

# Student Fee Review Board Funding Application for Fiscal Year 2017-2018

Student Activities Center

Name of Unit

Debbie Morris

Dean/Director

Director

Title

SUB # 1018

Campus Address

277-4706

Campus Phone

dmorris@unm.edu

E-mail Address

\$ 31,120

Total Amount Requested

depar@unm.edu

Alternate Email Address


One-Time Funding  Recurring  Requesting Increase

## 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.

Debbie Morris

Submitted By (Print Name)

  
Department Head Signature

9/7/14  
Date

Please submit an electronic version of this application via email to [SFRB@unm.edu](mailto:SFRB@unm.edu) and 13 hard copies of this application to the ASUNM Office, Student Union Building suite 1016.

**DEADLINE September 9, 2016, 5:00 PM.**

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

*Student Activities Center*

**Executive Summary for the Student Activities Center**

***College is more than going to class, get involved!***

The Student Activities Center provides programming for the campus community. We believe our mission as a department is to create connections on campus for students which is a direct retention effort. Our goal is to provide more than a “parking lot to classroom experience” for students; we want to help students 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.

With the support of Student Fee Review Board funding we have been able to create a reoccurring event that is becoming a UNM tradition; Harry Potter Day. This is an event that attracts both graduate and undergraduate students because of the universal popularity of the books. With *Fantastic Beasts* coming out the week before the event we feel attendance will skyrocket.

We know that some days as a student it can seem like nothing is going your way. The test you just took had questions you hadn’t anticipated, the class you need to graduate isn’t offered next semester and you just got another parking ticket. We believe our events provide a ray of sunshine on days like this for students. From the smiles and comments of appreciation we get when we provide a chocolate fountain or a sample of teas we know through these small gestures that we made a positive difference for a student and their experience at UNM. A moment of kindness can go a long way.

Two events that we believe showcase students would not be possible without the support of the Student Fee Review Board. Lobos Got Talent allows students that we rarely see participate in activities at UNM display their talents for the campus. By the number of students who audition every year and those who repeatedly participate we know this program is an important part of their experience as a student.

The Who’s Who Among Students in American Colleges and Universities is a program that celebrates students who have taken the opportunity to get involved and develop their leadership skills on campus. This allows them to be recognized in front of their peers as well as their families.

No matter how impactful these programs are to students, if they aren’t aware of them they can’t participate. We are able to utilize all forms of social media because of the student staff member funded through SFRB funds who is dedicated to marketing these events. They also utilize other forms of marketing to get the word out to students. We also believe we are giving this student employee a very valuable opportunity to improve their skills and make them more marketable once they graduate.

Because we know the funds the Board has to allocate are limited we are not requesting an increase in funding.

Thank you for your consideration,



Debbie Morris  
Director, Student Activities Center

## 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.

The Student Activities Center was created in the mid to late 1960s with Dr. 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 broader campus community. Many of the other services we provide are unique and our department has been designated to handle those services for the university.

The Student Activities Center motto is, *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" or as we at UNM prefer to say "essential skills" and numerous articles have been written about how these skills can make a difference in landing a job in your career field.

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 4<sup>th</sup> Be With You, Harry Potter Day 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 department 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. These events also provide opportunities for a student's family to share in their experience at UNM.

Fourth, chartering student organizations is a basic function of the Student Activities Center. Providing workshops, information and problem solving for these groups is a rapidly expanding function of our department. 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 of. In 2014-15 there were 1610 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 department 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 department. We 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.

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

**a. What services does your unit specialize in that are not offered in a similar form elsewhere within the University?**

Of those services listed above the following are unique to our department: chartering of student organizations, printing of the Guide to Chartered Student Organizations and the Activities Calendar. Also outdoor space reservations, off-campus housing, emergency message service and the Mid-Week Movie program.

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 broader campus community.

**b. How does your unit serve the University's commitment to diversity?**

Our department 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.

