

**Student Fee Review Board  
Funding Application for Fiscal Year  
2021-2022**

New Mexico Student Union  
Name of Unit

Cheryl Wallace Director  
Dean/Director Title

301 Cornell Drive Albuquerque, New Mexico 87131  
Campus Address

505-277-2331 cwallace@unm.edu  
Campus Phone E-mail Address


\$ 2,247,884.00 subadmin@unm.edu  
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.

Cheryl Wallace  
Submitted By (Print Name)

 09/08/2020  
Department Head Signature Date

Please submit an electronic version of this application via email to [SFRB@unm.edu](mailto:SFRB@unm.edu).

**DEADLINE September 11, 2020, 5:00 PM.**

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

**Student Fee Review Board 2021-2022**  
**Executive Summary: Student Union Building (SUB)**

The Student Union Building is a place where students, faculty, staff and community come together to accomplish their goals--whether they be to socialize, grab a bite to eat, gather for a meeting, or simply study independently or in a group. With foot traffic exceeding 13,000 a day, the SUB is undisputedly the most heavily utilized facility at UNM.

**Student Success:**

The SUB is an organization committed to ensuring student success. As such, the SUB aims to impact students on various levels: students as employees, students as patrons, students in organizations and prospective students. The SUB employs 75+ students at any given time during the year, making it one of the largest student employers on campus. Every year, the Student Union awards merit based student scholarships as well as graduate student internships to students we employ. The SUB also provides student organizations with both office and storage space--nearly 90 student organizations are allocated space annually in the SUB. Programmatic events are also planned and held by the SUB. One of the SUB's main programmatic events is Uni Night, a programming series that offers a multitude of safe alternatives for students to partake in on Friday evenings during the Fall/Spring semesters. The Student Union Building also hosts annual events such as the Pumpkin Carving Contest, Mardi Gras Celebration, and two Late Night Breakfasts to celebrate the end of the fall and spring semesters as a kick off to finals. The SUB collaborates with numerous departments across campus to program campus wide events, including events like homecoming, Lobo Day (Founder's Day) and graduation ceremonies. In addition to its vital role in event planning, the Student Union Building also has a major impact on student recruitment. The facility is used by Enrollment Management for all campus tours and by the Veterans and Military Resource Center as a recruitment tool for the university throughout the year. Additionally, students frequently utilize the space in the SUB to further their academic pursuits. Students use the facility for studying independently, meeting for group projects, academic year-end displays, and the CAPS program.

**Funding Sources:**

The SUB is not eligible for any Instruction and General Funding (I&G Funding), NM grants, state or federal funding. The funding provided by SFRB to the SUB is the reason the facility is operational today. Without receiving the allocation, the SUB would be unable to open its doors, turn on its lights and serve students. The fiscal responsibility for the daily operational costs are the SFRB allocation and self-generated funds. Over the past 4 years, the Student Union has operated on reduced SFRB allocations. Our requests for one-time funding to address our roof issues have not been funded, and vacant positions totaling \$200,000 were not filled in order to assist UNM balance the general fund budget.

**One Time Funding Request:**

The SUB is the students' building. Via the Student Facility fee, students pay for the bonds that funded the SUB 2003 remodel and expansion. Last year, the SUB carryforward allowed us to start phase one of a multi part project of replacing the roof. This year, the SUB is requesting a one-time request of \$300,000.00 that will enable us to continue with phase two of a new roof for the facility. Due to COVID-19, our carry forward funds from the 2019/2020 fiscal year will go toward operational costs and will not have funds to allocate to this project.

***Student Fee Review Board 2021-2022  
Applications Questions and Responses***

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 UNM's student population. The SUB also serves faculty, staff, alumni, and visitors. The SUB's primary stakeholders are represented by the SUB Board. This board sets the policy, direction, and program of the facility. These policies are driven and determined predominately 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. It also provides food service locations, as well as being a central gathering place. Additional activities and programmatic support include meeting room facilities, entertainment, educational and social events. The SUB is a central location for student development, student organizations, and student governments: The SUB currently has office space allocated for 88 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.

There are twenty meeting rooms available to student groups at no charge with full access to audio visual 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 student to meet, eat, and study, the following services are also offered to students: Lobo Card Office, Student Activities Center, Campus Food Service, Lobo Computer Lab and the Parking Services Transportation Information Kiosk. The Veteran's and Military Resource Center, 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 and program costs. Operation cost include repair and building maintenance, building services, equipment and furniture, supplies and university chargebacks (utilities, insurance and overheard costs)

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 a typical line item budget of programs across campus. 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, study areas with renovated furniture and charging stations for mobile devices, 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 is funding for the entire facility.

