

## SFRB Funding Request Application Questions

### Introduction

**1. Provide a description of the services provided by your department/program, and how they support the mission of the University.**

Popejoy Hall is the largest performing arts center in the state of New Mexico. It is the only venue in the state with the seating (1985 seats) and technical capacity to attract national and international performances that would not otherwise be able to come to New Mexico. The performances range from concerts, Broadway musicals, dance, drama, speakers, comedians and educational performances for school children. In addition, Popejoy is also a venue utilized by the University for Convocations, music department concerts, the All State Music Festival and student special events. Since opening in 1966, Popejoy has been a major employer of UNM students and has trained students in a number of areas including, theatrical stage craft, marketing, public relations, fundraising and volunteer management. Popejoy's alums are currently working around the nation due, at least in part, to the valuable skills that they acquired when working alongside Popejoy staff.

Popejoy attracts patrons from around the state and the country to experience live performances on its stage. It is projected that Popejoy will welcome over 250,000 patrons to Popejoy Hall next season. This includes more than 50,000 Kindergarten through 12<sup>th</sup> grade students who will experience live theater as part of the acclaimed *Schooltime Series*. This will create a great economic impact on the city from hotel reservations, dining and shopping that are all related to seeing a production at Popejoy. It is estimated that the upcoming run of *Wicked* next October will have an positive impact of \$13,000,000 on our local economy (based on industry standards reported by the Broadway League).

Popejoy supports the mission of the University of New Mexico through its unparalleled community outreach service of making the performing arts accessible to all New Mexicans. As best stated by Thomas L. Popejoy, former UNM President and Popejoy's namesake, "Popejoy Hall is UNM's handshake with the community."

**2. Provide a brief description of the history and future plans of your department/program. Please briefly describe services offered that are unique to the University.**

Talks regarding building a performing arts center in the city of Albuquerque began in the 1950's. Originally, this was only a city initiative that had a number of false starts. It was not until the University of New Mexico, along with community and business leaders, stepped forward that the project was able to move ahead. Early newspaper accounts of community meetings note business leaders felt that in order to attract new businesses to the community and students, staff, and faculty to the university, a Performing Arts Center was sorely needed.

In 1964, with the help of community leaders, UNM's President, Thomas L. Popejoy, convinced the University's Board of Regents to build a performing arts center on campus. What was originally called the University Concert Hall opened on October 1, 1966. When President Popejoy retired, the Regents wanted to name the building after him. After much consideration, President Popejoy chose the Concert Hall.

Since its opening in 1966, Popejoy Hall has always been managed by a very dedicated team of University staff, along with student employees. As the costs for artist fees and operating expenses continually increase from that of the 1960's, Popejoy Hall looks toward grants and contributions from individuals and community minded businesses to remain a feasible enterprise for the University.

Popejoy is currently in the midst of preparing a feasibility study to test the waters of possibly raising \$10,000,000 from the community for much needed renovations of its stage house, public restrooms, dressing rooms and public lounges. As Popejoy is not eligible to receive University funds for these renovations, private contributions in support of the renovations will be crucial. Performing arts centers like Popejoy require a great deal of maintenance and technological upgrades to remain viable.

Popejoy Hall is the largest venue on UNM's main campus, as well as the only venue that can attract the large touring shows and symposiums like the recent TEDxABQ event to our campus. Welcoming over 250,000 patrons to campus, including more than 57,000 schoolchildren each season, is one of the largest, most positive impacts UNM, through Popejoy Hall, has on our community.

### **SFRB Budget Overview**

#### **3. Specifically state which line items will be covered and to what extent by SFRB funds. What is the anticipated impact on the student population?**

Student Discounted Tickets: \$150,000 of the funds requested from SFRB will be used to supplement the 50% discount given to UNM Student Season Subscribers, as well as a 40% discount on individual ticket purchases. An increase is being requested due to the large demand from the student body for the upcoming performances of *Wicked*.

