



THE STAMP THINKS BIG

THE ADELE H. STAMP STUDENT UNION
CENTER FOR CAMPUS LIFE

ANNUAL REPORT
2013-2014

2011-2015 Stamp Strategic Plan

Vision

To transform and enrich the Maryland experience

Mission

To provide a safe and inviting campus center where all UM students, alumni, faculty, staff, and community members cultivate lifelong relationships founded on engagement, learning, multiculturalism, and citizenship

Philosophy and Values

- We put students first.
- We are dedicated to serving as advocates, advisors, educators, mentors, and partners in shaping the student learning experience.
- We are active partners in the academic mission of the institution.
- We embrace sustainability and environmental sensitivity.
- We infuse multiculturalism in all of our policies, programs, services, advocacy, and research.
- We strive for excellence and innovation.
- We support a balance of personal and professional life demands.
- We embrace individual and shared leadership to achieve collective success.
- We inspire each other through inclusive and caring relationships.

Strategic Goals



Cultivate and support a highly trained and diverse workforce where individuals are recognized and rewarded for their outstanding and innovative efforts.



Enhance and diversify financial, human, physical, and equipment resources to achieve the mission, goals, and priorities of the organization and institution.



Support the creation of community by providing the highest quality programming, services, and resources that meet the unique needs of students, staff, faculty, and visitors.



Strengthen and develop relationships with students, faculty, staff, alumni, community members and one another through social, service, learning, and leadership networks.

Stamp Strategic Goals & 2013-2014 Objectives



Strategic Goal #1: Cultivate and support a highly trained and diverse workforce where individuals are recognized and rewarded for their outstanding and innovative efforts.

Annual Goal: Enhance both the Stamp student employee and professional employee professional development programs, including the enhancement of the Student Employment Advisory Board (SEAB).

- Attendance at SEAB meetings was consistent, with 10-16 attendees at each meeting. Two SEAB events were held: an Open Forum Feedback meeting in December 2013 and an End of Year Celebration for the student staff in May 2014. The latter brought almost 100 student employees together. SEAB also provided Stamp administration valuable feedback, some of which has already been acted upon. For example, the new End of Year Student Employment Survey now includes questions about training and supervision. The feedback of the SEAB has also been taken into account when determining student pay increases and the fall training schedule.
- Stamp Professional Development Sessions have begun with increasing regularity. While attendance is still not ideal, there is hope that interest and attendance will continue to grow.

Annual Goal: Develop clear processes and training programs to make the on-boarding of new professional staff members as streamlined and seamless as possible.

- On-boarding is a strategic process of bringing a new employee to the organization and providing information, training, mentoring and coaching throughout the transition. In partnership with Stamp IT and HR, the Stamp has created an external site to introduce all new employees to the department. The positive onboarding experience will facilitate the new employee's ability to contribute, increase comfort level, reinforce the decision to join the university, and encourage commitment between employee and supervisor.
- Event & Guest Services held individual area trainings in conjunction with the Stamp-wide student employee training. Some training took place over multiple days and included CPR and First Aid training, Crowd Management certification, customer service, and leadership expectations.
- Stamp IT staff worked with student employees within the IT unit to create videos to better learn the process for conducting event-related videos. Videos were completed and posted to StampShare.

Annual Goal: Secure the funds necessary to award the first Stamp Student Employee Scholarship.

- The first gift of \$5K to support the Stamp Student Employee scholarship was secured from a past student employee. Several other smaller contributions were made from current and past employees. The goal of \$25K will continue to be a focus of fundraising efforts for the coming year. About one-third of the amount to endow the scholarship was raised during the first year. The first scholarship will be awarded in spring 2015.

Annual Goal: Create and implement a program of training and development programs that address staff proficiencies in technical applications, financial management, and development and stewardship of grants brought on by changes in expectations and new technologies.

- Staff members participated in Quali training to prepare for system transition.
- The Stamp continued to develop and improve StampShare as a communication resource. Stamp IT staff provided training to various units/staff and converted web-based forms to StampShare forms.
- In January, Stamp staff participated in a half-day training program on development and fundraising, including identifying some future funding initiatives.



Strategic Goal #2: Support the creation of community by providing the highest quality programming, services, and resources that meet the unique needs of students, staff, faculty, and visitors.

Annual Goal: Increase innovation in technology to better serve the Stamp, university, and stakeholder populations through the purchase of a new Point of Sale (POS) system for the ticket office, the installment of Phase Two of OrgSync, a transfer of business services from the FRS to KFS systems, and the evolution of the EMS software for Event Services.

- University Tickets has been implemented as the new POS system, which includes additional ticketing features and allows for online event payments.
- Kuali Financial System (KFS) has been successfully incorporated into all Stamp business processes.
- An online option for Stamp Event Certification (SEC) has been created and implemented for student organizations and university departments. OrgSync has been incorporated into this process.
- Stamp staff researched and implemented new technologies to assist both internal and external customers that included looking into ways to incorporate additional web streaming and video recording technologies for events; integrating EMS into Stamp website redesign, researching ecommerce options for integration into Stamp Content Management system, and working on new and additional apps in support of Stamp programs, facilities, and services.
- MICA staff, with leadership from Stamp IT, piloted the use of laptop computers as alternatives to desk top computers using newly available VPM networking.
- The Stamp secured student fee money for Fiscal Year 2015 to fund the annual OrgSync license.

Annual Goal: Evaluate, enhance, and continue to develop the T2T Learning Community as we enter the second full year of the program including courses and program components, outreach to community colleges, collaboration with other university departments and programs especially the Off Campus Student Life office. Use the research collected in the first year, including control group comparisons, to inform decisions.

- Based on feedback from the pilot year, the T2T Coach program was revamped, clarifying the expectations and duties of being a coach. 29 T2T Coaches were successfully recruited, trained, and matched with 1-2 T2T students each.
- The T2T budget was redeveloped for FY15 to eliminate unnecessary overhead costs, as well as more precisely budget for salary, benefits, and student programming.
- Four T2T Peer Mentors were successfully recruited and hired in August, along with six peer mentors hired in Spring 2014.
- In partnership with Undergraduate Studies Pre-Transfer Advising, the Transfer Experience Network (TEN) was created. TEN is a campus-wide group of professionals working with transfer students to share information about transfer-related programs and services; align programs and services; and identify trends, challenges, and key issues related to the transfer student experience. The 13 staff represent Admissions, Orientation, Pre-Transfer Advising, Letters & Sciences, School of Public Health, College of Engineering, Counseling Center, Resident Life, and Transfer Credit Services.
- Through successful outreach efforts, T2T staff helped lead efforts to redevelop transfer summer orientation. As a result, transfer orientation now includes a resource fair and an integrated transfer student life presentation.

Annual Goal: Facilitate a seamless transition in the Veteran Student Life unit with the hiring of a new Coordinator and the transition of the program from the grant phase to complete institutionalization.

- Brian Bertges was hired as the Coordinator for Veteran Student Life (VSL) in summer 2013 after the position was fully funded and institutionalized.
- VSL and the Engagement Team hosted multiple events, including Family Festival of Fall, Farm Day, Laser Tag, International Coffee Hour, Good Morning Commuters, and a showing of the film *Lone Survivor*.
- VSL revised the Summer Welcome Letter; created a Summer Welcome Packet as an early proactive measure to expose new incoming student veterans to all resources, upcoming events, and programs, that

are offered to UMD veterans, to continue to increase the rate of student engagement.

- VSL worked with Athletics, Fraternity and Sorority Life, and the University Career Center to host two networking fairs with prep sessions the week before. VSL also hosted two employer meet and greets with private and public sector organizations such as Enterprise, Deloitte, and the Department of Veterans Affairs.
- VSL has been working with the University of Michigan and their School of Medicine to train front-line peer mental health advocates through a grant program called PAVE.
- Fee funds for FY15 were secured to support the VSL program after the active federal grant ends.

Annual Goal: TerpZone will implement the recommendations made by the Blue Ribbon Committee which include the redecorating of space, marketing of programs and services, updating of games area, expansion of program offerings, and increased use of video games/monitors with less space for arcade games. Explore the recommendation to serve alcohol (beer and wine) at defined times.

