

SFRB Application Checklist

- ✓ 1. Cover Sheet
- ✓ 2. Executive Summary
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- ✓ 4. Budget Form A
- ✓ 5. Budget Form B (one-time requests)
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Please submit an electronic version of this application via email to SFRB@unm.edu

DUE DATE: September 10, 2021, at 11:59 PM

*Late applications will not be considered

**Funding Application for
Fiscal Year 2022-2023**

New Mexico Student Union

Name of Unit

Cheryl Wallace

Director

Dean/Director

Title

1 University of New Mexico MSC03 2200

Campus Address

277-2331

Campus Phone

cwallace@unm.edu

E-mail Address

subadmin@unm.edu

Alternate Email Address

\$2,108,128.00

Total Amount Requested

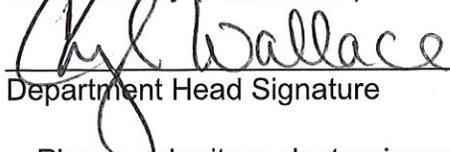
One-Time Funding Recurring Requesting Increase

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)



9/2/21

Department Head Signature

Date

Please submit an electronic version of this application via email to SFRB@unm.edu

DUE DATE: September 10, 2021, at 11:59 PM

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Student Fee Review Board 2022-2023
Executive Summary: Student Union Building (SUB)

The Student Union Building is a place where students, faculty, staff, and community come together to accomplish their academic goals and experience campus life - whether they come 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 in a typical year, 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. These employment opportunities provide students with on-the-job training and experience they can carry into their professional careers.

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 some 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 kickoff to finals.

The SUB collaborates with numerous departments across campus to coordinate campus wide events, including 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 enrollment. The facility is used by Enrollment Management for all campus tours as a recruitment tool for the university throughout the year.

Funding Sources:

The SUB is not eligible for 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 not open its doors, turn on its lights or provide services to students. The financial responsibility for the daily operational costs is the SFRB allocation and self-generated funds. Over the past years, the Student Union has operated on reduced SFRB allocations and had to adjust some of our operations to accommodate the loss of funding.

One Time Funding Request:

The SUB is the students' building and completely funded through student fees and self-generated funds. We would like to request \$100,000.00 for upgrading the ballroom projectors and additional ADA upgrades in the building.

***Student Fee Review Board 2022-2023
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 community 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 daily needs of the student as well as the University community. We are 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 a central gathering place on campus. Additional activities and programmatic support include meeting room facilities, entertainment, academic 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 main location to meet and better serve the campus community.

There are twenty meeting rooms available to student groups for events and meetings at no charge with full access to audio visual equipment, as well as storage units for those groups who require space to store their equipment.

The SUB now offers live streaming of events in the ballrooms, Lobo A&B as well as other locations within the building by using our mobile cart. Each of these rooms are equipped with cameras that can zoom and scan across the room to work for most event set ups. Through this system we can also host hybrid events with participants at the event and those on zoom.

Our new SHURE conference system is made up of wireless microphones that are tied into the house system, so the audio is heard within the room as well as to those listening in via zoom or live streaming. The wireless mic system can be set up for larger board meetings or panel discussions.

Eleven (11) of our meeting rooms now also have wall mounted 75-inch LCD monitors with a Logitech webcam. This gives students and customers the opportunity to host a meeting and have individual participants via Zoom or Teams.

In addition to the SUB providing space for students 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. ASUNM, GPSA, and Student Government accounting offices are also conveniently located in the building to effectively serve the campus community. The Lobo Food Pantry was awarded space and will be located on the Plaza level this fall semester.

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 costs include repair and building maintenance, building services, equipment and furniture, supplies and university chargebacks (utilities, insurance labor, and overhead costs)

With that in mind, SFRB funds are not utilized for a specific program or project, rather for the facility in its entirety. 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, and lounge with several food choices between classes.