Because the TEDxABQ symposium recently hosted by UNM/Popejoy Hall was such an incredible success, TEDxABQ will be held in Popejoy again this coming September. Last year, we were able to offer UNM students a \$25 discount on the \$50 student ticket to the all-day event, including a networking lunch. This was tremendously successful and we were able to use the entire \$10,000 SFRB allocation to provide 400 discounted tickets to UNM students. We feel the return of TEDxABQ to the UNM campus will be even more successful with a greater number of students wishing to participate. As such, we have requested an additional \$5,000 to increase the total discounted tickets to 600 students.

**4. What outside sources of funding (i.e. not SFRB funding) has your department or program sought out in the last fiscal year? Please distinguish individual departments within UNM in which funds were requested.**

Although Popejoy does not request funding from other UNM departments, it does raise funds from individuals and companies in our community who see the value of having Popejoy in our community. As with all performing arts centers, Popejoy needs to supplement its earned ticket revenue with private contributions if it is to remain financially solvent. Private financial contributions to Popejoy come through a variety of programs such as our Board of Directors (the Popejoy Board includes a member of the student body – Tyler Crawley); Corporate Community Partnerships; our Benefactor program; and even contributions of \$5.00, all of which are greatly appreciated.

**5. What budgetary increases or decreases from other funding sources (i.e. not SFRB funding) do you anticipate compared to your budget from last year.**

Popejoy's earned revenue from ticket sales is always the largest fluctuating budget line item. Ticket revenue depends on the shows that are scheduled for a particular season. The current fiscal season does not have a multiple week, blockbuster Broadway musical in the lineup. However, *Wicked* will return to Popejoy Hall next September and October for a 3 week run, which will generate approximately an additional \$3,750,000 gross ticket revenue. Incidentally, the lion's share of this revenue generated translates to the artist fee expense for the show.

**6. Describe in specific detail any increase in SFRB funding being requested and how that increase in your department/program will directly impact the UNM student population.**

Increased SFRB funding is being requested so that a greater number of UNM students may attend performances at Popejoy Hall, including the upcoming TEDxABQ symposium. The original directive from the Student Fee Review Board that awarded Popejoy funding, was that students be given the opportunity to purchase a subscription at 50% off just like the benefit given to UNM faculty and staff. Additionally, any unused funds must be used for additional discounts to students for single ticket purchases. This has been a tremendously successful program, with SFRB funds often being completely exhausted after the subscription drive. Popejoy often continues the discount program for students so that as many students as possible have this wonderful experience. The increased funding would be used so that even more students can attend Popejoy and so we may meet the high student demand for the upcoming run of *Wicked*.

**7. If last year's SFRB budget items were spent on other expenses please provide a brief explanation.**

None of last year's SFRB budget items were spent on other expenses. All funds were used for UNM student discounts as specified in our funding directive.

## **Relationship to and Cooperation with the UNM Community**

### **8. UNM is a Hispanic/Minority serving institution. How has your department or program contributed to or engaged in this mission?**

The largest impact Popejoy has upon the minority community lies in its ability to break down the barrier between minority children and higher education. As so many children and families feel they do not have a place at UNM due to their background or previous opportunities, Popejoy embraces the opportunity to bring these children to UNM in a fun, educational, and accessible way. We hear countless stories of young children whose highest ambition is to work as a fast food server because that is the highest level of employment in their household. These are children whose families would not typically bring them to UNM.

Through our educational outreach program, *The Schooltime Series*, we welcomed more than 57,000 schoolchildren last season, making a combined total of 540,000 children who have come to the University campus since 1997 thanks to our program. These children not only come to Popejoy, they also explore the campus, making stops at the Duck Pond, Zimmerman Library, the Student Union Building, and the art and anthropology museums. We also provide information on the many different tours available to the teachers and their students. Popejoy Hall provides these children with their first experience of UNM in a positive way, ensuring these students consider UNM for their higher education later in life. This goes a long way in breaking down the belief that UNM is an unattainable goal for Hispanics/minority students.