- The TerpZone received recommendations from Steel Surf Consulting. In response, the TerpZone formed a TerpZone Working Group to execute initial design, marketing, branding, and programmatic ideas for FY15.
- The TerpZone worked with Dining Services to develop the TerpZone Alcohol Pilot Program in Spring 2014.

Annual Goal: Work with student group leaders and staff in the Stamp to create a plan of action for redefining and renovating the Student Involvement Suite using the recommendations of the Task Force that explored how to best serve student organizations. Create all construction plans and secure a contractor for any renovations in advance of Summer 2014.

- Avancé space consultants were hired to assist with the development of a more concrete program plan and schematic design for the Student Involvement Suite which included a voice-narrated video walk-through of the digitally designed space.
- A day-long charette was held in December 2013 to dream about the physical design of the new student involvement suite working with the consultant firm. Focus groups for student organization leaders and general students reacted to the initial design in Spring 2014.
- For summer 2014, two separate working groups are tasked with focusing on expanding the services and delivery of SORC and on design and conceptual space layout of the physical space. This six-month renovation project is slated to begin in December 2014.

Annual Goal: Formally introduce the Tree of Life and the Garden Chapel to the campus community while emphasizing the multi-faith nature of this initiative.

- The formal dedication of the Garden Chapel took place in October 2013 as the centerpiece of a new Interfaith Week piloted by the Chapel and MICA. Featured in this event was the dedication of the community-created needlepoint art piece (“Tree of Life”), funded by a generous benefactor.
- Students created the Interfaith Council, with the Chapel/MICA Graduate Assistant serving as advisor.
- The Chapel was one of the meeting sites for the Clergy without Borders visit to campus in October 2013.
- Student leaders and Chaplains were involved in leading Chapel and MICA programs for the October Interfaith Week and for the new Interfaith Experience Projects held twice in Spring 2014, the Faith and Film series, the Spiritual Heart meditation offering in April (part of StressLess Week), and for the Asian American spirituality program.

Annual Goal: Use the recommendations of the working group addressing transfer student issues to craft a new mission for serving transfer students and off-campus students that capitalizes on information gleaned from our benchmarking and the collaborative relationships of campus agents interested in advancing transfer student engagement.

- Assessment of transfer students confirmed that students want programs and services around the topics of well-being and safety. For FY15, staff will continue outreach and services focused on mental health, safety, sexual assault prevention, and resource availability.
- Stamp staff developed a programming model that meets the five areas of well-being: Financial, Career, Social, Community, and Physical. All programs and services for the Off-Campus Student Life program focused on one area of well-being in collaboration with other campus partners.
- The Engagement team developed a student engagement program and employment opportunity for students to connect across areas within the Engagement populations. Engagement and Learning

Assistants will work in collaboration with transfer and off-campus students for FY15. Ten students were hired to program and offer resources and services specific to transfer and off-campus students.

- The Transfer Experience Network (TEN) was created. (see earlier bullet)

Annual Goal: Develop a set of core competencies that will establish a foundation for curriculum design and assessment for LCSL program areas.

- LCSL began development of a set of core competencies (“skills and practices”) in September 2013. Staff determined that competencies should reflect socially responsible leadership behaviors and align with the LCSL mission and vision.
- A comprehensive list of skills and practices were compiled from academic and professional sources. In Spring 2014, LCSL aligned existing behavioral (doing) learning outcomes with skills and practices. There was a dialogue with colleagues and LCSL researched best practice methods (ex. Texas A&M Student Leader Learning Outcomes).
- LCSL identified and developed rubrics for four primary categories of Skills & Practices in the areas of Critical Thinking & Reflection, Diversity/Inclusion/Cultural, Resiliency & Adaptability, and Social Responsibility/Social Change



Strategic Goal #3: Enhance and diversify financial, human, physical and equipment resources to achieve the mission, goals, and priorities of the organization and institution.

Annual Goal: Revitalize the coordinated assessment agenda in the Stamp by hiring a full-time Assistant Director of Assessment, reinstating the Stamp Research Committee, creating a model of consultancy for all units with regard to assessment and evaluation, and creating modes of communicating the rich resource of research being conducted in the Stamp to internal and external audiences.

- Daniel Ostick was hired as the Assistant Director for Assessment, Communication, and Administration in December, 2013, and has assisted Stamp staff in conducting assessment, trained staff on assessment best practices, and has laid the ground work for developing a Stamp research committee.

Annual Goal: Staff the Marketing unit and determine the best functional operation of the office and charge this new unit with spearheading two new initiatives: the marketing of the Stamp and all vendors to all incoming students and the re-branding of Stamp.

- A new Assistant Director for Marketing (Eva Tennant) and a new Coordinator (Charlene Prosser) were hired. The Marketing team has begun revising marketing processes for all clients and has started preliminary work on re-branding efforts.
- A campaign for all incoming students was launched in Fall 2013 including an artistic direct mail piece that invited students to follow the Stamp in social media.

Annual Goal: Continue the renovation of the building while...

- Completed the renovation of the Engagement and Activities Office (including a new Graduate Student Life and Graduate Student Government suite), the MICA and LCSL Office suite (includes the incorporation of America Reads*America Counts into the Stamp), and the new office for the Department of Fraternity & Sorority Life.
- Completed the initial program and schematic design for a renovated Student Involvement Suite, Student Organization Resource Center, Activities Suite, SEE Office, and SGA Office.

...determining methods of funding for continued facility renewal and renovation,

- Revised 20-year Plant Fund budget and priorities to include renovation of the Student Involvement Suite, space planning for IT and Event & Guest Services office spaces, renovation of Hoff Theater stage, upgrading carpet and furniture upholstery throughout the Stamp, and improving building infrastructure (Freight elevator 4, Exterior Painting, etc.)

...working to make the current transitional times due to renovation as transparent and pleasant as possible, both for employees and building guests,

- Provided realistic timelines for all phases of moving, renovation, and construction milestones.
- Supported transitional times and spaces with extra IT and Facilities staff to assure a smooth and efficient move and start-up times in temporary and permanent spaces.
- Utilized external professional movers to minimize office downtime and overall impact on Stamp staff as staff relocated to Holzapfel Hall and back to the Stamp.

...realigning physical spaces and staff, allowing for the reevaluation of individual unit goals/ missions and increased cooperation/ coordination especially among the MICA/LCSL staff and the Engagement/Graduate Student Life and GSG staff, and...

- The Engagement Team spent the spring semester welcoming students back and unveiling their new space, through open houses, study breaks, artwork promoting inclusion & diversity, conference room use policies, and afternoon teas in the lounge.
- Created new flexible and technology-enhanced training room connected to the MICA and LCSL suites to better serve staff training needs and student organization meeting room needs.

...evaluate and implement the facilities renewal plan including furniture and carpeting replacement and building system renewal.

- Completed review and revision of the 20-year Plant Fund Budget to include long-term facility replacement and renewal of carpet/flooring, upholstery/furniture, and building infrastructure (paint, elevators, roof, etc.). Exterior painting was completed in Spring 2014 and an interior designer has been contracted for designing the first and second floor lounges.
- Participated in campus-wide Facilities Condition Assessment program.



Strategic Goal #4: Strengthen and develop relationships with students, faculty, staff, alumni, community members and one another through social, service, learning, and leadership networks.

Annual Goal: Develop incentive programs for University departments and alumni to increase their use of the Stamp.

- Stamp Event and Guest Services developed new program for use of Stamp space during down times (15% discount if booked for a certain time period) and an incentive plan for Alumni discounts for use of Stamp space booked at certain times.

Annual Goal: Work with colleagues in University Relations, Student Affairs, Athletics, SEE, and the Student Homecoming Committee to enhance the University's 2013 Homecoming offerings. Deploy Stamp staff to fellow Big Ten institutions during the Fall 2013 semester to gather data about Homecoming in our peer institutions. Use this information to reformulate our 2014 Homecoming plan.