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

Yes, we do have a carry forward balance of \$205,001.76. These carry-forward funds are always reinvested into the facility. This year, due to COVID-19, we will use all carry forward funds as operational money. This will offset the reduction in SFRB funds and lost revenue. All carry forward funds go back into the facility and programs for students.

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 requested increase 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 reserve for the requested increase.

- a. If requesting one-time funding, please complete Budget Form B.

The Student Union is requesting the original amount we were awarded in FY 20/21 (\$1,947,884.00) before the budget reduction. We are also requesting one-time funding of \$300,000.00 for the 2021-2022 phase 2 roof replacement project. This one time funding will ensure the infrastructure of our facility is maintained. This roof replacement would be our only request in this one-time funding request, making that the priority.

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

The SUB cannot apply for Instructional and General (I&G) funds. Aside from SFRB funds, the funds used for the operation and maintenance of our facility are self-generated funds through room rental, audio visual equipment, food service administration rebate, and a portion of utilities from food service. With that in mind, we do not charge chartered student groups to reserve rooms or use AV equipment, which is a benefit to those student groups. In fiscal year 2019-2020, the breakdown of scheduled events were as follows:

Student Organizations:	2733
UNM Departments:	1234
Off campus groups:	169

If the student organizations alone were assessed a room rental fee, that would generate approximately \$601,478.12.

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. The board 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. 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 Marketing Committee, Space Allocation Committee, Appeals Committee, and a Steering Committee. These 4 committees currently include 7 students who serve on them, in addition to serving as SUB Board members.

The Student Union employs graduate and undergraduate students. The SUB is one of the largest student employers on campus. Student employees are entrusted with a great amount of responsibility with the daily operations of the facility. The SUB is the first place of employment for many of its students and as their first employer, managers take on the responsibility to 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 post-graduation careers.

The SUB is committed to students and their engagement in the operations of the facility. We value 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 opportunities.

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 recently replaced the roof over the Grand Ballrooms, beginning our phased approach to a complete roof replacement. Our aged trash receptacles were also replaced with new UNM branded units. Each of these units are made from 1030 recycled milk jugs, which is also in line with our sustainability efforts.

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 department/programs. Five collaborations to highlight would be partnerships with CAPS, Enrollment Management, American Indian Student Services, College Enrichment Program, and Student Activities.

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 tutoring areas and assists in the communication efforts of letting students know where sessions are being held. It has been a very successful and worthwhile partnership that has benefited many students.

A second example of collaboration is the utilization of the SUB theatre by various departments. The theatre is reserved on a consistent basis free of charge. For example, Enrollment Management (EM) and American Indian Student Services (AISS), use the theatre



for recruitment efforts. EM and AISS make presentations and further educate prospective students about the promise of attending UNM. Audio Visual equipment is provided and utilized by the department as well. It has been a successful recruitment tool. The SUB is in the heart of campus allowing us to showcase numerous student events and services we provide.

The SUB also partners with the College Enrichment Program (CEP) by displaying large class banners in the SUB Atrium. As part of the "Class of" initiative, the banners are signed by incoming freshman. During the fall semester, "Freshman Week", which is hosted by CEP, the SUB will collaborate in a banner unveiling ceremony. As the freshmen class is introduced to UNM their banner will be displayed in the SUB until they graduate, 4 years later.

Also, in collaboration with the College Enrichment Program, the SUB works with NSO staff members on the programming that occurs in the facility. Campus tours for potential students also begin at 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 partnership provides students with events like Late Night Breakfast, Welcome Back Days, and Friday Night Live. Each of these events gives students the opportunity to socialize with peers and participate in campus life. Furthermore, Late Night Breakfast, which is hosted each semester the Sunday before finals, give students the opportunity to take a break from studying in order to re-energize, eat, listen to 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. The recognition of academic

scholarship recipients, on-campus involvement award winners, and academic achievements, student names are displayed throughout the first floor of the facility. This year, with COVID-19, we have some challenges in carrying out these partnerships but the SUB remains dedicated to supporting these partnerships and 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.

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. In addition, our staff conducts program surveys and social media blasts to gain interest in further programs and events.

Each main entrance into the facility has a door counting system. The door counters help keep record of the foot traffic in 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 225,000+ visitors monthly.

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

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

Last year's board did not make any recommendations.

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 is funded by students, governed by students, with the sole purpose of operating for students. We are here to promote student success. The facility was designed to enhance and optimize the student experience. Our sole purpose is to serve UNM students.

We appreciate your time to evaluate our request, and thank you for your consideration.