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 \$471,536.99. These carry-forward funds are always reinvested into the facility. At the end of the fiscal year, we were awarded some of our lost revenue through CARE ACT, HEERF funds which resulted in a larger carry forward than we normally have. We will reinvest all funds back into the facility infrastructure and to programs for students. This fiscal year, we will be able to complete another large section of our roof replacement, add some additional technology to the meeting room space, and replace our hot water system which we recently identified issues with.

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 an increase in funding to restore our budget to the awarded amount in FY 2019/2020 of \$2,008,128.00. This amount was a reduction from the FY2018/2019 budget amount of \$2,206,734.00 in FY 2018/2019. With increased expenses of a large facility, there is a need to increase our budget to meet these growing expenses. Additionally, the staggered minimum wage increases will increase our student salaries. Since we are one of the largest student employers on campus, we will need this increase of offset these expenses.

We are also requesting one-time funding of \$100,000.00 for an upgrade to the projectors in the ballroom and to modify the back dock for ADA compliance. This one-time funding will allow us to increase technology resources and install a ramp on the back dock that will provide accessibility options to our facility.

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 also reimbursed 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. Fiscal year 2020-2021 was a challenge with COVID-19: we were unable to host student groups and events in our meeting room space, so last year numbers are not available. However, in a typical year we would see heavy usage of the facility, and a breakdown of scheduled events would typically see the following numbers:

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 in self-generated funds.

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. This ensures each student has a voice in the services and programs we offer.

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. Managers work closely with their student staff to guide them in processes and work ethic standards. 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 SUB now offers live streaming of events in the ballrooms, Lobo A&B, as well as other locations within the building by using our mobile cart. Our new SHURE conference system is made up of wireless microphones that are tied into the house system, so the audio is heard within the room as well as to those listening in via zoom or other live streaming. The wireless mic system can be set up for larger board meetings or panel discussions. Eleven (11) of our meeting rooms now also have wall mounted 75-inch LCD monitors with a Logitech webcam. This allows students and customers to host hybrid events with upgraded technology in the facility. We have plans to continue upgrading our technology throughout the next fiscal year as funds allow.

We made several ADA improvements to the facility: we replaced door handicap buttons with the touchless motion control buttons, added ADA accessibility to the mall restrooms, and provided signage throughout the building to help assist students with disabilities. We also identified 5% of seating in the dining area with an ADA designation.

We were also able to repair our existing airwalls in the meeting room and ballroom spaces. It was identified that the airwalls in the ballrooms were a safety issue, making this an emergency repair. The existing track was damaged and needed repair to ensure the walls could be opened and closed without any issues. We can now utilize these airwalls to provide more options in meeting room spaces.

We replaced some patio furniture with umbrellas on the north end of the facility. This will provide additional outdoor seating with shade for students.

We took the opportunity to complete several painting projects with the new UNM branding. We painted several locations of the building with the cherry/silver branded colors and completed signage with the new Student Union logo throughout the building. We plan to continue throughout the facility to update paint with secondary branded colors. We replaced the blinds in all meeting rooms upstairs that provide better darkening of the room for presentations and a more modern meeting room experience.

We also replaced our aged ballroom chairs and meeting room tables as many of these items were worn and could not be repaired. To provide more seating options to meeting space, these needed to be replaced.

Finally, we remodeled the SUB Games Room known as Louie's Lounge. We added a fresh coat of paint, new furniture, and gaming stations that include a Nintendo Switch, Xbox Series X and Play Station 5. This expanded options for students that will provide a safe environment on campus for them to relax and destress between classes.

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

Regarding 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. Campus tours for potential students also begin at the SUB and it has shown to have 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 first year students. 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 New Student Orientation staff members on the programming that occurs in the facility.

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, gives 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 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 are displayed throughout the first floor of the facility.

COVID-19 had some challenges in carrying out some of these partnerships, but the SUB remains dedicated to supporting these partnerships and programs in the coming years.

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 and 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, and we are happy to answer any additional questions you may have for us. We appreciate your time to evaluate our request and thank you for your consideration.