- The Pre-Party and Pep Rally was a direct result of a collaboration between staff in the Division of Student Affairs (Department of Fraternity and Sorority Life, Department of Transportation Services, Dining Services, and the Department of Resident Life), University Relations, and campus operations (UMPD, Fire Marshal, Facilities Management).
- Visits were made to the University of Minnesota, Pennsylvania State University, The Ohio State University, University of Wisconsin-Madison, and Indiana University. The site visit report included recommendations for Homecoming 2014.
- Even though there were many campus partners that helped execute the Pre-Party and Pep Rally and Fireworks, Stamp Special Events was regarded as the leader. Stamp Special Events proposed a new three-tier committee structure going into Homecoming 2014, which was adopted. This includes a senior-administrator committee which has been helping to enlarge the campus-wide vision for 2014.

Annual Goal: Establish a diversity grant funded 14-week course-based immersion program in Brazil designed to meet the unique educational and social needs of Black and Latino men pursuing undergraduate degrees at the University.

- This year MICA, in partnership with Education Abroad, Nyumburu Cultural Center and the University Career Center, developed and implemented a study abroad 3-credit course and program to Salvador, Brazil over spring break. MICA received a \$13,000 Moving Maryland Forward Grant from ODI to support the participation of nine students from historically underrepresented backgrounds. Students learned about the African influences on Brazilian culture and society and gained an understanding of social issues.

Annual Goal: Work to define and enlarge the interdependent relationship between the Graduate Student Life (GSL) staff and the Graduate School Dean and his staff in planning and delivering programs and services for graduate students.

- GSL staff met regularly with Dean Caramello, Dean of the Graduate School, and attended all Graduate Council meetings.
- GSL initiated an introductory meeting with the new Communications Officer to promote open communication between the offices.
- GSL supported graduate programs on campus including the Grand Opening of the Graduate Student Writing Center, the GSAW Lunch, Graduate School Preview Day, the Graduate School's workshop on financial literacy, and the once-a-semester Graduate Program Coordinator and Director meetings held by the Graduate School. GSL worked with Assistant Dean Franke on the finalization of the Social Media Survey.
- GSL invited the Graduate Ombuds Officer and a Graduate School staff member in the Diversity Initiatives group to serve on the Graduate Student Distinguished Service Award Committee.
- For the first time, GSL created a "GradTerp Semester Overview" email in Spring 2014 that details all upcoming events, but also what GSL can offer departments/programs in the way of presentations, tours, and more.

Annual Goal: Using the findings of our Stamp Alumni Task Force, advance our outreach and communication with Stamp alumni stakeholders. Implement fundraising schemes for specific alumni populations and strategies for engaging alumni such as the Adele's Circle of Women alumnae group and their proposed efforts to engage alumnae and undergraduate and graduate women students in personal development, career networking, and leadership enhancement.

- Conducted targeted fundraising to specific alumni populations:
 - Veterans – scholarship support continues to be a strong way to engage alumni. In FY14, \$70K was given out in scholarships to veterans. Also, three new scholarships were created: Alexion TerpStart Veterans scholarship, Friedson TerpStart Veterans scholarship and the Sigma Alpha Epsilon TerpStart Veteran scholarship. Grants and private solicitations were developed to provide additional funding to support programmatic initiatives.
 - SEE – scholarship support continues to be the primary way alumni are engaged in financially supporting SEE. A new endowed scholarship was created to recognize Josh Burdette after his death. This scholarship has already reached the endowment level of \$25K.
 - Adele's Circle of Women – fundraising to support this new initiative has resulted in almost \$3K with proposals for an additional \$24K. A more formal organizational structure will be implemented in Fall 2014 with a Board of Directors and an expectation of a financial investment. Funds will support programs, scholarships and mentoring initiatives. This group has a strong group of alumnae meeting monthly to guide this effort and hosted their first program in April.
 - Alternative Breaks – most of the fundraising has been in the form of scholarships with in-kind gifts of dinners for AB trips at host cities. This year, when the AB program celebrates 10 years, a fundraising focus will be on creating an alumni endowed scholarship.
- Stamp staff crafted a strategic communications plan, including identifying methods to share information with alumni about Stamp successes, as well as targeted pieces to re-engage and maintain a connection.

- Using the new branding for the Stamp (anticipated for FY15), Development staff will create an email newsletter for “Friends of the Stamp” which will include alumni who have a connection with a Stamp program or person.

Annual Goal: Work to codify relationships with major building use departments including Conference and Visitor Services, Orientation, Admissions, and the University Career Center and President’s Promise. Reevaluate existing Memorandum of Understanding and determine if other relationships would benefit from defined expectations inherent in formal MOUs.

- New and/or revised MOUs were developed and agreed upon with Admissions, Student Government Association, and Graduate Student Government.
- Revisions to MOU with Conferences & Visitor Services are in progress.
- Initial meetings with New Student Orientation were held regarding their MOU, although the outcome is uncertain.
- Staff began discussions with Dining Services to adjust financial guarantees and arrangements for Dining Services managed retail food outlets.

New & Notable 2013-2014 Accomplishments

Administration, Marketing, Development, and Assessment

- The HR unit used assessment tools to identify the strongest areas and areas for improvement for both student and professional staff.
- The HR office moved towards the elimination of all paper including pamphlets, brochures, forms, university information, reports, etc., and made the Stamp hiring process entirely electronic. The HR staff has embraced the Student Affairs technology initiative and has used technology to train new staff, access university information, aid in recruiting staff, and in performance management.
- Despite operating with a severely limited staff due to the departure of two-thirds of the professional staff, Stamp Marketing was able to process more than 500 event and design requests in the last fiscal year. The largely student and contract workers provided publicity for hundreds of events held in the Stamp, using a wide range of communication channels. All of the vacant Marketing positions were filled by January 2014.
- Assessment staff partnered with staff in MICA to conduct needs assessments for APA, Black, Latino, Multiracial/Biracial, and LGBT student populations.
- Stamp staff developed preliminary Customer Service Commitments to guide training and assessment efforts in customer care. These standards will be rolled out fully in Fall 2014.
- The Stamp brought in \$125K in Student Affairs Sponsorship monies this fiscal year, the most of any Student Affairs department on campus. From this total, approximately \$54K was for the Stamp Programming Fund, \$22K for SEE Art Attack, \$15K for Veteran Student Life, and \$15K for Graduate Student Life.
- The Stamp raised an additional \$543,459.24 from the generous contributions of individuals, families, and businesses. Approximately \$445,000 of this went towards various scholarship funds to support students. The remaining funds were raised to support the many programs and services offered through the Stamp Student Union.
- Grants awarded in prior fiscal years with ongoing programming and grant management totaled \$554K (\$ and in kind). Approximately \$400K of this was for Veteran Student Life, \$99K for LCSL/AR*AC, and \$51K for the Chapel.

Facilities, Technology Services, and Event/Guest Services

Facilities

- Crafted new gender inclusive restrooms (and signage) in the lower level of the Stamp. Also changed signage in all single-use restrooms to indicate gender-inclusivity.
- Assisted with helping all Stamp units reach Bronze or Silver Certification in the Green Office certification process.
- Completed refurbishment of Stamp Green Roofs and created a Stewardship program with students in the Department of Plant Sciences.
- Created new Stamp vehicle check-out program for golf cart, truck, and van in conjunction with Stamp IT.
- Negotiated a new banking contract with Capital One Bank, which was signed in December 2013. A corporate sponsorship with SECU is being created to support fee-free checking and other group services for student organizations.
- The University Book Center introduced a new manager, who revamped store merchandising, resulting in an increase in sales.

