed respect amongst my colleagues.”*

-Shane, CU NightRide

As a cost center of CUSG,  
and in collaboration with the Division of Student Affairs, we seek & value student involvement in everything we do to provide outstanding programs, facilities, & services.

# ENRICH

As the gathering place of choice on campus, the UMC is proud to deliver outstanding facilities, services, and programs to the CU community and campus visitors. Last year our Reception Desk handled over 202,000 inquiries and the UMC hosted close to 14,000 meetings and catered events. Our *Events Planning and Catering* office also handled almost 13,000 reservations for other campus space.



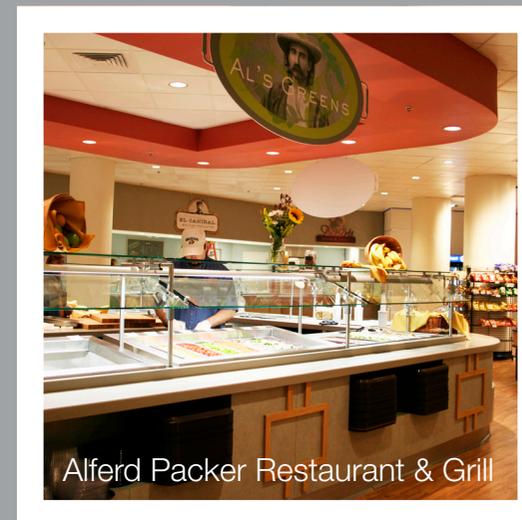
The popular *Alferd Packer Restaurant & Grill* saw over 300,000 customers last year and the Catering staff serviced almost 4,000 events for over 271,000 guests. The staff also provided authentic dishes from 29 different countries for 45 cultural events. Our *Baby Doe's Coffee & Bakery* saw an additional 211,000 guests through its archways in 2011-12. The Grill continued its education work with student nutrition programs on topics such as “homemade sports drinks” and gluten-free cooking choices.



*“I have gained opportunities to be part of Poetry Slam, to express myself and what I believe in through events that I plan as a part of working for the UMC. I have been able to work with some incredible, passionate people who might be able to help me with career opportunities later in life.”*

-Mira, Dennis Small Cultural Center

The dining area continues to be a well-utilized space for more than eating, and students will attend *SoundBite* performances and student organization programs and enjoy the comfy couches, window-seating, and tables for studying and socializing with friends.



Our staff also collaborated with Housing & Dining Services and the Athletics Department to create a *Fair Food Statement of Values*. The Statement will help the campus take measureable steps toward reducing waste, increasing composting, and incorporating sustainable food purchasing into our practices. The team received the 2012 Sustainability Award for their work from the CU Environmental Center and the Chancellor's Office.

# SERVICE

We are a living memorial  
honoring the courage and sacrifice of Colorado veterans.



Event Tent

*“The building is the heart of campus, and it is always bursting with energy. The people are friendly and like to have fun. The overall atmosphere at the UMC is very positive and energetic. I feel lucky to work here because it is so well-kept and very convenient as a full-time student.”*  
-Sarah, CU GOLD

We also purchased a bicycle-propelled, solar-powered coffee cart, with the help of a Sustainable CU grant, and became the official food service provider for the Colorado Shakespeare Festival. Student-operated *CU NightRide* continues to be one of the most popular programs on campus, providing over 39,000 CU students, staff, and faculty with free nighttime rides. CU NightRide averages 142 ride requests a night and the majority of NightRide clients are single and double riders. The program owns and operates a fleet of six vehicles, half of which are hybrids or high-efficiency vehicles.



Bike Cart

In 1947, Colorado Governor Lee Knous issued a proclamation stating, “The Memorial Center at the University of Colorado shall be the official state memorial to those who served and to those who died in these great wars to preserve our democratic freedom.”

The UMC is the custodian for artifacts from the *U.S.S. Colorado*, a battleship active from 1924-1941. The ship’s wheel and bell, a cast-iron scaled model of

the battleship, and the 48-star American flag that flew on the ship during WWII are on permanent display in the *UMC Veterans Lounge*. In addition, the Lounge displays plaques with the names of brave Coloradoans who died in wars from WWI to the present. Last year over 400 community and campus members attended the UMC Veterans Day recognition ceremony in the *Glenn Miller Ballroom* with guest speaker ROTC Commandant and Iraq war veteran Major David Rozelle.



Veterans Day Ceremony

# University Memorial Center

There's always something new to discover, along with old favorites to enjoy! Bookmark our website, like us on Facebook, follow us on Twitter and subscribe to our YouTube channel. You'll always know what's going on in your "campus living room."

[umc.colorado.edu](http://umc.colorado.edu)



University of Colorado  
Boulder

1669 Euclid Avenue  
Boulder, CO 80309  
303.492.6161



cuUMC



UMCMarketingCU



@CU\_UMC