FORM A: FUNDING REQUEST FORM

FORM A
FUNDING REQUEST FORM

DEPARTMENT New Mexico Union (SUB)

VICE PRESIDENT Tim Gutierrez

INDEX # 161003

FISCAL YEAR 2022-2023

	A	B	C	D	E	F
DESCRIPTION	ORGANIZATION OPERATING BUDGET 2020-2021	TOTAL BUDGET 2021 - 2022 (not including SFRB)	SFRB BUDGET 2021 - 2022	TOTAL BUDGET 2022 - 2023 (not including SFRB)	SFRB BUDGET REQUESTED 2022- 2023	SFRB FUNDING INCREASE/DECREASE REQUEST 2022 - 2023
						-
1 Faculty salaries						
2 Staff salaries	\$ 701,713.00	\$ 748,154.00		\$ 686,939.00		
3 SUBTOTAL NON-STUDENT SALARIES (Line 1+2)	\$ 701,713.00	\$ 748,154.00	\$ -	\$ 686,939.00	\$ -	\$ -
4 Student (student employment & workstudy)	73,615.00		\$ 248,568.00		308,812	
5 GA, TA, RA - Pay and Benefits						
6 Fringe Benefits on Staff & Faculty sa	245,040.00		\$ 290,977.00		290,977	
7 TOTAL COMPENSATION (Lines 3 - 6)	\$ 1,020,368.00	\$ 748,154.00	\$ 539,545.00	\$ 686,939.00	\$ 599,789.00	\$ 60,244.00
						-
GENERAL EXPENSES						
8 Supplies	\$ 112,301.00		\$ 312,553.00		\$ 149,509.00	
9 Student Scholarships	\$ 14,724.00		\$ 17,724.00		\$ 20,000.00	
10 Services	\$ 163,327.00		\$ 159,731.00		\$ 223,571.00	
11 Repair & Maintenance	\$ 159,698.00		\$ 205,669.00		\$ 202,319.00	
12 Utilities	\$ 562,799.00		\$ 585,121.00		\$ 562,799.00	
13 Other Operating Costs	\$ 81,069.00		\$ 31,967.00		\$ 39,069.00	
14 UNM Administrative Overhead	\$ 150,000.00		\$ 95,574.00		\$ 95,574.00	
15 Equipment and Furniture					\$ 75,498.00	
16 Reserve Capital Improvements						
17 Student Programs	\$ 40,000.00				\$ 40,000.00	
18 Other UNM Costs						
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30						-
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32 TOTAL GENERAL EXPENSES (Line 8 - 30)	\$ 1,283,918.00	\$ -	\$ 1,408,339.00	\$ -	\$ 1,408,339.00	\$ -
						-
34 GRAND TOTAL EXPENSES (Line 7+32)	\$ 2,304,286.00	\$ 748,154.00	\$ 1,947,884.00	\$ 686,939.00	\$ 2,008,128.00	\$ 60,244.00

Form B: SFRB One-Time Funding Request Form



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

DEPARTMENT New Mexico Union (SUB)
 VICE PRESIDENT Tim Gutierrez
 INDEX # 161003

STUDENT FEE REVIEW BOARD
 FISCAL YEAR 2022-2023

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

	I		J
	2021-2022 One-Time Request	2021-2022 One-Time Allocation	2022-2023 One-Time Request
1 Technology and ADA Upgrades	\$ 100,000.00		\$ 100,000.00
2 Phase 2 of Roof Upgrades	\$ 300,000.00		
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17 TOTAL One-Time funding (Line 1 thru Line 6)	400,000.00		\$ 100,000.00

*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 New Mexico Union (SUB)

VICE PRESIDENT Tim Gutierrez

INDEX(es) # 161003

**STUDENT FEE REVIEW BOARD
FISCAL YEAR 2022-2023**

FUNDING SOURCE	2021-2022 BUDGET	2022-2023 FORECASTED BUDGET	Funding Increase Request for 2022-2023
1 Student Fee Review Board (SFRB)	1,947,884	2,008,128	60,244
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	686,939	686,939	
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10 If Other(s), please list below:			
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TOTAL OPERATING INCOME/REVENUE	\$ 2,634,823.00	\$ 2,695,067.00	\$ 60,244.00

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