Technology Services

- Successfully coordinated multiple data/phone line moves to Holzapfel Hall and back into Stamp including VOIP/Analog conversions.
- Won Award for the “Stop Tags” placed on all sensitive equipment for Stamp via Maryland State Police and Campus Police crime prevention programs.
- Converted Hoff concession stand space into an enclosed sound, lighting, and video booth to better support events in the Hoff.
- Upgraded three (3) internal office meeting conference rooms with smartboard TV and PC capabilities.
- Completed conversion of 2nd floor meeting room signs to Digital Signage video monitors.
- Developed a web application for the Department of Fraternity & Sorority Life to manage contact information of chapter members and officers.
- Developed and installed new cabling system in the Grand Ballroom to lower setup times and to make room setups more aesthetically pleasing.
- Worked with Ticket Office to purchase, build, and test new POS software and hardware setup for three PCs, two laptops, and five portable printers for ticket sales.

Event and Guest Services

- Worked with Stamp Advisory Board to review and modify the “Late Night Event Policy” and to pilot and transition to a newly created “Party Policy.”
- Transitioned from Police Aides to using Stamp hired/trained event monitors in the Armory and academic classroom buildings for evening student group meetings.

Engagement

Memorial Chapel

- Sponsored (with MICA) a lunchtime program for students and staff this April, with the director of the local Interfaith Power and Light, on creating green worship and programming.
- Created space for two wheelchairs in the Garden Chapel with the partial removal of a pew. In addition, the Garden Chapel saw the installation of the Tree of Life art piece, a new altar, and the replacement of the stone in the altar area.
- The Garden of Reflection and Remembrance hired a half-time graduate student programming assistant. New plants were installed in the garden, funded through a grant from the TKF Foundation.

Off-Campus Student Life (OCSL)

- Broadened Off-Campus Student Life’s reach/program through increased events and postings through FYI and social media platforms.
- Created sponsorship proposal for Off-Campus Student Life (with Development). Received multiple sponsorships in FY13, but less in FY14. Created a plan with Stamp Development staff to invest more time into finding sponsorship opportunities for the Off-Campus Student Life programs.
- Worked with Marketing staff to create new and innovative marketing ploys to attract students. Formally

created a mascot for the Off-Campus Student Life office, The Muffin Man. Worked to include the Muffin Man on all marketing materials so that it is easily recognizable.

- Expanded offerings for Off-Campus Student Appreciation Week and improved publicity and marketing, resulting in record attendance at all events.
- Partnered with Dining Services to provide reusable mugs and recycled plastic ware for Good Morning Commuters.
- Co-sponsored Good Morning Commuters with the Office of Sustainability, who recognized students who carpooled, walked, biked, or took public transportation to campus.

Transfer2Terp Learning Community

- Worked with VSL and OCSL staff to develop a new student staff model for FY15. The model will create a team of student assistants that provide programs and services across the three interrelated areas.
- Created an annual plan for T2T programming, including a sequence of social and educational programs supported by T2T staff and coordinated with T2T student org members, and campus partners.
- Working with OCSL and Learning Assistance Services, hosted the Transfer Student Resource Fair.
- Wrapped up the Transfer Welcome @ Stamp program, reported on findings and submitted a final report to the Maryland Parent's Association.

Veteran Student Life

- VSL was awarded a *Moving Maryland Forward* grant in the amount of \$15K for its *Making Waves* proposal.
- Hosted 12 StoryCorps interview sessions with donors, faculty, staff, and student veterans during Parent's Weekend, which resulted in further insight into the veterans on campus.
- Developed new layout for the Veteran Center to distribute information more effectively.
- Designed and implemented a staff/faculty resource page on the VSL website
- Began the development of the Got Your Six training program, scheduled to be fully implemented by the end of summer 2014.

Graduate Student Life

- Applied for and received the following grants: Parent's Initiative Fund Grant Fall 2013 (Welcome Weeks); Pepsi Grant Fall 2013 (Festival of Fall); Two Pepsi Grants Spring 2014 (Family Day on the Farm and GSAW); Hoff Grant Spring 2014 (GSAW)
- Hung an interactive map in the GSL Lounge. Students scratch off their hometowns to create a visual representation that GradTerps come from all over the world.
- Graduate Student Welcome Weeks was a new initiative that began in the summer of 2013. The inaugural Graduate Student Welcome Weeks were planned and implemented successfully.

Activities

Art & Learning Center

- Secured three Pepsi grants for events that were cosponsored with other units.
- Created processes such as Instructor Feedback Form, Class Set-Up Processes, and Instructor Satisfaction Survey to improve services and customer service.
- Transitioned from paper to StampShare for student staff assignments, event calendars, and document maintenance.
- Increased staff morale by creating a workshop and marketing committee to plan, develop, and execute monthly workshops; 10 workshops were produced.
- Implemented pre-test surveys to assess customers' knowledge of the ALC studio spaces to ensure proper usage and cleanliness.

Stamp Gallery

- Partnered and supported student research, in association with LGBT Equity Center, LGBTQ Studies, Women's Studies, Art & Art History, Dance, the Driskell Center, Art Gallery, Herman Maril Gallery, Architecture, Journalism, Anthropology, Student Affairs and Smith School of Business.
- Installed new works in the Contemporary Arts Collection in the Fall of 2013. After an assessment of all works in the collection, determined which works needed to be rested in our new climate-controlled storage area.

- Secured a grant from the Maryland State Arts Council for \$1500.
- Submitted ambitious grants to National Endowment for the Arts and Maryland State Arts Council Grant.
- Presented exhibitions that appeal to different segments of the campus community. The Stamp Gallery exhibitions featured a wide range of diverse artists and made an effort to bring exhibitions which more directly addressed issues of cultural and social identity.
- Exhibitions and programs were featured in thirteen publications online and print—including the Washington Post, The Washington Blade, bmoreart and the Diamondback.

Special Events & Programs

- Added Undergraduate Programming Assistants (PA), who took on projects from idea to implementation and providing much-needed student input on all activities/programs. PAs have helped immensely in marketing to students and expanded the reach of Stamp Special Events to the UMD student community.

Student Entertainment Events

- Fall attendance numbers continue to be impressive (over 14,500 - not counting events that had fluid attendance like outdoor tours and promotional tables). Spring attendance numbers continue to be impressive (over 24,000 – 10,000 was Art Attack). These numbers are greater than the past 4 years of programming within SEE.
- SEE held a total of 98 events, not including all the SEE Review Board Events.
- SEE's director population consists of 22 directors in the Spring of 2014. There were 10 males and 12 females. There was 1 first-year student, 3 sophomores, 9 Juniors, 9 Seniors. The group broke down racially into 17 Caucasians, 1 Indian/Asian/Pacific Islanders, and 4 African American students.

Student Organization Resource Center

- The Stamp hosted the first Student Organization Resource Breakfast in Spring 2014 (called "Baconnect") which connected student organization leaders with campus units that offer services and support to student group organizations. Approximately 80 organizations and 13 departments were represented.
- The Coordinator for Student Organization Services participated in the Student Involvement Suite (SIS) redesign workshop that provided design ideas for the renovation of the SIS.

TerpZone

- Staff established relationships with Greek Letter student organizations to attract and create new income opportunities and provide fun social programs.
- TerpZone staff worked with Stamp Coordinators and campus departments to provide more joint programs and activities including Grad Pub, The Battle of the Branches Bowling Tournament for Veterans, The TerpZone Lock-In, Dining Services end of year celebration, and the Facilities Holiday Party.
- The TerpZone continued to offer the KNES 1340 class in conjunction with the Department of Kinesiology.

Undergraduate Student Legal Aid Office

- The Stamp and SGA hired a new attorney to direct this office.
- Each Legal Aid Intern was paired with a Student Defender so that the interns can witness first-hand the Student Defender experience. The Student Defenders have acted as mentors and role models for the Interns.

Leadership and Community Service –Learning (LCSL)

LCSL Overall

- The Voices of Social Change program hosted a successful slate of six speakers, representing a diversity of identities and topics.
- LCSL completed the design of a set of eight leadership skills rubrics that will guide program curriculum and assessment for FY15.

Co-Curricular Leadership

- PLC established a training curriculum to support PLC members' comfort and effectiveness in facilitation. On average, PLC members spent six hours preparing for facilitation roles. Previously, no formal training was required of PLC members.
- Themes of social responsibility and positive social change have been incorporated in PLC trainings,

retreat, and curriculum. This mindset has challenged PLC members to critically challenge their assumptions and biases in order to become better facilitators and agents of social change.