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 14 culturally based fraternities and sororities, representing Latinos/Latinas, American Indians, and African-Americans. On many other 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. 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.

**2. Briefly describe each program/project in your unit that is funded specifically by student fees. What are the outcomes, so far, of each program/project? What, if any, changes do you plan to make to these programs/projects?**

Programming funds: Since 2008-09 our department's I & G budget has been reduced by \$59,966. SFRB funding in the last few years has enabled us to continue to provide programs to the campus community.

With the funding from SFRB we have developed a new program that was extremely successful; Harry Potter Day. This is held the Tuesday before Thanksgiving. We incorporate Geeks Who Drink (Butter) Beer trivia competition as well as a variety of other fun events and

refreshments for students. Mark your calendar now for November 22nd when this event will again appear in the SUB Atrium. We believe this event has been so successful because the popularity of the books crossed many generations and are relatable to a variety of students on campus.

Lobos Got Talent provides a connection with students who normally might not participate in activities on campus. Some of these students participate in auditions every year and for them this is their way of making a connection on campus.

Who's Who Among Students in American Colleges and Universities is an excellent way to recognize students who have gone above and beyond in terms of leadership and involvement on campus. This has become a family occasion for many students.

One-time events that were a success with students included the Dueling Pianos. This event attracts students we normally don't see but thoroughly enjoy this event and actively participate in it. Other events that we were able to provide for students included the street signs and the dry erase boards. Both of these events allowed for the students to be creative and take away a small item with them. We also brought a race car attraction which was well received. We worked with Satellite to create a tea tasting event which exceeded all our expectations.

Because Leap Day occurred in 2016 we created a special event for that day. Lobos Eat And Play (LEAP) Day included a chocolate fountain and students were excited with this unexpected treat.

We want to ensure that these events are not just undergraduate focused, although our events are open to all we understand that there are graduate students who might not readily participate in some of these activities. We hosted the comedy film PhD2 for graduate and professional students in the SUB theater in fall 2015. We also hosted a reception in GPSA prior Hanging of the Greens. This would allow graduate and professional students to feel a part of one of the oldest annual traditions at UNM. We also work with GPSA to schedule a film screening through Mid-Week Movies.

We want to address another concern that was raised by a past Board. That concern was that we were taking away events that ASUNM agencies would normally sponsor. As the advisors to these agencies we would never remove opportunities from the students who lead those agencies. We talk with the Executive Directors and offer any opportunities to them first. We only take on the activity if they choose not to host it, they don't have time to host it or they aren't in operation when the promoter is pitching the event.

Student Salary: We are funded for a marketing and communication student employee salary. This student coordinates our website and social media efforts. They are also in charge of producing marketing materials for the monitors in the SUB and our office. In addition, they develop and produce the posters and handbills for events. This is all in an effort to make sure more students are aware of the programs and activities available to them through SFRB funding.

**3. Does your unit have an SFRB balance forward? If so, please justify this balance forward and describe how you will utilize it.**

All SFRB funds were spent.

**4. Describe any increase in SFRB funding or one-time funding you are requesting, and provide justification detailing how raising student fees will improve your unit's impact on the student population. If requesting increases or one-time for multiple programs/projects, which program/project is your top priority? If requesting an increase or one-time, please**

state any reserves in your unit's budget and provide justification for not using said reserves for the requested increase. a. If requesting one-time funding, please complete Budget Form B.

Not requesting one-time funding or an increase in funding.