Popejoy also presents a diverse offering of programs that are appealing to both minorities and non-minorities alike, enhancing our students' college experience.

### **9. How does your department/program collaborate with other departments/programs?**

Popejoy collaborates with a number of UNM departments. Popejoy has had a long time relationship with the UNM Music Department providing music students a professional stage to rehearse and perform on. The UNM Admissions Office works directly with Popejoy Hall to host events such as Freshman Family Day. For graduations and commencement ceremonies, many UNM programs and departments, such as the UNM Medical School, UNM College of Pharmacy, and the College of Engineering, seek assistance from Popejoy Hall to hold their events.

Most recently, Popejoy Hall has successfully worked with Student Services and Greek life on campus. Working with the Popejoy Hall Development Office, the UNM Fraternities and Sororities have volunteered their time to spearhead sales of tickets for Popejoy Hall's annual raffle. Many of the students from Alpha Tau Omega, Kappa Kappa Gamma, and Alpha Chi Omega and more have enjoyed complimentary tickets to Broadway and Ovation shows, and have interacted with top business leaders, including Mayor and Mrs. R.J. Berry and Congressman Martin Heinrich. As a result, some of the Greek students secured interviews for top internship positions at companies such as Northwestern Mutual. Popejoy Hall realizes the importance of sharing the arts with the next generation of young people in our community, and will continue to

build pillars of leadership and service with all UNM students.

Popejoy Hall takes pride in our diverse student body and has partnered with the Global Education Office (GEO), which provides services to international students and scholars coming to UNM. The Popejoy Development Office coordinated with GEO and secured student volunteers for the Popejoy Benefactors' Lounge. Students from France, Taiwan, Hong Kong and Shanghai interacted with top donors, business leaders, and University Administrators, giving them the opportunity to network and share their experiences.

**10. Describe improvements your department/program has implemented in the last year to improve services and accessibility of the service you provide.**

We continued our participation in information fairs and LobOrientation, which was especially successful for us this year. Over the course of the summer (12 sessions), we presented to approximately 2400 students and parents, informing them of the SFRB-funded student discount and the incredible presentations coming to Popejoy. We also continued to be a presence at Discover UNM and TNT information fairs. Having attended every session, we had a total of 676 students stop by our booth to get more information about Popejoy Hall. We participated in two Welcome Back Days, both on Main Campus and North Campus, meeting with a total of 150 students. In continuing efforts to reach more students on campus, we also had information booths at Farris Hall, the SRC Commons, Casas del Rio, and tabled in the SUB several times, allowing us to reach an additional 465 students. We also utilized Twitter alerts, and Facebook events and contests. We provided additional outreach to the UNM community (students, faculty, staff) through one-on-one sessions to assist with show choices and expedite the ordering process.

**11. What role does your department/program play in student recruitment, retention, and graduation?**

Popejoy Hall employs an average of 50 students during the fiscal year at a budgeted FY14 expense of \$173,420, which is 15 percent of total wages and benefits budgeted at Popejoy Hall for the current fiscal year. Student employment not only provides students with the much needed income to continue their education, but also provides students with practical business skills and experience. Each year, we award several Jeffrey Sherman Memorial Scholarships to outstanding student employees to acknowledge their hard work while encouraging them to continue shining in their academics as well.

Popejoy's acclaimed *Schooltime Series*, the largest performing arts education program in New Mexico, gave more than 57,000 school children last season the opportunity to experience the magic of live theatre, many for the first time. Arts education awakens the curiosity of young minds and at Popejoy, we firmly believe that by sowing the seeds of creativity in one child's imagination, we are providing a solid foundation for their future cultural appreciation. As an added benefit of attending one of Popejoy's *Schooltime* performances, school children often have their first positive experience with UNM and hopefully will come to UNM for their degree.

Additionally, most music and theater students are required to attend a concert or theatrical presentation each semester as a part of their coursework. Many of these students choose Popejoy Presents productions to fulfill this requirement, allowing Popejoy to play an active role in the education of these students.