- In February 2014, the Terrapin Leadership Institute (TLI) introduced a new track experience called Learning as a Way of Leading. This track focused on leadership for social change within the community context.
- Through the addition of a Community Engagement track, Turtle Camp expanded roles to include peer educators of TerpService and Alternative Breaks.
- The total number of participants in Co-Curricular Leadership Programs increased to 438. This reflects a 15% increase from FY 13. Turtle Camp participation increased from 86 to 104 students.

Local Community Service-Learning

- Staff secured a MDCCC AmeriCorps VISTA grant for FY15.
- Through TerpService Days and TerpService Weekend, TerpCorps partnered with 12 community partners: five education or school-based organizations, four that address poverty and homelessness, two local parks, and one organization focused on the elderly.
- 274 TerpService Day & TerpService Weekend participants invested 1644 service-learning hours with 12 community partner agencies (four that we worked with regularly and five that were added for TerpService Weekend).
- Terps for Change had 103 unique volunteers who did roughly 1,738 hours of direct service (with 20 fall semester volunteers returning in the spring).

Alternative Breaks

- AB staff implemented a returning Experience Leader role including six issue group coordinators, two community building coordinators, and two marketing and outreach coordinators resulting in shared issue education activities, shared fundraisers, increased marketing efforts, and three new community building events.
- AB staff implemented new Activation Intern position building an alumni database and communication plan, researching other institutional alumni initiatives, identifying opportunities for local engagement tied to AB experiences, and furthering activation concepts and culture within the AB program.
- AB had a 13% increase in freshman applicants through new targeted outreach strategies during summer Orientation and University Honors programs.
- Created ABCD: Alternative Breaks Career Development Series to support AB participants, Experience Leaders, and interns in their career development, including identifying skills and knowledge gained in AB, developing resumes, preparing for interviews, and 1:1 career counseling.
- Implemented two new AB experiences: Terps Helping Turtles: Rescuing and Rehabilitating Sea Turtles on the Brink of Extinction (Topsail, NC)- a collaboration with the CMNS Honors Integrated Life Sciences program; The Invisibility of Disabilities (Indianapolis, IN) - supported and partially funded by the ODI Rise Above campaign.

America Reads*America Counts

- Initiated Team Leader-led Training and Reflection Sessions for mentors. Partnered with the College of Education to provide training for students on strategies for supporting English Language Learners.
- Partnered with multiple offices on campus to offer stations for Maryland Counts Day, including Robert H. Smith School of Business, Memorial Chapel, the Department of Intercollegiate Athletics, the Campus Farm, the Chemistry Department, and student organization T.U.S.K.
- Increased number of Maryland Reads Day volunteers to meet 2:1 student to reader ratio goal. Increased overall staff participation by 150% for Maryland Reads Day.

Curricular Leadership

- Implemented new curriculum in EDCP 418 courses beginning in Fall 2013 and followed up with instructors to determine additional revisions. Each instructor was given leadership-oriented lesson plans and readings to better integrate leadership content into their courses.
- The Leadership Studies graduation program was redesigned as the “Leadership Studies Celebration” that engaged all students (not just graduating seniors) in reflection activities as well as a senior recognition ceremony. Attendance at the event went from very few participants in the past to a total of 33 students

at this year's program.

- Revised curriculum and course delivery for EDCP 417 into a true capstone experience for students in the program based on conversation, reflection, and personal passions. This resulted in increased commitment to minor programs from the older cohorts in the minor and overall improvement to minor culture.
- EDCP 217 was approved as a General Education Scholarship in Practice (SIP) course, accounting for more than half of the College of Education's commitment to SIP courses for the university.
- Most of the EDCP 418 identity-based courses were approved as General Education Cultural Competency courses.
- LCSL received the President's Commission on Ethnic Minority Issues' Non-instructional Unit Achievement Award.

Multicultural Involvement & Community Advocacy (MICA)

- Hired four new full-time staff during the summer of 2013 who oversee the APA, Latina/o, Multicultural, and Cross-cultural student involvement areas, and the MICA office administrative support functions.
- The Community Organizing Student Intern (COSI) positions were restructured. COSIs now play a leadership role in designing and executing MICA signature and heritage month programming committees.
- The TOTUS Spoken Word Experience was taught in both the fall and spring. Students developed and led mid- and final- semester events focusing on creative writing for social justice and student performances which were performed on campus and at Winter Mill High School.
- TOTUS alumni have exhibited high levels of post course engagement by attending and performing at TOTUS practicums and the Asian, Black, and Mixed monologue series, conducting writing workshops with local schools, and coming together for a reunion dinner to discuss the future of the program.
- A team of students were brought together to create the first MICA literary/arts journal- UNBOUND, which will serve as a space for students to explore and share aspects of their identity and ideas/thoughts around social justice. The UNBOUND student team plans to launch the digital journal in FY15.
- The first Mixed Monologues Open Mic was held during Mixed Madness Month in March 2014. The featured performer facilitated a writing workshop prior to the event in which students were led through writing exercises that encouraged them to explore aspects of their identities.
- This year MICA staff, faculty in the Art Department, and graphic design students partnered to design artifacts that would highlight the unique differences and complexity within the APA Student Community. This resulted in a number of pieces that were used for APA Heritage Month.
- MICA launched a new project with UMD Libraries this year. Heritage month themed book displays along with Stamp heritage month calendars were housed in the lobby of McKeldin Library. The project also included a digital display, where a complete list of books that focused on the theme were compiled and made accessible through UMD's library catalogue, WorldCat.
- Successfully launched The Ronald Fountain Family Scholarship. A student in the Smith School of Business was the first recipient of the scholarship. Several UMD staff members participated in a Golf Tournament to raise additional funding for the scholarship. Several members of the Fountain Family and the student scholarship recipient were recognized at the University of Maryland Celebration of Scholarships event and the MICA MVP Awards Ceremony.
- MICA staff worked closely with the LGBT Equity Center, including aiding in fundraising and planning and executing a residential retreat, Queer Camp, for LGBTQA-identifying undergraduates, especially freshmen
- In coordination with the Art and Learning Center, the LGBTQ Coordinator provided sewing sessions for genderqueer students to alter their clothes to fit their presentation identity.
- Partnered with the Office of Diversity & Inclusion in the creation of the first UM "Rise Above the Isms" Week. Four programs were held: a Candle-light Vigil, a Town Hall meeting on diversity, a panel of experts on civil rights issues, and the screening of the film *Fruitvale Station*.
- Advised the re-activated Interfaith Council and brought two new faith-based student groups into MICA. The first Interfaith Week was held in Fall 2013 - the culmination was a dedication of the Tree of Life Needlepoint in the Garden Chapel. During Spring 2014, the Interfaith area held the Faith and Film Series and discussions. The Interfaith Experience Project invited students to go on a field trip to local religious

institutions to learn about other faith traditions.

- MICA staff collaborated with Asian American Studies to advise an interfaith student planning committee, which consisted of representatives from various student organizations. This group created “Spiritual Connections,” which were roundtable sessions during which several issues pertinent to Asian Americans were discussed from a faith perspective. 15 faith leaders from on- and off-campus facilitated discussions with 100 student leader participants.
- MICA coordinated a delegation of students to attend the East Coast Asian American Student Union Conference, and created a blog to share student experiences. MICA staff also advised three undergraduates who created and taught an 8-week Asian American Studies curriculum to 16 high school students who were participants in the Yuri Kuchiyama Leadership Program on Saturdays in the MICA office.
- Partnered with Asian American Studies to create the Maryland Leadership Institute. This five session series introduced students to public service careers and relevant policy issues and their connection to APA communities. 29 students earned 1-credit for attending all five sessions. Approximately 40 students attended each session. 20 community leaders participated as guest speakers.
- Received a mini grant from AAC&U to fund a seminar on mental well-being among APA students. Thirty-four students and 14 faculty/staff attended this half day seminar to discuss common issues of mental well-being and current forms of support for APA students. An action plan was also developed for future interventions. Follow-up actions included training for the Vietnamese Student Association led by a staff psychologist, a week of events geared towards raising awareness of mental health, and a pilot program targeting APA women.