**5. What are your unit's current non-SFRB sources of funding (e.g. Instructional & General, state or federal grants, self-generated revenue), and if applicable, what additional funding sources are you seeking this fiscal year?**

- Our departmental operating budget is I&G funding.
  - Student Housing & Residence Life and American Campus Communities (ACC) sponsor part of the Student Activities Calendar every semester. ACC also provides the cash prizes for Lobos Got Talent.
  - ASUNM generously sponsors a portion of Welcome Back Days.
  - ASUNM provides funding for the chartering software program.
  - Both ASUNM and GPSA provide funding help to off-set cost for printing the Guide to Chartered Student Organizations.
  - Pepsi Funding supports the Mid-Week Movie series.
  - We are allocated free Pepsi products for several events.
- a. What increases or decreases from non-SFRB funding sources do you anticipate compared to your budget last year?**

As a department funded by I&G funding we never know in advance the reduction that may be taken each year. With the current budget crisis in the State of New Mexico we are sure funding reductions will occur, we just don't know how much.

We are fortunate to have positive relations with ACC and Residence Life and Student Housing with regards to sponsorship for the Activity Calendar but we never know year to year if that will continue. The same is true of the Lobos Got Talent prizes sponsored by Lobo Village each year. We keep our fingers crossed that these sponsorships will continue.

And of course we are grateful for the funding provided by ASUNM and GPSA, but we know that the stress on those budgets continues to grow as well.

**b. Please complete Budget Form C for non-SFRB income.**

See attached

**6. 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?**

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.

**b. How many students do you employ (including graduate assistants, interns, etc.)?**

We have funding for 3 workstudy students in the Student Activities Center for administrative work and we have 3 students who operate the Mid-Week Movie program. We also have one student employee for marketing through the SFRB funding.

**7. 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.**

Several years ago we realized this piecemeal approach to marketing was not the most effective method to inform students about opportunities for involvement. Marketing efforts needed to be consolidated and managed by one person. Having one student who can coordinate these efforts for our department helps inform students in addition to providing an excellent learning opportunity for the student in this position. This is why we came to SFRB to ask for funding.

The addition of one student staff member whose sole job it is to market events and activities has made a tremendous difference in the visibility of our programs and activities. This student coordinates our website and social media efforts. They are also in charge of producing marketing materials for the monitors in the SUB and our department. In addition, they develop and produce the posters and handbills for events. This is all in an effort to make sure more students are aware of the programs and activities available to them, including the ones funded by SFRB.

Specifically, in fall 2015 our office set up a Snap Chat account as a new way to connect with students and this has been extremely successful. The world of social media is constantly changing and we are striving to stay current.

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

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 department 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 four 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, College Enrichment Programs 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, Women's Resource Center, Alumni Relations Office, 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 provide support with their incoming student orientation programs.

**9. What methods have been used in evaluating your unit's impact on the student population (e.g. surveys, focus groups, interviews), and how effective have those methods been? Please provide any data collected if it pertains to the application.**

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 ask the Student Fee Review Board for funding.

In Spring 2016 we conducted a targeted assessment of students involved in programs our department sponsored. The outcomes of this assessment were positive and we hope to conduct it again in spring 2017.

At our hearing we will provide photos that will illustrate the success of the events SFRB funding has provided for students.

**10. If your unit received specific recommendations from last year's SFRB, what are your unit's current plans to address these recommendations?**

We appreciate the support of the Student Fee Review Board to fund programming for students. We do not believe there were any specific recommendations from the Board last year.

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

We know how difficult your decisions are with regards to funding. You have limited resources and unlimited demands.

All the funding provided to the Student Activities Center goes directly to programming for students and a student salary. As UNM begins discussions about having a required live-on policy for freshman we believe the need for more activities and engagement will increase. The funding provided by the Student Fee Review Board is a major component in creating those type of events and creating a positive campus environment for all students.



