

2013-2014 Student Fee Review Board
Funding Request Application

Student Activities Center

Name of Department

Debbie Morris

Dean/Director

Director

Title

SUB # 1018 MSC 03-2210

Campus Address

277-4706

Campus Phone

dmorris@unm.edu

E-mail Address

\$27,100 total = \$1.15 FTE

Amount requested per Full Time Enrollment (FTE)

(As a guideline, this year's FTE is **23,620**. Amount above x FTE = Total estimated allocation.)

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.

Debbie Morris

Submitted By (Print Name)

Department Head Signature Date

Please submit an electronic version of this form via email to sfrb@unm.edu and a hard copy original of this form plus 15 copies to the GPSA Office, SUB # 1021.

By Monday December 16, 2013, 5:00 PM.

***Late applications will not be accepted**

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

Part of the mission statement for the University of New Mexico reads:

- **Educate and encourage students to develop the values, habits of mind, knowledge, and skills that they need to be enlightened citizens, contribute to the state and national economies, and lead satisfying lives.**

The Student Activities Center addresses this mission statement in our motto, *College is more than going to class, get involved!* We do this in a variety of ways.

First we serve as advisors to numerous organizations. These include student governments, student organizations and Greek Life. The members of our staff provide guidance, continuity and support for students so they can learn skills that cannot be gained by reading a book, only by actual hands-on experience. We believe these experiences compliment classroom learning and provide students with a more holistic learning experience while at UNM. Recently these skills have been termed “soft skills” and numerous articles have been written about how soft skills can make a difference in landing a job in your career field. One of those articles is attached for your review.

Second, we develop, plan and coordinate events and programs for the student body. These programs create the “college experience” for many students. These include Welcome Back Days, Friday Night Live, Movie on the Field, Lobos Got Talent, May the 4th Be With You and many more. Attending and being a part of these events are the experiences which connect students to UNM. The Mid-Week Movie series is also an ongoing program which allows us to provide inexpensive entertainment for students and their families.

Third, recognizing the achievements of students is an important part of our mission. Our office coordinates the annual Who’s Who in American Colleges and Universities selection and reception in addition to the annual Recognition Reception. The tremendous accomplishments of student leaders should always be recognized and celebrated.

Fourth, chartering student organizations is a basic function of the Student Activities Center. There has been an incredible growth in the number of organizations over the past 20 years as illustrated by the numbers below.

1993	206	Student Organizations		
2003	354	Student Organizations	an increase of 148	72% increase
2013	428	Student Organizations	an increase of 74	21% increase

This year we are on course to exceed last year's number of organizations. Providing workshops, information and problem solving for these groups is a rapidly growing function of our office. There are numerous legal standards with regards to approving constitutions and bylaws and our staff must be knowledgeable of these laws.

Fifth, reserving space on the mall areas of campus is a much larger function that most people are aware. In 2012-13 there were 1479 requests for space on campus. This included information tables, bake sales, weddings, class projects, protest/demonstrations and much more. This requires knowledge of campus policy, laws regarding free speech, and the ability to communicate with a variety of people. In order to make this function easier for students, our office has taken the lead on scheduling biweekly meetings with all of the campus departments involved (UNMPD, Physical Plant, Parking and Transportation, Johnson Center, and the Safety Office) so events can be discussed at one time and place.

Sixth, developing and distributing publications for students is an important element of our office. *The Pathfinder, the Student Handbook*, is a major task to maintain and update annually. This not only provides important information for all students, but it is also the reference document for campus policies that impact the lives of students. We also produce and distribute the Student Activities Calendar twice a year. This allows us to provide students with dates of events and activities on campus in addition to important academic dates. We also publish the Guide to Chartered Student Organizations three times a year and the Student Organization Handbook for all chartered student organizations.