Stamp Strategic Goals and 2014-2015 Objectives



Strategic Goal #1: Cultivate and support a highly trained and diverse workforce where individuals are recognized and rewarded for their outstanding and innovative efforts.

- Develop an Assessment Bootcamp program for staff members to increase their efficacy for assessment and learning outcomes.
- Establish a Stamp Research Team to embark on a major Stamp research project.
- Implement the Stamp Staff onboarding process including using technology enhanced systems for integrating new staff – at all levels – into the Stamp organization.



Strategic Goal #2: Support the creation of community by providing the highest quality programming, services, and resources that meet the unique needs of students, staff, faculty, and visitors.

- Roll out a new phase of OrgSync to include:
 - Customize and launch the OrgSync budget module.
 - Develop an intensive training for SORC staff regarding university funding processes, account balancing, and OrgSync to ensure more efficient and knowledgeable support to student organizations.
 - Increase and enhance the use of OrgSync by students and staff as a tool for managing student organizations and campus involvement.
- Design and implement a Big Ten Game Day Experience that will include all venues in the Stamp and will create a coordinated welcome campaign for Big Ten institution visitors and University of Maryland fans. Integrate student programming, special events, vendor services and specials, marketing, web design, and coordinated building use in our plan of action.
- Re-fashion MICA Summits into a series of Town Hall meetings that focus on the needs of students around issues of diversity.
- Partner with Stamp units, Women's Studies, and other campus offices and departments for creation of a Women's History Month calendar.
- Redefine heritage/history months as a space to foster student learning about diversity including outreach to majority students and to challenge the notion that particular heritage months are for one identity or community.
- Advance the mission of enhancing technology ventures promulgated by the Division of Student Affairs and to enhance learning opportunities for our students, by instituting one new on-line educational effort within each of the LCSL program areas.
- Launch new websites for The Stamp, NCLP, and the Memorial Chapel weddings.
- Roll out the Stamp Customer Service Commitments, including outreach, marketing, training, and assessment efforts.



Strategic Goal #3: Enhance and diversify financial, human, physical and equipment resources to achieve the mission, goals, and priorities of the organization and institution.

- Design and renovate the existing Student Involvement Suite including:
 - Work with a small group of primary stakeholders, project designers, and project managers to complete the design process in an inclusive and transparent manner.
 - Realign physical spaces and staff, allowing for the reevaluation and reorganization of the programs, services, and facilities including the Student Activities suite, Student Organization Resource Center, Student Government Association offices, Student Entertainment Events offices, and overall student organization work space to better support 700+ student organizations.
 - Coordinate the transitional times for construction including relocating staff and student leaders and provide storage space for displaced student groups.
 - Determine methods of funding for continued operation of the Student Involvement Suite including supporting technology and human resources.
- Coordinate and identify funding strategies for Memorial Chapel facility management and improvements.
- Replace and upgrade Stamp meeting room audio-visual equipment and infrastructure from analog to digital technologies.
- Expand the use of digital signage throughout the building and investigate options for use of touch-screen computer kiosks to replace Stamp way-finding signage and wall-mounted building directories.
- Assess departmental progress toward the 2011-2014 Strategic Plan and use findings to develop departmental priorities and goals for the 2015-2018 Stamp Strategic Plan.



Strategic Goal #4: Strengthen and develop relationships with students, faculty, staff, alumni, community members and one another through social, service, learning, and leadership networks.

- Identify and implement new sustainability initiatives in partnership with campus departments and Stamp vendors.
- Coordinate efforts to enhance the University's Homecoming Celebration. Strengthen relationships and enhance the University's reputation as we enter the Big 10 Conference by partnering with University Relations, Student Affairs, Athletics, and student organizations.
- Engage Prince George's County human services nonprofits by creating full OrgSync agency profiles and informing agencies of opportunities to engage student volunteers through UMServes.
- Rebrand the Stamp and define an implementation strategy that includes the use of existing and new media.

Issues, Problems, Challenges

Administration, Marketing, & Assessment

- The Associate Director position overseeing business functions, marketing, HR, and staff development has been vacant in FY14. While staff have been able to keep initiatives moving forward, leadership in this area was lacking. This position will be filled in Summer 2014.
- To increase performance assessments and improve the PRD process, the HR staff wants to work to include 180 degree or 360 degree evaluations to open up communication. Acknowledging and acting on the feedback is a critical component of these new methods of performance review.
- There was great difficulty in negotiating the Capital One Bank contract. No “value-added” resources were secured with this contract.

Engagement & Activities

- It was difficult being in temporary housing away from the Stamp last summer and for the fall semester, yet everyone managed quite well during the transition.
- The majority of the Engagement team staff were hired in 2013, so it was a year of transition and learning in each respective area. Also, an entire new staff (Program Coordinator and 2 Graduate Assistants) was hired for Student Entertainment Events (SEE).
- SORC continues to struggle with meeting the expanding and changing needs of student organization (773+ registered student groups) with existing staff. The number of student organizations and those that receive funding continues to grow. Additionally, the systems that support those services, such as OrgSync and the Quali Financial system, require more extensive training and continual adjustments to new administrative processes.
- There was a decline in overall reservations at the Memorial Chapel, especially wedding business, which was down 10.8% compared to FY13, and campus department rentals, which were down 30% in FY14.

MICA and LCSL

- The O.N.E. UMD Student Leadership Organization Conference proved to be a challenging endeavor. Transitioning staff in partner departments and an abbreviated timeline made participant recruitment more difficult, resulting in decreased student participation. A post-program review revealed the need to include more campus partners in planning. In the spring 2014 semester, seven campus departments began regular conversations to review and redesign the O.N.E. UMD Conference.
- Approximately 80 participants dropped from AB experiences throughout the months leading up to trips. This continues to be a challenge to group dynamics, database management, and staff time.

Facilities

- It has been 10-15 years since the last major renovation, so the Stamp is starting to experience a higher level of ongoing maintenance issues including roof leaks (where roof was not replaced), carpet and flooring replacement, furniture/upholstery replacement, elevator and fire panel required upgrades, exterior painting, and gutter renewal.
- Finding and retaining skilled student employees in the IT area, especially related to work ethic and time management skills, is a challenge.
- It is challenging to reorient Stamp staff to use OrgSync and StampShare for the creation of smaller forms, projects, and communications thus allowing IT staff to focus on larger and more long-term projects..
- It was challenging to transition University Departments into using EMS eCalendar for online room reservations this year.

Diversity Accomplishments

Administration, Marketing, and Assessment

- Needs assessment surveys were completed in Spring 2014 for APA, LGBT, Latino, Black, and Multiracial/Biracial student populations to inform MICA programming efforts.

Facilities, Technology Services, and Event/Guest Services

- An existing restroom was converted to a gender neutral - gender inclusive restroom on a trial basis with three other restrooms to be converted during summer 2014.
- Facilities staff members continued to participate in and support the ESOL classes available on campus as well as participate in training to improve computer proficiency.
- Language Partner Program between Facilities staff members and Terps for Change is in its third-year.
- Stamp staff approved over 50 requests from student organizations for catering waivers to allow non-University affiliated cultural/ethnic restaurants to provide support for cultural events held in Stamp.

Engagement & Activities

Engagement Team

- Introducing the diversity and inclusion content into the T2T program has aided in community-building efforts.
- The Diversity Tip of the Week is shared on the Graduate Student Life Facebook page each week (and consistently gets good viewership, “likes,” etc.)
- The Engagement Team programmed with International Student Services for the month of October.
- Veteran Student Life developed a partnership with Walter Reed to create a student lead Team River Runner which works with disabled veterans.
- A weekly session, now in its second year, entitled “Out in the Church,” is a discussion group for the LGBTQA community.
- All professional and graduate student staff members of Engagement attended Rainbow Terrapin Network training and Trans Advocacy Training.
- Graduate Student Life now assists with the Graduate Students of Color support group run in connection with Leadership & Community Service-Learning.
- Public spaces such as the Graduate Student Lounge, the Engagement Lounge, The Chapel conference room and lounge, and the Veteran Center are now wheelchair accessible.

