



**Student Fee Review Board  
Funding Application for Fiscal Year 2015-2016**

Student Union Building

Name of Unit

Dr. Walter Miller, AVP, Student Life; Director, Student Union Building

Dean/Director

Title

1 University of New Mexico, MSC30-2200

Campus Address

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\$ 2,794,960.00

**Total Amount Requested**

**CERTIFICATION**

I certify that the statements herein are true and complete to the best of my knowledge and accept the obligation to comply with the terms and conditions of the Student Fee Review Board. I understand that the SFRB is a **recommendation** body and that its funding allocations are subject to revision by the Budget Leadership Team before final approval.

Walter C. Miller

Submitted By (Print Name)



Department Head Signature

09/05/14  
Date

Please submit an electronic version of this application via email to SFRB@unm.edu and a 15 hard copies of this application plus to the ASUNM Office, Student Union Building suite 1016.

**DEADLINE September 5, 2014, 5:00 PM.**

**\*Late applications will not be accepted**

*Student Fee Review Board 2014-2015*  
*Executive Summary: Student Union Building (SUB)*

The Student Union Building is a place where students, faculty, staff and community can go to accomplish their goals: socialize; satiate hunger; assemble for a meeting; study independently or in a group, to name a few. With foot traffic exceeding 10,000 patrons a day, the SUB is arguably the most heavily utilized facility at UNM.

Student Success:

The SUB purpose is to help ensure student success, as such the SUB aims to impact students on various levels: students as employees; students as patrons; student organizations; prospective students.

- Student employment: The SUB employs anywhere from 65 – 80 student employees at any given time during the year, making it the 2<sup>nd</sup> largest student employer on campus.
- Student Scholarships: every year, the SUB awards merit-based student scholarships to employees.
- Student organization space: nearly 90 student organizations are allocated space annually in the SUB; space allocation includes office space and/or storage space.
- Programmatic events: the SUB hosts Uni Night, the late night programming series that offers a safe alternative to students on Friday evenings; the SUB also hosts annual events such as the Pumpkin Carving Contest, Mardi Gras Celebration, and Late Night Breakfast. The SUB also collaborates with numerous departments across campus on programmatic events.
- Student recruitment: the facility is frequently used by Enrollment Management and others as a recruitment tool for the university.
- Academic success: Students frequently utilize the space in the SUB to further their academic pursuits. This includes, studying independently on the third floor, meeting for group projects, etc.

Funding Sources:

The SUB is not eligible for Instruction and General funding (I&G Funding), grants, state or federal funding. The funding provided by the SFRB to the SUB is the reason the facility is operational. Without the money received through Student Fees, the SUB would be unable to open its doors, turn on the heat, and serve students daily, 7 days a week, from 7 a.m. – 12:00 a.m., 50 weeks a year.

Funding Increase:

This year, the SUB is requesting a funding increase from the Student Fee Review Board. The increase is necessary as a result of the organizational restructuring that occurred in January, 2014. Food Service and revenue generated from this program was redistributed to Institutional Support Services (ISS). The SUB no longer has access to the revenue made from the Food Service contract; as such, an increase is necessary to maintain the same level of support provided to students this coming year as they have seen in years past. The necessary increase is mitigated by ISS's reimbursement for assistance the SUB provides to the Food Service operation.

The SUB is nearly 70 years old; the funding increase will help fund the cost of building repair and renewal; updating Audio/Visual equipment; fund capital projects; repair/replace/update furniture in the facility; replace the outdoor marquees.

*Student Fee Review Board 2014-2015  
Application Questions*

1. Describe the history and mission of your unit, and how its services support the mission of the University. Please address each of the following bullet points in your answer.
  - a. What services does your unit specialize in that are not offered in a similar form elsewhere within the University?
  - b. How does your unit serve the University's commitment to diversity?

As implied by the name, "Student Union Building," the University's gathering place exists primarily to meet the diverse needs of the school's student population. The SUB serves faculty, staff, alumni, and visitors. The SUB's primary stakeholders are represented by the SUB Board; this board sets the policy of the facility – these policies are driven and determined by students. The SUB's strategic vision remains committed to providing facilities and services in line with the times and supportive of the quotidian needs of the student as well as the University community. It is a multi-faceted organization, which is both a facility and a program, designed to serve the diverse needs of students, staff and faculty. The SUB supports student-initiated programs through ASUNM, GPSA, and the Student Activities Center, as well as provides food service locations and a central gathering place. Additional activities and programmatic support include meeting room facilities, entertainment, educational events and social events. The SUB is a central location for student development, student organizations, student governments: ASUNM and GPSA. The SUB currently has space allocated for 84 chartered student organizations (roughly 22% of the total chartered student organizations on campus), giving organizations the opportunity to have a central location to meet and better serve the campus community. Twenty meeting rooms are available to student groups at no charge with full access to audiovisual equipment for events and meetings, as well as storage units for those groups who require space to store their equipment.

