

# University Memorial Center

ANNUAL  
REPORT

## Summary

Affectionately referred to as the “heart of campus,” thousands of people visit the University Memorial Center (UMC) every day to grab a bite to eat, enjoy free entertainment, shop the retail stores, study with free wireless internet or just hang out. With a wide variety of student services and student organization offices in the building and active student governance, the UMC is an exciting center for activism and community interaction. Visit the UMC to see all it has to offer!

## UMC Mission

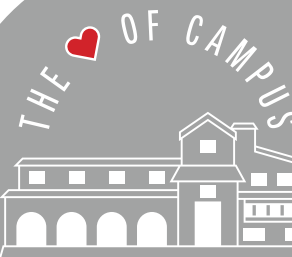
As the heart of campus, the UMC supports students’ academic success by providing opportunities for student involvement, leadership development and entertainment in a welcoming and inclusive environment.

## UMC Values

The following core values guide the decision-making and planning of the UMC:

- Diversity and inclusivity
- Engagement with the CU Boulder community
- Honoring veterans
- Quality facilities, programs and services
- Student development
- Sustainability

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## UMC At-a-Glance

ANNUAL BUDGET  
**\$9,424,355**

\$8,023,543 comes from student fees

**50**  
Full-time staff  
**100+**  
Student employees

**262,869**  
SQUARE FEET

**A service  
of CU Student  
Government**



## UMC Board

Established in 1970, the UMC Joint Board serves as the governing body of the UMC and its facilities, programs and services. The CUSG constitution provides the framework, membership and accountability of the Board.

### Accomplishments from 2020-21

- Awarded 12 scholarships, totaling \$12,000
- Updated the space allocation process, introducing a term limit to increase access to all student organizations
- Collaborated with the Environmental Center on the Student Arts Program to expand our call for submissions to include pieces that acknowledge and celebrate the impactful work of those in marginalized communities and who hold marginalized identities, while also focusing on the themes of environmental and social justice.
- Board Chair: Caitlin McPherson

## Programs and Services

- CU NightRide is a student-operated program dedicated to meeting the safety needs of CU students, faculty and staff by providing nighttime transportation to support a safe academic and socially responsible environment both on campus and in the community. Operations were modified to include golf cart rides and walking escorts during COVID-19.
  - Fall 2020 pilot program (modified operations due to COVID-19): 404 rides/escorts to 531 passengers
  - Spring 2021 (modified operations due to COVID-19): 405 unique users; 921 rides/escorts
- We held our annual Veterans Day Ceremony on November 11. This year, the event was held virtually with 94 people attending.
- The UMC leases retail and office space to the following businesses and organizations and generates approximately \$1,105,494.
  - Elevations Credit Union Branch
  - Elevations Credit Union – ATMs
  - Chase Bank - ATM
  - Bank of America – ATM
  - Ink Spot
  - CU Book Store
  - Peace Corps office
  - CU tabling
  - Office of Fraternity & Sorority Life
  - CU Collegiate Recovery Center
  - Campus Dining Services
  - Dean of Students
  - Pandemic Response Office (testing site)
  - Vending
- CUSG cost centers and student offices housed in the UMC
  - 28 student organization offices
  - University of Colorado Student Government
  - Center for Student Involvement (plus Cultural Events Board and Distinguished Speakers Board)
  - KVCU Radio 1190
  - Volunteer Resource Center and the Buff Pantry
  - Environmental Center
  - Off-Campus Housing and Neighborhood Relations
  - Student Legal Services





## Facilities

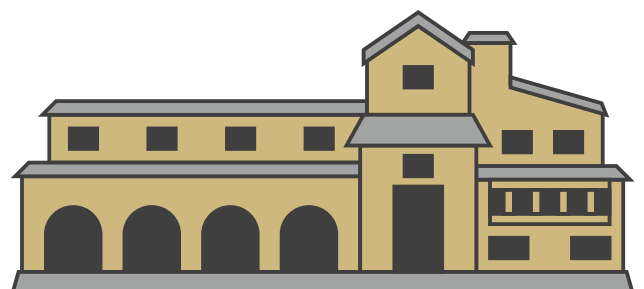
- Security cameras: Project began at the end of spring 2021. This expansion project will add 23 physical cameras to our building system which will provide 30 additional views due to multi-sensor cameras.
- SenSource capacity tracking system installed in August 2020 at all entrances and exits to meet the needs of COVID-19 capacity tracking. Going forward, we will use the data to inform decisions around operating hours, services, space utilization and revenue generation.
- A CU-inspired and student-designed mural was installed in the atrium to welcome students and guests into the UMC.
- Kicked off the UMC 235 and Reception Desk renovation projects.
- Repaired the loading dock.
- Continued to make improvements to the facility with updated paint, new window coverings and LED lighting.

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What I enjoyed most about being on the UMC Board was having the opportunity to work with faculty, staff and peers who all had a common goal of bettering the university for years to come.

**Caitlin McPherson**  
*Class of 2021,  
former UMC Board Chair*

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As the student union, the UMC provides a space for students to come together and find a place of their own. The UMC is the “heart of campus,” and if students embrace that, they can find their place in the CU community. The UMC’s programs provide an opportunity for students to learn and grow as individuals, students and leaders. Working in the UMC has provided me an environment where I can aspire and grow into the leader I would like to be and into a better version of myself.

**Nik Provost**  
*CU NightRide Director*



## CU Events Planning & Catering

- The UMC and EP&C collaborated with CUPD to develop the concept of COVID monitors and to provide quality training for these staff members. COVID monitors focused on the health and safety of event attendees by working with event organizers to ensure the COVID event protocols were being followed. Over the past year, COVID monitors supported 50 events within the UMC.

## Campus and Community

- The UMC supported the academic mission of campus by providing academic spaces. This also allowed us to build a stronger relationship with Space Optimization and the Registrar’s Office and to support the academic mission of the university.
  - During fall 2020, we held 108 classes in our facility, which totaled 1,981 academic hours taught. 2,435 students were enrolled in those classes.
  - During spring 2021, we held 81 classes, which totaled 1,767 academic hours taught. A total of 2,282 students were enrolled.
- Assistant Director Molly Brauer was part of the executive planning committee for the fourth annual Womxn’s Leadership Symposium.
- Steve Van Zandt was given the ‘Brightest Buff Award,’ recognizing him for his hard work, being a team player, solving problems and keeping a positive attitude.
- Peggy Tucker Ortega served on the Student Affairs budget council.

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UNIVERSITY OF COLORADO BOULDER  
A SERVICE OF CU STUDENT GOVERNMENT