Activities Team

- The Homecoming Committee reached out to all student groups, including the major governance and cultural organizations, with the intent to create more inclusive programming.
- SEE brought in diverse comedians to perform. Amy Schumer was the rare female headliner for the Homecoming Comedy Show.
- The Stamp Gallery has partnered and supported student research, in association with LGBT Equity Center, LGBTQ Studies, Women’s Studies, and the Driskell Center.

MICA and LCSL

Multicultural Involvement and Community Advocacy (MICA)

- See section on accomplishments

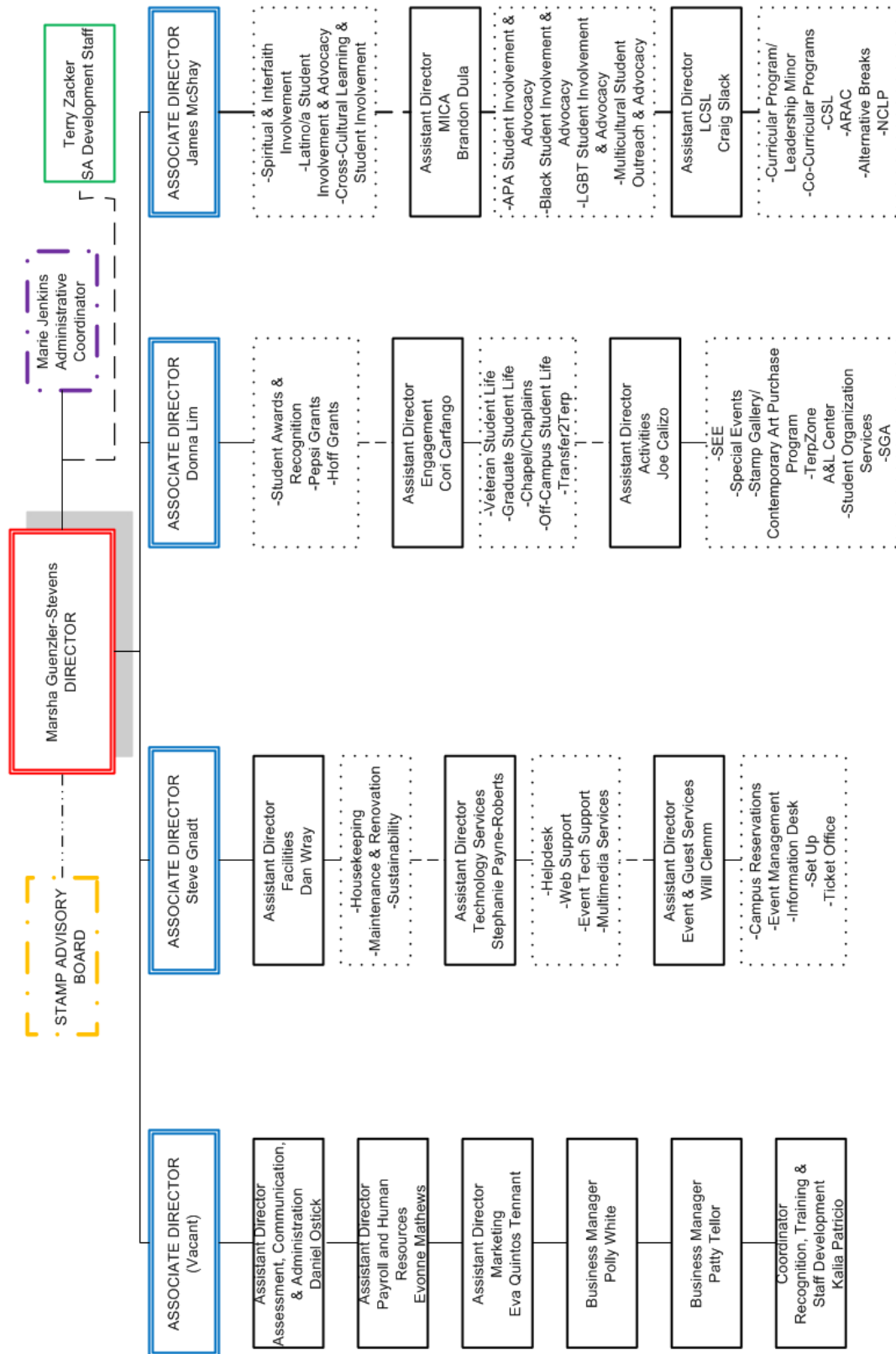
Leadership & Community Service-Learning (LCSL)

- TerpService continues to implement Monday Night Meetings that consisted of discussions on identity and social issues. Meetings focused on LGBT issue; immigration issues; race, class, gender, and how those identities intersect with other social issues such as education.
- One of the topics for the Terps for Change dialogues was on social identities and their impacts on service

(both giving and receiving).

- TerpService conducted a mid-year review of what social identities were represented in our leadership team and discussed ways to reach out to students who were under represented.
- LCSL Peer programs have offered trainings on Social Identity with participants.
- All NCLP Books have a social change theme woven throughout the content. Concepts and Connections newsletters have focused themes on a cultural lens to leadership.
- LCSL developed program curriculum for Interns, Peer leaders and participants which linked to cultural competence learning outcomes.
- LCSL student participants are reflective of the university's undergraduate student demographics. Student leaning assessments have shown students feel a significant sense of belonging as a result of LCSL programs.
- LCSL offered students the opportunity to participate in culturally rich immersion experiences through Alternative Breaks, Terps for Change, EDCP 217 – Northwestern Project, EDCP 318 Work for Change, Mosaic diversity retreat, and AR*AC.

Appendix A: Organizational Chart



Appendix B: Key Facility Statistics – Square Footage

Overall Building

Total Gross	= 290,173
Gross Assignable	= 262,759
Net Assignable	= 172,430

Sub-Basement	= 2,105
Basement	= 67,391
Ground Floor	= 77,355
1 st Floor	= 63,451
2 nd Floor	= 46,190
3 rd Floor	= 3,577
Loading Dock	= 2,690

Non-Assignable Space

Mechanical Rooms	= 12,712
Stairs & Elevators	= 20,199
Hallways & Corridors	= 39,206
Restrooms	= 8,432
Loading Dock	= 2,600
Housekeeping Closets	= 998
General Storage	= 5,266

Spaces By Use & Assignment

Program Spaces	= 18,060
TerpZone	= 11,938
Art & Learning Center	= 3,956
Stamp Gallery	= 2,166

Meeting & Conference

Hoff Theater	= 7,993
Grand Ballroom	= 8,843
Colony Ballroom	= 6,610
Atrium	= 3,288
Prince George's Room	= 2,099
GBR Lounge	= 2,092
Other Meeting & Conference Rms	= 12,403

Lounge & Seating

Food Court Seating	= 10,735
North Court – Basement	= 3,219
East Patio	= 1,300
Atrium & PG Lounges	= 4,464
Main Lobby & GBR Lounges	= 1,297
Reading Room	= 2,000
Adele's Lounge	= 2,319
Colony Lounge	= 1,489
Other Lounge Spaces	= 892

Dining Services

Union Shop	= 1,594
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Sbarros	= 952
Subway	= 675
Taco Bell/Auntie Anne's	= 812
Chick-Fil-A	= 796
Dairy	= 288
Adele's Restaurant	= 3,813
Coffee Bar	= 1,088
Catering Kitchen	= 6,655
Catering Offices	= 1,155
Catering Pantries	= 2,261
Food Court Support	= 385

Retail Food

Maryland Food Collective	= 2,568
Moby Dick	= 648
Saladworks	= 835
McDonalds	= 1,299
Panda Express	= 848
Panda Tappan Bowl & Sushi	= 261

Retail Operations

University Book Center	= 22,424
Capital One Bank	= 1,780
SECU ATM	= 35
Terrapin Technology	= 159
Terrapin Shipping & Mailing	= 853
Copy & Design Services	= 219