In addition to the SUB providing space for students to meet, eat, and study, the following services are offered to students: LoboCard Office, Student Activities Center, Barber Shop, Lobo Computer Lab and the Parking Services Transportation Information Kiosk. ASUNM, GPSA, and Student Government Accounting offices are also conveniently located in the building to effectively serve the campus community.

2. Briefly describe each program/project in your unit that is funded specifically by student fees. What the outcomes, so far, of each program/project?

The SFRB funds we receive are used primarily for operating costs. The operation costs include repair and maintenance, building maintenance and services, utilities, equipment and furniture, supplies and university chargebacks.

With that in mind, SFRB funds are not utilized for a specific program, or project, rather for the facility in its entirety. In order to afford all users of the SUB the opportunity to benefit from SFRB funds, the nature of the SUB is not aligned with the typical line item budget of programs across campus. The SFRB funds allow students to have a central, community gathering location to study, work, lounge between classes, or eat. SFRB funds have allowed the SUB to further expand the services the facility provides to students, including but not limited to, the transportation center, and postal kiosk, study areas with renovated furniture, free advertising, and free meeting rooms along with discounted catering options. In the ways outlined above, SFRB funding for the SUB encompasses much more than just one program it's funding for an entire facility.

3. Describe any increase in SFRB funding you are requesting, provide justification detailing how raising student fees will improve your unit's impact on the student population.

The increase of SFRB funding will help bring needed maintenance to the facility. For fiscal year 2015 the SUB is planning on repairing the roof. The SUB also plans on making the building more energy efficient by replacing the windows in Ballroom C and installing LED light bulbs in the entire building. Additional electrical and data outlets will be installed to make outlets more accessible for students and their electronic devices. The restroom partitions will also be replaced to make the stalls more secure and private. Lastly the SUB plans on increasing the patio furniture on the third floor to allow more seating for students, staff, faculty and visitors to the building.

In an effort to ensure a clean, quality, and useable facility is offered to the students, the SUB operates with a 5-year capital projects plan.

4. Describe student participation in your unit, and any plans to improve it, addressing each of the following bullet points.
  - a. How are students involved in the governance/decision-making of your unit?
  - b. How many students do you employ (including graduate assistance, interns, etc.)?

The Student Union employs interns, graduate and undergraduate students. The SUB is one of the largest student employers on campus. Student jobs vary from custodial assistance to building managers. Student employees are entrusted with a great deal of responsibility. The SUB is the first place of employment for many of its students and as their first employer managers feel it is their responsibility to help prepare student employees for future careers. Students are given opportunities to improve their professional skills to make them more marketable when they begin to seek careers post-graduation. In cooperation with Career Services, the SUB offers monthly workshops for all student employees. In these workshops students receive help with resumes, cover letters, elevator speeches and interviewing techniques.

The SUB is committed to students and their engagement in the operations of the facility by valuing their opinions. The SUB is a unique venue on campus, being the only department that has a governing structure with students at the leadership helm. Specific examples of the SUB's commitment to the inclusion of students are the SUB Board and Student Employment.

The SUB operates under the direction of its governing body, the SUB Board, which has existed since 1959. It is the only department and facility at UNM that is mandated through a constitution to have a student-majority governing body that determines operating policy and procedures. The SUB Board takes an active role in the decision making process for the SUB. Overall, the board is comprised of thirteen (13) members, of which seven (7) are students, ensuring students are the majority. Furthermore, all officers of the SUB Board must be students. The SUB Board committees include: Retail and Marketing Committee, Space Allocation Committee, Steering Committee and Appeals Committee. These 4 committees currently include 8 students who serve on them, in addition to serving as SUB Board members.

5. Describe specific improvements your unit has made in the last fiscal year to the visibility/accessibility of its services, and any plans to further improve visibility/accessibility.

The Student Union has recently updated its Wi-Fi capability throughout the building; this initiative was funded through the SFRB. Now students have a much stronger connection and do not have to sit next to Ethernet ports for fast internet. Students have the freedom to sit throughout the building to study and not worry about losing internet connection. This project was completed in early August.

There is new signage within the building to better help students, staff, faculty and visitors find their way through the facility. The new signage includes directories placed strategically throughout to allow for easy travel within the building.

New, refurbished, and increased seating is now present on the 3<sup>rd</sup> floor of the SUB. Since the seating capacity was increased in the spring of 2014, the use of the 3<sup>rd</sup> floor by students who are studying, meeting, etc. has increased dramatically.