Seventh, our office provides an off-campus housing service and an emergency message service for students. The Office Campus Housing website provides a structured bulletin board where landlords can post their housing options and students can view them. This is especially helpful to students coming from out-of-state or out of the country. The emergency message service for students is not as much in demand now that cell phones are so common, but it is still used as a resource when a family member needs to get a message to a student or when the Children's Campus or Student Health and Counseling Center need us to deliver a message to the classroom.

We pride ourselves as an office which endeavors to help every student who walks in our door. We work hard to be problem-solvers and a resource for students.

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.

The Student Activities Center was created in the mid to late 1960s with Karen Abraham serving as the first Director. As the student population has increased so have the duties, responsibilities and activities of the Student Activities Center. Our future plans are to meet this increasing demand for services and programs.

Although some of the services that our department provides (advising, programming and recognition) are also provided by other departments, those are generally targeted at specific campus communities. Our department provides these services for the entire campus community. Many of the other services we provide are unique and our office has been designated to handle those services for the university.

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 Salary: We are requesting a student salary for marketing and communication. This student will coordinate our website and social media efforts. They will also be in charge of producing marketing materials for the monitors in the SUB and our office. They will also develop and produce the posters and handbills for events.

As marketing has evolved over the past several years our office has struggled to keep pace with all the avenues of marketing. Originally it was only paper flyers and then came websites. A member of our staff was designated to maintain and update the website. Then Facebook and Twitter came along. Because of workload another staff member is responsible for these updates. Add in the monitors, posters, etc and it becomes overwhelming. We have realized this piecemeal approach to marketing is not the most effective method to inform students about opportunities for involvement. Marketing efforts need to be consolidated and managed by one person. Frankly, we've been shown-up by both student governments in this area. We believe having one student who can coordinate

these efforts for our office helps inform students in addition to providing an excellent learning opportunity for the student in this position.

Programming funds: Since 2008-09 our department budget has been reduced by \$40,700. At the same time the student enrollment has increased by over 3,000 students. In addition with the new Casas del Rio residence halls the number of students living on campus has increased by almost 1,000. The need for programming increases while the funding decreases.

We are requesting funds to support mid-day programming for students. The peak time for students is the high traffic times of day between classes; typically over the noon hour. These programs will include a variety of activities and events for the student body which will compliment and not compete with noontime performances which are sponsored by ASUNM Student Special Events. It will also be a compliment to the Student Union Building Uni-Nights which is an evening program and our own Mid-Week Movie program which is late-afternoon and evening programming.

The types of programs we are proposing would include things like targeted student organization fairs (example Community Service Organization Day). We host student organization fairs during both fall and spring Welcome Back Days, but some students are overwhelmed at the beginning of a semester so we would like to offer these opportunities for various categories of student organizations during the semester.

We would also like to take advantage of the various novelty tours which pass through Albuquerque. Examples of these include t-shirt making, designer street signs, videos and a variety of activities that are popular with students.

We would include events such as viewing parties in the SUB atrium for the Olympics, World Cup and other non-UNM sports events in this type of programming. We are always looking for non-sporting events to project in this same venue.

And we would also come up with other creative events, for example Talk Like a Pirate Day. We will definitely be open to ideas and solicit input from students as well as research programs at other universities.

There are various costs for these programs, ranging from advertising to catering to program fees.

We also need assistance with some existing programs such as the Recognition Reception. Costs continue to increase, but funding has remained the same or decreased due to cutbacks from

the University.

Student salary	\$ 10.00	x 20 hrs	x 48 wks	= \$ 9,600.00
Daily Lobo	\$ 200.00	x 10 wks	x 2 semesters	= \$ 4,000.00
Novelty fee	\$ 1,500.00	x 2 events	x 2 semesters	= \$ 6,000.00
Food	\$ 600.00	x 5 events	x 2 semesters	\$ 6,000.00
Recognition				\$ 1,500.00
Reception				-----
				\$ 27,100.00

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.

We have developed a positive working relationship with American Campus Communities and they have sponsored part of the Student Activities Calendar every semester. They also provide the cash prizes for Lobos Got Talent.

