

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

New Mexico Student Union
Name of Unit

Walter Miller AVP Student Life: Director, Student Union Building
Dean/Director Title

MSC03-2200
Campus Address

505.277.2331 wcmiller@unm.edu
Campus Phone E-mail Address

\$ 2,858,960
Total Amount Requested 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.

Walter C Miller
Submitted By (Print Name)

Walter C Miller
Department Head Signature
09/08/2014
Date

Please submit an electronic version of this application via email to 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 Fee Review Board 2016-2017
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 13,000 patrons a day, the SUB is arguably the most heavily utilized facility at UNM.

Student Success:

The SUB's 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 50 – 75 student employees at any given time during the year, making it the 2nd 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 will enable the facility to replace equipment that is critical to the success of student meetings and events. 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. Also, as the SUB is billed by the university for utilities and other administration charges, they have increased annually.

Student Fee Review Board 2016-2017
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, Postal Service, Campus Food Service, 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 are the outcomes, so far, of each program/project? What, if any, changes do you plan to make to these programs/projects?

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

Yes \$10,000 – Capital Projects Needs

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.

The increase of SFRB funding will help bring needed maintenance to the facility. For fiscal year 2016 - 2017 the SUB is requesting an increase of \$500,000; the majority of this increase will go toward the replacement of existing equipment. The itemized list is as follows:

Item	Cost
Roof Repair (Three phases: Upper North, Upper South, and 2 nd Floor)	\$250,000 (\$50K to \$70K per phase)
South Grass Expansion for Events	\$8,000 to \$10,000
Ballroom C Curtain Replacement	\$10,000
Restroom Partitions Replacement	\$25,000
Grand Ballroom and Conference Room Air Walls	\$140,000+
Replace Public Lounge Furniture	\$100,000
Total	~\$535,000

The above items will have an impact on student organization's activities and various student-centered events. The outdoor promotion screen will enable organizations to promote their meetings and events. The replacement of interior and exterior furniture affords students to sit and meet, sit and study, and sit and eat. The ballroom projector, event audio equipment, and master audio system will serve as meeting and programmatic aides for student organizations.

Once these amenities are installed and updated in the facility, a greater use of the equipment is anticipated. Additional use will occur with increased chairs and better equipment.

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.

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?
 - a. What increases or decreases from non-SFRB funding sources do you anticipate compared to your budget last year?
 - b. Please complete Budget Form C for non-SFRB income

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 administrative rebate, 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 2015-2016, the breakdown of scheduled events was as follows: Student organizations: 4,441
Departments: 2,876
Off campus groups: 481

If student organizations were assessed a rental, that would generate \$918,321.

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

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.

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.

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.

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 3rd floor of the SUB. Since the seating capacity was increased, the use of the 3rd floor by students who are studying, meeting, etc. has increased dramatically.

The SUB improved internal infrastructure to improve cell phone reception. By increasing cell phone reception, students can stay visiting or studying longer without having to step outside to take an incoming call.

The SUB is in the process of establishing two charging areas in the SUB Mall Level.

8. 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 2016 "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. Campus tours for potential students also occur within the SUB.

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.

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.

The SUB's unique organizational structure wherein students are the primary members of its governing board, affords the SUB the opportunity to consistently receive feedback from students. Student leaders who occupy the board are representatives appointed by both ASUNM and GPSA.

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.

Student organization office space and storage spaces can be monitored for use. This helps the SUB determine the efficacy of the product offered. Each year, as students reapply for space, feedback is provided on the wants/needs of each organization.

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.

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

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.

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

The SUB is unique from every other entity on campus: it's funded by students, governed by students, with the sole purpose of operating for students. The facility was designed to enhance and optimize the student experience. The SUB exists for students.

Thank you for your consideration.

SFRB Funding Request Form

STUDENT FEE REVIEW BOARD
FISCAL YEAR 2017-2018

DEPARTMENT New Mexico Student Union
VICE PRESIDENT Chleo Torres

INDEX # 161003

	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	884,711	917,535		917,535		
3 SUBTOTAL NON-STUDENT SALARIES (Line 1+2)	\$ 884,711.00	\$ 917,535.00	\$	\$ 917,535.00	\$	\$
4 Student (student employment & workstudy)	403,964	385,964	415,919	385,964	415,919	
5 GA, TA, RA - Pay and Benefits						
6 Fringe Benefits on Staff & Faculty salary	335,752	352,203	241,242	352,203	241,242	
7 TOTAL COMPENSATION (Lines 3 - 6)	\$ 1,624,427.34	\$ 1,653,702.00	\$ 657,161.00	\$ 1,653,702.00	\$ 657,161.00	\$
GENERAL EXPENSES						
8 supplies	310,019	354,763	260,500	354,763	260,500	
9 student scholarships	10,000	10,000	10,000	10,000	10,000	
10 services	88,931	200,900	231,500	200,900	231,500	
11 repair & maintenance	239,636	287,674	272,799	287,674	272,799	
12 utilities	541,976	419,369	465,000	419,369	465,000	
13 other operating costs	27,577	57,002	145,000	57,002	145,000	
14 university administrative overhead	150,000	150,000	150,000	150,000	150,000	
15 equipment and furniture	40,000	81,000	40,000	81,000	290,000	250,000
16 reserve capital improvements	25,000		44,000		44,000	
17 student programs			48,000		48,000	
18 other UNM costs	36,093	30,000	35,000	30,000	35,000	
19						
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						
30						
32 TOTAL GENERAL EXPENSES (Line 8 - 30)	\$ 1,469,232.82	\$ 1,590,708.00	\$ 1,701,799.00	\$ 1,590,708.00	\$ 2,201,799.00	\$ 500,000.00
34 GRAND TOTAL EXPENSES (Line 7+32)	\$ 3,093,660.16	\$ 3,244,410.00	\$ 2,358,960.00	\$ 3,244,410.00	\$ 2,858,960.00	\$ 500,000.00

Form C

External Funding Sources

This form is used **ONLY** if you have EXTERNAL FUNDING SOURCES

DEPARTMENT New Mexico Student Union
 VICE PRESIDENT Cheo Torres
 INDEX(es) # 161003

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)	2,358,960	2,858,960	
2 UNM Instruction & General			-
3 Private Donations			-
4 Fundraising/Foundation/Development			-
5 State Funding			-
6 Federal Funding			-
7 Grants (including federal and private)			-
8 Self-Generated Revenue	530,067	530,067	
9			-
10 If Other(s), please list below:			-
11			-
12			-
13			-
14			-
15			-
16			-
17			-
18			-
19			-
20			-
21			-
22			-
23			-
24			-
25			-
26			-
27			-
28			-
29			-
30			-
TOTAL OPERATING INCOME/REVENUE	\$ 2,889,027.00	\$ 3,389,027.00	\$ -

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