## SFRB Funding Request Form

STUDENT FEE REVIEW BOARD  
FISCAL YEAR 2021-2022

DEPARTMENT New Mexico Student Union  
VICE PRESIDENT Eliseo Torres

INDEX # 161003

	A	B	C	D	E	F
DESCRIPTION	ORGANIZATION OPERATING BUDGET 2019 - 2020	TOTAL BUDGET 2020 - 2021 (not including SFRB)	SFRB BUDGET 2020 - 2021	TOTAL BUDGET 2021 - 2022 (not including SFRB)	SFRB BUDGET REQUESTED 2021 - 2022	SFRB FUNDING INCREASE/DECREASE REQUEST 2021 - 2022
1 Faculty salaries						-
2 Staff salaries	\$ 840,049.00	\$ 701,713.00		\$ 701,713.00		
3 SUBTOTAL NON-STUDENT SALARIES (Line 1+2)	\$ 840,049.00	\$ 701,713.00	\$ -	\$ 701,713.00	\$ -	\$ -
4 Student (student employment & workstudy)	\$ 324,480.00		\$ 73,615.00	\$ -	\$ 418,926.00	
5 GA, TA, RA - Pay and Benefits						
6 Fringe Benefits on Staff & Faculty salaries	\$ 311,045.00		\$ 245,040.00		\$ 257,332.00	
7 TOTAL COMPENSATION (Lines 3 - 6)	\$ 1,475,574.00	\$ 701,713.00	\$ 318,655.00	\$ 701,713.00	\$ 676,258.00	\$ 357,603.00
GENERAL EXPENSES						\$ -
8 Supplies	\$ 166,945.00	\$ 2,792.00	\$ 109,509.00	\$ 12,292.00	\$ 149,509.00	
9 Student Scholarships	\$ 5,100.00		\$ 14,724.00		\$ 14,724.00	
10 Services	\$ 176,425.00		\$ 163,327.00		\$ 163,327.00	
11 Repair & Maintenance	\$ 170,366.00	\$ 7,500.00	\$ 152,198.00		\$ 152,198.00	
12 Utilities	\$ 550,308.00		\$ 562,799.00		\$ 562,799.00	
13 Other Operating Costs	\$ 29,019.00	\$ 2,000.00	\$ 79,069.00		\$ 79,069.00	
14 UNM Administrative Overhead	\$ 150,000.00		\$ 150,000.00		\$ 150,000.00	
15 Equipment and Furniture						
16 Reserve Capital Improvements			40,000			
17 Student Programs						
18 Other UNM Costs						
19						
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32 TOTAL GENERAL EXPENSES (Line 8 - 30)	\$ 1,248,163.00	\$ 12,292.00	\$ 1,271,626.00	\$ 12,292.00	\$ 1,271,626.00	\$ -
34 GRAND TOTAL EXPENSES (Line 7+32)	\$ 2,723,737.00	\$ 714,005.00	\$ 1,590,281.00	\$ 714,005.00	\$ 1,947,884.00	\$ 357,603.00

# Form B

## SFRB **One-Time** Funding Request Form

Use this form ONLY if you are requesting **ONE-TIME** funding

DEPARTMENT Student Union

VICE PRESIDENT Eliseo Cheo Torres

INDEX # 161003

STUDENT FEE REVIEW BOARD

FISCAL YEAR 2021-2022

### Budget for SFRB Funding **ONE-TIME** Request

I

J

	DESCRIPTION	2020-2021 One-Time Request	2020-2021 One-Time Allocation	2021-2022 One-Time Request
1	Phase 2 of Roof Repair	\$ 300,000.00	\$ -	
2	Technology Upgrades	\$ 100,000.00	\$ -	
3	Phase 2 of Roof Repair			\$ 300,000.00
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17	TOTAL One-Time funding (Line 1 thru Line 6)	\$ 400,000.00		\$ 300,000.00

\*The narrative response to question #4 must reflect this information



# Form C

## External Funding Sources

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

DEPARTMENT Student Union

VICE PRESIDENT Eliseo Cheo Torres

INDEX(es) # 161003

STUDENT FEE REVIEW BOARD

FISCAL YEAR 2021-2022

	FUNDING SOURCE	2020-2021 BUDGET	2021-2022 FORECASTED BUDGET	Funding Increase Request for 2021-2022
1	Student Fee Review Board (SFRB)	1,590,281	1,947,884.00	357,603
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	714,005	714,005	-
9				-
10	<b>If Other(s), please list below:</b>			-
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	<b>TOTAL OPERATING INCOME/REVENUE</b>	<b>\$ 2,304,286.00</b>	<b>\$ 2,661,889.00</b>	<b>\$ 357,603.00</b>

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