ASUNM generously sponsors a portion of Welcome Back Days.

Both ASUNM and GPSA provide funding help to off-set cost for the Guide to Chartered Student Organizations and the Student Organization Handbook.

Pepsi Funding supports the Mid-Week Movie series.

Chartwells has been helpful in supporting several of our programs with free snacks. We are also allocated free Pepsi products for several events.

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? Please explain.

It is too early to anticipate at this point, but since 2008-09 our department budget has been reduced by \$40,700. These are permanent reductions to the budget and does not included end of year “pull-backs” that occur as well.

- 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.

Not applicable-new applicant

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

Not applicable-new applicant

- 8) UNM is a Hispanic/Minority serving institution, How has your department or program contributed to or engaged in this mission?

Our office coordinates entertainment and programming for Hispanic Cultural Month each September. This includes music, dancing and food demonstrations.

We actively participate in campus recruitment events for El Centro de la Raza, American Indian Student Services and African American Student Services each year. Also one of our staff members served on the committee which coordinated American Indian Junior Day last year.

An area we are particularly proud of is the increase in culturally based fraternities and sororities. The first Latino based fraternity, Lambda Theta Phi, chartered on campus in 1998. Today there are 13 culturally based fraternities and sororities, representing Latinos/Latinas, American Indians, African-Americans, and gay students. On many campuses, the culturally based Greeks have not been included with activities of the Interfraternity and Panhellenic Councils; they aren't even advised by the same department. We made a conscious decision from the beginning to be inclusive. Admittedly this is not always easy, but we feel it is the best course and we are pleased with where we have come with this approach and we continue to adjust and build a supportive environment for all of the students who choose to participate in Greek Life.

The Olympic Games and Soccer World Cup events watch parties in the SUB atrium have been hugely successful and provide a source of pride and opportunity for connection with students from the various countries involved. During the World Cup games the largest crowds are the games involving Mexico. As our international student population grows the students from around the world will have a place on campus to gather together and show their pride.

9) How does your department/program collaborate with other departments/programs?

We work very closely with the Student Union Building on numerous programs. This includes the sharing of resources and staffs to ensure events in the SUB are successful.

As previously mentioned, in order to make scheduling outdoor events easier for students our office has taken the initiative to schedule biweekly meetings with all the campus departments involved (UNMPD, Physical Plant, Parking and Transportation, Johnson Center, and the Safety Office). This saves the student organizations from having to go to each department individually when they are planning an outdoor event.

The Student Activities Center is one of three departments which organize Class Crawl the Sunday prior to the beginning of the fall semester. We work with our partners in Residence Life and Student Housing and Dean of Students to coordinate an army of student volunteers to provide campus tours.

The Student Activities Center coordinates the annual Recognition Reception which recognizes and celebrates students from across campus on their accomplishments. The Student Activities Center coordinates the program with all the departments that present awards including African American Student Services, American Indian Student Services, El Centro de la Raza, Alumni Association, Housing and Residence Life, ASUNM and GPSA. This takes months of coordination and communication.

Welcome Back Days is our largest collaborative event taking place over a period of 7 days. This begins with Friday Night Live and Class Crawl before classes start. The first week of school is a collaboration with numerous departments which represent the theme for the various days. For the last few years we have worked with the ROTC units to coordinate an event during WBD. Welcome Back Days takes the entire summer to plan and coordinate. We also coordinate a smaller version in the spring which involves university departments on one day and chartered student organizations on another day.

We also work closely with the Dean of Students Office and the College Enrichment Program to assist with freshman orientation programs.

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

A lengthy process of a complete transformation and redesign of our webpage was

completed this past year.

Our office was instrumental in bringing together student organizations and other departments to address the unrealistic requirements being placed on food/refreshments purchases for students. This policy was rewritten to accommodate the needs of students.

We moved the day of the Recognition Reception to a Friday night so students wouldn't have to miss their recognition moment because they had a class conflict. This also allowed more out-of-town family members the opportunity to attend and celebrate their student's accomplishments.