The SUB is also preparing to improve cell phone reception. Due to the materials used to build the building, cell phone reception is scarce in the lower level of the SUB. By increasing cell phone reception, students can stay visiting or studying longer without having to step outside to take an incoming call.

6. How does your unit collaborate with other campus units and/or off-campus entities?

Since the SUB is the hub of on-campus activity, we collaborate with many departments/programs. Five collaborations to highlight would be the partnerships with CAPS,

Enrollment Management, American Indian Student Services, the Dean of Students Office, and Student Activities Center.

In regards to the relationship we have with CAPS, the SUB provides tutoring space throughout the building for use by this program and the students they serve. During specified times, students can meet with tutors of various concentrations to go over homework, prep for a test, and further their understanding of the subject. The SUB sections off portions of the building for the tutoring areas and assists in the communication efforts of letting students know where sessions are being held. The SUB Board has also granted CAPS a portion of a storage closet in the Lobo Lair to house items that the department uses during their tutoring sessions. It has been a very successful and worthwhile partnership that has been to the benefit of many students.

The second example of collaboration is the utilization of the SUB Theatre by various departments, specifically Enrollment Management (EM) and American Indian Student Services (AISS), for recruitment efforts. The Theatre is reserved on a consistent basis, free of charge, by EM and AISS to make presentations and further educate prospective students about the promise of attending UNM. Audio visual equipment is provided and utilized by the departments as well. It has been a successful recruitment tool in that the SUB is in the heart of campus allowing us to showcase the myriad of student events and services we provide.

The SUB Marketing department is also attempting to increase student participation in the SUB through partnerships with other departments on UNM's campus. This year, in partnership with the Dean of Students Office (DOS), the SUB hung large class banners in the SUB Atrium. As part of the "Class of" initiative, the banners are uniquely signed by all incoming freshmen. During the Fall 2014 "Freshmen Week" hosted by the Dean of Students Office, the SUB will collaborate on a banner unveiling ceremony. The banner is hung with a sheet covering, one week before the ceremony is scheduled in an effort to help build anticipation for the unveiling. At the ceremony, the purpose of the Class Banner Project is explained to the freshman attendees. This will be a tradition that continues annually. As the new freshmen class is introduced to the university, they will sign their banner and it will be proudly displayed in the SUB until they graduate four years later.

Also in collaboration with the Dean of Student's office, the SUB works with members of the DOS staff on New Student Orientation. Much of the programming that occurs for NSO, occurs within the facility during the summer months.

Finally, the collaboration between the SUB and Student Activities Center is unique in nature. We consistently work together on programming initiatives that afford the sharing of resources; this collaboration provides students with events such as Late Night Breakfast, Welcome Back Days, and Friday Night Live. Each of these events gives students the opportunity to socialize with classmates and participate in campus life. Furthermore, Late Night Breakfast, which is hosted each semester the Sunday before finals week, gives students the opportunity to take a break

from studying in order to eat food, hear live music, and win prizes. This has been a very beneficial partnership for the student population. The SAC and SUB also collaborate to highlight student success, be it through recognition of academic scholarships recipients, on-campus involvement award winners, and academic achievements – student names are proudly displayed throughout the first floor of the facility.

7. What methods have been used in evaluating, your unit's impact on the student population and how effective have those methods been?

Each main entrance into the facility has a door counting system. The door counters help keep record of the foot traffic of the facility. It is a great tool that is used to show the number of attendees at any given event within the building. The SUB has roughly 10,000+ visitors to the building daily.

This past year, the SUB, in partnership with a management class from Anderson's School of Management, surveyed students to garner feedback for improvements within the building. A result from the survey is an increase of seating on the third floor of the SUB. Now students have more seating to study, eat lunch, or relax between classes. The SUB strives to always improve our facility to better serve the student population.

The SUB Marketing department launched a campaign titled "You, You're Awesome." This campaign informs students where their student fees are being spent. We found that students like to see where their fees are being spent and to know that they circle back and are used to better the students experience on campus.

8. What are your current non-SFRB sources of funding and if applicable, what additional funding sources are you seeking this fiscal year?

Aside from SFRB funds, the funds used for the operation and maintenance of our facility are self-generated. We are able to accrue funds through room rentals, food service commission, food service utilities, equipment repair and A/V rental. With that in mind, we do not charge chartered student groups to reserve rooms, or to use A/V equipment, which is a benefit to those student groups. For the fiscal year 2013-2014, the breakdown of scheduled events was as follows:

Student organizations: 4,950

Departments: 1,998

Off campus groups: 613

9. What are your unit's current plans to address the recommendations of last year's SFRB?

Though, we did not receive recommendations from last year's SFRB, we look forward to receiving any and all feedback from this year's board.

10. Provide any other information or a narrative that will assist the SFRB in making its decision to fund your unit.