# Form A

## SFRB Funding Request Form

STUDENT FEE REVIEW BOARD  
FISCAL YEAR 2017-2018

DEPARTMENT Student Activities Center  
VICE PRESIDENT Citeo Torres  
INDEX # 670376, 670002, 670004

	A	B	C	D	E	F
DESCRIPTION	ORGANIZATION OPERATING BUDGET 2015-2016	TOTAL BUDGET 2016-2017	SFRB BUDGET 2016-2017	TOTAL BUDGET 2017-2018	SFRB BUDGET REQUESTED 2017-2018	SFRB FUNDING INCREASE/DECREASE REQUEST 2017-2018
1 Faculty salaries						
2 Staff salaries	319,849	329,029		329,029		
3 SUBTOTAL NON-STUDENT SALARIES (Line 1+2)	\$ 319,849.00	\$ 329,029.00	\$ -	\$ 329,029.00	\$ -	\$ -
4 Student (student employment & workstudy)	12,711	29,678	9,120	29,678	9,120	
5 GA, TA, RA - Pay and Benefits						
6 Fringe Benefits on Staff & Faculty salaries						
7 TOTAL COMPENSATION (Lines 3 - 6)	\$ 332,560.00	\$ 358,707.00	\$ 9,120.00	\$ 358,707.00	\$ 9,120.00	\$ -
<b>GENERAL EXPENSES</b>						
8 Office Supplies	4,832	10,037		10,037		
9 Dues, membership, conference fees	375	397		397		
10 Computer general	10,926	500		500		
11 Postage	254	500		500		
12 Travel	326	200		200		
13 Phones, long distance, voice mail, alarms	6,628	3,900		3,900		
14 Advertising	270	76		76		
15 Copying & printing	2,117	2,206		2,206		
16 Operating Expense	20,595	7,286		7,286		
17 Banner tax & Foundation surcharge	2,340	1,000		1,000		
18 Campus programming	22,244	22,803	19,000	22,803	19,000	
19 Leadership	3,906	3,905	3,000	3,905	3,000	
20 Student Activities Publications	15,183	11,186		11,186		
21 Recognition Reception	11,925	7,809		7,809		
22 Welcome Back Days & Friday Night Live	56,842	26,814		26,814		
23						
24						
25						
26						
27						
28						
29						
30						
32 TOTAL GENERAL EXPENSES (Line 8 - 30)	\$ 158,763.88	\$ 98,619.00	\$ 22,000.00	\$ 98,619.00	\$ 22,000.00	\$ -
34 GRAND TOTAL EXPENSES (Line 7+32)	\$ 491,323.88	\$ 457,326.00	\$ 31,120.00	\$ 457,326.00	\$ 31,120.00	\$ -

anticipating atleast a 5% reduction No increase

# Form C

# External Funding Sources

This form is used ONLY if you have EXTERNAL FUNDING SOURCES

DEPARTMENT Student Activities Center  
 VICE PRESIDENT Cheo Torres  
 INDEX(es) # 670376, 670002, 670004

STUDENT FEE REVIEW BOARD  
 FISCAL YEAR 2017-2018

FUNDING SOURCE	2016-2017 BUDGET	2017-2018 FORECASTED BUDGET	Funding Increase Request for 2017-2018
1 Student Fee Review Board (SFRB)	31,120	31,120	
2 UNM Instruction & General	426,206	404,896	(21,310)
3 Private Donations		assumes 5% reduction	
4 Fundraising/Foundation/Development			-
5 State Funding			-
6 Federal Funding			-
7 Grants (including federal and private)			-
8 Self-Generated Revenue			-
9			-
10 If Other(s), please list below:			-
11 Res Life and ACC for Activity Calendars	5,000	5,000	-
12 ASUNM Welcome Back Days	10,553	10,553	-
13 ASUNM & GPSA Guide to Chartered Student C	3,008	3,008	-
14 Lobos Got Talent Prizes-Lobo Village	1,100	1,100	-
15 ASUNM for Chartering software program	9,053	9,053	-
16			-
17			-
18			-
19			-
20			-
21			-
22			-
23			-
24			-
25			-
26			-
27			-
28			-
29			-
30			-
<b>TOTAL OPERATING INCOME/REVENUE</b>	<b>\$ 486,040.00</b>	<b>\$ 464,729.70</b>	<b>\$ (21,310.30)</b>

\*The narrative response to question #5 must reflect this information