## **Student Involvement**

### **12. How are students involved in the decision making process of your department/program?**

Students are involved in every aspect of the Popejoy Hall decision making process. Approximately 50 students are employed at Popejoy Hall. Each of our departments at Popejoy employ students, allowing them the opportunity to learn aspects of Operations, Marketing, Technical Production, Volunteer Management, Information Technologies, Development/fundraising, Programming, and Administration. Student employees have long been part of the fabric at Popejoy Hall. They gain valuable experience for future careers and internships available in New Mexico and other parts of the country.

UNM student Tyler Crawley serves on the Popejoy Hall Board of Directors, giving input during Board meetings as a representative of the entire student body. Tyler's love for the arts and Popejoy Hall runs deep. He attended the *Schooltime Series* beginning when he was a preschooler and considers it vitally important to share that love for the arts with the next generation. As a UNM Junior, Tyler shows his dedication through continued service to Popejoy Hall through his work on the Board, as a long time Student Floor Manager, and as a patron.

### **13. How do you plan to increase student participation in your department/program and improve service and accessibility to the students of UNM?**

Due to high demand, we anticipate SFRB funding to be expended shortly. Popejoy Hall will continue to underwrite 40 percent student discounted tickets for *Ovation Series* performances for the remainder of the season as permissible. We will also continue to engage students through social media sites, including Facebook and Twitter. Popejoy Hall will expand academic and professional internship opportunities for students as employees and will continue to participate in all LobOrientation sessions, creating awareness about the performance schedule and discount available for students. In continuing efforts to create awareness of upcoming events at Popejoy, as well as opportunities for discounts on shows, Popejoy will post signage at appropriate locations across campus. Finally, Popejoy Hall will continue to partner with the Student Activities Center to present performances specifically targeted to UNM students.

### **14. Describe your program's level of participation.**

- a. How many students are actively involved in your department/program? Please**

**provide a brief example.**

Students are actively involved with Popejoy Hall in many ways. Our student subscribers attend Popejoy Hall performances several times throughout the season and always have the opportunity to renew their subscription before the general public. As such, our student subscribers keep coming back to Popejoy, allowing it to become a familiar and beloved part of campus. Additionally, our student employees participate in the operational side of Popejoy, interning in at least one department, but often learning aspects of several areas at Popejoy. Finally, many students receive their diplomas at Popejoy Hall during the various convocation ceremonies that take place inside the Hall.

- Student Subscribers for the 2013-2014 Season: 3870
- Student Individual Ticket Attendance for the 2013-2014 Season (9 performances completed at time of report preparation): 340
- Student employees and interns: An average of 50 students during the fiscal year
- Student performers: Approximately 200
- Students attending student performances: Approximately 3,000
- Students having graduation, commencement, or induction ceremonies in Popejoy Hall: approximately 1,300

**b. How many students are impacted by your department/program? Please provide a brief example.**

Popejoy Hall affects all UNM students to varying degrees. Whether it be through New Student Orientation, college convocations held each year inside the Hall, employment at Popejoy, attendance at a performance in Popejoy, presenting or performing in Popejoy, or having their first exposure to UNM through Popejoy's outreach programs, Popejoy touches a majority of, if not the entire, UNM student community.

**15. How many students do you employ, including graduate assistants, interns, etc?**

Popejoy Hall employs an average of 50 students during the fiscal year, including several student musicians who perform in the Center for the Arts lobby before Popejoy Presents performances. Popejoy Hall works to ensure the successful career development of student employees and actively cultivates working relationships. Nearly one-third of Popejoy Hall's current staff are former Popejoy Hall student interns.

**Self-Evaluation**

**16. Describe in detail the systems in place for tracking the UNM student population and non-UNM student populations served by your department/program. This includes how you track the students you serve on a repeat basis and the students that are served just once. Comment on the system's effectiveness, changes made this year, and plans needed for**

**improvement. (Note: We realize that tracking systems will vary across departments/programs.)**

During the 2012-2013 season, Popejoy Hall served over 264,000 patrons, which included students, educators, staff and the UNM Community at large.