We have continued to provide chartering workshops on North campus for health science and law students to provide convenience. This year we added targeted sessions for residence hall community associations.

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

We believe our mission as a department is to create connections on campus for students which are a direct retention effort. Our goal is to provide more than a "parking lot to classroom" experience for students; we want to help them become a part of the campus, not just pass through it. Students who are connected tend to stay in school, get better grades and graduate.

We are also active participants in all organized recruitment fairs. By active participants we mean we do more than just sit behind a table. We stand in front of our table and engage prospective students and their families. We work to find out what they are looking for in their college experience and help them find those resources.

We are also active in our participation with orientation programs on campus by assisting in the training for the leaders, helping in various functions with each program including Discover Fairs.

We are often invited to speak to classes on the topic of campus involvement and the importance of making connections on campus.

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

Our departmental programming is based on what students want and need within the financial and staffing resources we have. We listen to students and what they would like to see on campus. We research what other universities are doing and see if it would work on our campus.

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

One way to improve the participation by students is to increase the awareness of our programs. This is the reason behind our request for a student employee who can focus on marketing and communication of events and activities.

With additional funding we could increase the variety and frequency of events for 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.

This is hard to quantify. 428 chartered student organizations (for 2012-13), 1608 officers of chartered student organizations (this doesn't include general membership), 753 members of fraternities and sororities, 43 auditions for Lobos Got Talent,

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

The best example is to illustrate participation and impact in programs is through photos. We have attached a page of photos from Welcome Back Days, Friday Night Live, Lobos Got Talent, and May the 4th Be With You.

Also the increase in the number of student organizations; 206 in 1993 to 428 in 2013 is an indication of the impact we are having on students.

Another area of growth is in the fraternity and sorority community over the last several years. In fall 2007 the total membership in fraternities and sororities was 378 students in Fall 2013 it was 753, that is a 99% increase. During this same period the number for fraternities and sororities increased by 5 groups.

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

We have funding for 2 workstudy students in the Student Activities Center for administrative work and we have 3 students who operate the Mid-Week Movie program.

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.)

As you indicate tracking is difficult especially in programming. We can provide numbers as to number of

- chartered student organizations 428 (as of July 31st)
- officers listed for these chartered student organizations (1608)
- events scheduled on the mall (1479 in 2012-13)
- chartered student organization workshops 25
- attendees at workshops for chartered student organizations 702
- fraternity and sorority members 753
- attendance at the Mid-Week Movie program in 2012-13 7,141

We can count the number of bowls of green chile or sodas that were given out at Welcome Back Days, but it's difficult to quantify how many students overall stopped by the tables and got information.

We know that in 2012 the door counter for Friday Night Live was 4186.

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?

We primarily look at attendance to determine our success. Most of the programs we sponsor are at capacity and we cannot keep up with the demand and that is in large part the reason we have finally decided we have to ask the Student Fee Review Board for funding.

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?

Not applicable-new applicant

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 GPSA (277-3803) or ASUNM (277-5528) offices for a copy.

Not applicable-new applicant

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

The decision to request funding from the Student Fee Review Board was not made without much debate within our office. In order to continue to maintain and grow the programs for students we finally decided SFRB funding was our only option. We see no new or restored funding coming from I & G funds.

Since 2008-09 our department budget has been **reduced by \$40,700**. At the same time the student enrollment has **increased by over 3,000 students**. In addition with the new Casas del Rio residence halls the number of students living on campus has increased by almost 1,000.

Programs that we have had to cut include College Bowl, International Student Food Demonstration, LeaderShape, and many other programs.

We have stretched the funding we do have very effectively, but we are at the point of where we can stretch it no further. If we are to continue the existing programs and provide programs for the increasing number of students on campus we need additional funding.

***new applicants and/or those that did not receive funding last year do not need to complete items 6, 7, 18, and 19.**