Popejoy Hall works with UNM Ticketing Services to track both UNM and non-UNM student involvement. Ticketing Services works independently from Popejoy Hall to serve all UNM Departments including those within the College of Fine Arts and the Athletics program. This system is able to track the purchases of season subscription tickets, single tickets, and the tickets sold to Albuquerque public, private, and homeschools. Every eligible student ticket that is purchased goes through a discount program. This program identifies its code and attaches the tickets to the ticket order. This allows Ticketing Services to separate UNM student discount purchases from other sales made by the general public. Popejoy Hall also utilizes this tracking system to send students information about subscription renewal options, allowing active student subscribers to receive offers before the general public.

**17. What methods have been used in evaluating your department/program (for example, surveys, focus groups, interviews), and have these methods proved to be effective?**

Popejoy Hall utilizes Survey Monkey to electronically survey all its patrons after each performance to determine the quality of the patron experience. This method is used to gauge the effectiveness of different aspects of the operations at Popejoy Hall. Popejoy also surveys all of the presenting organizations that perform on the Popejoy stage, and even, when possible, the performers themselves. These surveys are very important and useful for Popejoy in identifying customer service or program quality issues that need to be addressed. One of our most important surveys allows patrons to tell us what they would like to see presented by Popejoy Hall. These surveys are also very useful for strategic planning and goal setting for continuous improvement.

### **Use and Effects of Funds and Action on Prior Recommendations**

**18. State your objectives for the funding you received through the previous SFRB process. Describe how you met those objectives, and if you did not, please explain why.**

- a. Provide a short outline of each program/project SFRB funds are used for. How long has each program/project been in operation? What are the outcomes of each program/project?**

Popejoy's main objective in using the SFRB funding is to give as many UNM students as possible the opportunity to enjoy the experience of attending live performances at Popejoy Hall. We believe that experiencing live performing arts helps to create well rounded individuals and helps to further expand their creative muscle that will be necessary for their future success. We have been very successful in our efforts of allowing schoolchildren the opportunity to experience live performances. These schoolchildren often become UNM students who continue their



involvement in the performing arts and, eventually, come back to Popejoy Hall as proud UNM Alumni.

Our SFRB funded objective is to provide UNM students with subscription tickets at a 50% discount and a single ticket discount of 40% off the full ticket price in order to make the performing arts affordable and accessible to all UNM Students. This program has been in operation since 2000. In addition to this, we also maintain the objective (for the second year) of providing discounted student tickets for the TEDxABQ symposium.

**19. Specifically address and comment on each recommendation made to your departments/program by last year's SFRB. Note: If you do not have the letter from last year's SFRB process that included recommendations, please contact the ASUNM office at 277-5528 for a copy.**

Recommendation: Regarding the \$10K SFRB allocation for TEDxABQ event - Analyze cost to students and effectiveness of students paying for event vs. free ticket.

Popejoy was able to offer a \$25 discount on the \$50 student ticket to 400 students. This was greatly successful and the entire allocation was used. The decision to offer a discount rather than scholarships to cover the entire cost of a ticket was made based on the number of students who would be able to take advantage of the funding. Providing free tickets would have cut the number of students able to take advantage of this funding in half – leaving out a greater portion of the interested UNM population. It was also determined that if free tickets were distributed, some students who would have received them may not have attended, prohibiting other students from doing so.

### **Summary**

**20. Provide any other information or a narrative that will assist the SFRB in making a decision to grant your department/program funding.**

SFRB funding has been instrumental in providing UNM students with access to the performing arts, enhancing their collegiate experience. Popejoy strives to present the highest quality of performing arts and ensure accessibility to diverse cultural influences. Without SFRB support, many UNM students, due to financial constraints, would be deprived of the opportunity to experience world class performing arts presentations.