Program & Service Offices

Stamp Administration	= 2,917
Stamp Marketing	= 894
Event & Guest Services	= 2,339
MICA & LCSL	= 4,683
Stamp Facilities	= 2,344
Engagement Office	= 3,504
Student Activities & Organizations	= 10,008
Fraternity & Sorority Life	= 1,653
Off-Campus Housing	= 471

Net Assignable Space Use Percentages

Program Space	= 10.4%
Meeting & Conference	= 24.9%
Lounge & Seating	= 16.0%
Dining Services	= 11.9%
Contract/Retail Food	= 3.8%
Retail Operations	= 14.8%
Program & Service Offices	= 16.7%
Loading Dock	= 1.5%
	= 100.0%

Appendix C: Key User Statistics

Administration, Marketing, and Assessment

- The 10-member Stamp Street Team (almost half the number of the previous year) posed 35 questions through five unique surveys to 1,331 students and drew 2,081 chalk drawings.
- Stamp Marketing continued to maintain content and promote Stamp as well as other UMD messaging via Facebook, Twitter and Instagram. The group also built a new presence on the Vine video platform. Engagement through Stamp social media channels increased significantly with gains at all levels:
 - Facebook - Friends: 2,581 (estimated 13% growth); Likes: 3,821 (estimated 26% growth)
 - Twitter Followers: 1,637 (estimated 122% growth)
 - Instagram Followers: 1,362 (estimated 207% growth)
 - Vine Followers: 219
- Stamp Marketing produced and developed an award-winning outreach campaign to all new students for the Fall 2013 semester, reaching approximately 10,000 people, including 5,943 incoming freshmen, 3,300 new graduate students as well as transfer students and their parents.
- Stamp staff conducted 123 online assessments using Campus Labs, consistent with the previous year.

Facilities, Technology Services, and Event & Guest Services

Stamp Building Use Statistics

- Total Stamp traffic for FY11 = 3,509,229
- Total Stamp traffic for FY12 = 3,482,416
- Total Stamp traffic for FY13 = 3,325,598* (estimated due to technical issues with door counters in Spring 2013)
- Total Stamp traffic for FY14 = 3,457,984 (4% increase over FY13)

2013 Average Fall Semester Traffic (Fall 2012 in parentheses)

Sunday = 4,463 - (4,378)
Monday = 15,564 - (17,066)
Tuesday = 16,270 - (17,115)
Wednesday = 16,427 - (17,568)
Thursday = 16,366 - (17,824)
Friday = 15,375 - (15,862)
Saturday = 8,093 - (7,457)

2014 Average Spring Semester Traffic (Spring 2013 in parentheses)

Sunday = 4,904 - (3,474)
Monday = 14,623 - (13,959)
Tuesday = 15,847 - (14,001)
Wednesday = 15,011 - (13,991)
Thursday = 16,671 - (14,631)
Friday = 14,993 - (12,413)
Saturday = 8,587 - (7,388)

Ticket Office

- 49 ticketed events were handled by the Stamp Ticket Office (down from 70 events in FY13 – decrease of 30%)
- 134 Metro Smart cards were sold (down from 650 in FY13 – decrease of 79%)

Technology Services

Information Desk Laptop check-out statistics

- Number of Laptop Checkouts from Information Desk = 7111 by 1326 different students (Down from 11,434 last year - A decrease of use by 37.8%). Average length of check out was 1:19 hours. More students are carrying personal devices (iPads, smart phones, etc.) with access to the internet, thus reducing the demand for laptop check-outs.

Computer System Hardware Support

- Printers = 25; Servers = 17; PC computers = 240; MAC computers = 27; Computer kiosks = 9 (8 in Stamp, 1 in Chapel); Copier/Scanners = 9; IT Help Desk Tickets = 305

UMDStamp TV YouTube Channel

- 12 channel subscribers with 5123 total views
- 64,396 estimated minutes watched
- Most viewed video – Voices of Social Change with Cornel West (1845 views)

UMDStamp TV on New Livestream

- 8 unique events streamed with 6153 views

Technology Equipment Rentals

- House sound reservations = 1,102 (\$19,008 = 11.6%)
- Laptop reservations = 883 (\$32,311 = 19.8%)
- Mtg. room projectors = 1,171 (\$52,068 = 31.9%)
- Large room projectors/screens = 319 (\$27,530 = 16.9%)
- Video equipment = 23 (\$11,700 = 7.2%)
- 35mm films = 6 (\$936 = 0.6%)
- Late reservations = 304 (\$7228 = 4.4%)

Event and Guest Services

Student organization events in Stamp

2050 reservations (2514 in FY13 – 18.5% decrease)
4018 bookings (5115 in FY13 – 21.4% decrease)
24,351 hrs reserved (33,332 in FY13 – 26.9% decrease)

Student organization events outdoors

72 reservations (124 in FY13 – decrease by 41.9%)
99 bookings (157 in FY13 – decrease by 36.9%)
480 hrs reserved (1041 in FY13 – 53.8% decrease)

Student organization events in classrooms

771 reservations (792 in FY13 – decrease by 2.7%)
3,487 bookings (3,680 in FY13 – decrease by 5.2%)
8,851 hrs reserved (10,055 in FY13 – 12% decrease)

Stamp Department events in Stamp

953 reservations (758 in FY13 – increase by 25.7%)
2,799 bookings (2,196 in FY13 – increase by 27.5%)
17,608 hrs reserved (12,567 in FY13 – 40.1% increase)

Stamp Department events outdoors

26 reservations (16 in FY13 – increase by 62.5%)
84 bookings (76 in FY13 – increase by 10.5%)
2000 hrs reserved (780 in FY13 – increase by 156.4%)

Stamp Tenant events in Stamp (new data)

19 reservations
22 bookings
70 hrs reserved

Notes

- Potential reasons for reduced student organization use of Stamp meeting and ballrooms:
 - Increase in Stamp events
 - Annual events being booked in advance

University Department events in Stamp

645 reservations (610 in FY13 – increase by 5.7%)
1,685 bookings (2,354 in FY13 – decrease by 28.4%)
12,569 hrs reserved (22,801 in FY13 – decrease by 44.9%)

University Department events outdoors

17 reservations (23 in FY13 – decrease by 26.1%)
20 bookings (66 in FY13 – decrease by 69.7%)
153 hrs reserved (784 in FY13 – decrease by 80.1%)

Conferences & Visitor Services events in Stamp (new data)

23 reservations
242 bookings
3,184 hrs reserved

Conferences & Visitor Services events outdoors

1 reservation
1 booking
16 hrs reserved

Non-University events in Stamp

30 reservations (33 in FY13 – decrease by 9.1%)
71 bookings (64 in FY13 – increase by 10.9%)
526 hrs reserved (494 in FY13 – increase by 6.5%)

- Increase in University events
 - eCalendar access (Jan 1, 2014)
 - University events that end after 4pm prevent events with large set ups from taking place in the evening
- Increase in Non-University events
- Decrease in the number of Display Case reservations (6000+hours)
- Changes in SGA funding
 - Reduction of the amount of funds given to student organizations
- Some regular events not taking place this semester (Satanic Mechanics)
- C&VS usage has been separated out from University Department data.
- Although number of reservations and bookings are down there has been a revenue increase from last year to this year. We believe that students are consolidating resources and spending more money on fewer events.

Engagement Team

Veterans Programs

- Sponsored 42 events for the academic year, with 3328 in attendance. 369 individuals were granted access to Veterans Center (up 17% from last year). 151 new unique requests were granted access and the space was accessed 5452 times (up to 23% from last year). Tuesday, Wednesday and Thursday are the most popular days and Friday was the least popular day.
- For social media, the VSL listserv had 796 individuals (down 11% from last year), VSL Facebook had 145 (up 37% from last year), TerpVets listserv had 271 (down 11% from last year), TerpVets Facebook had 208 (up 58% from last year). VSL Twitter had 50 followers (up 14% from last year), TerpVets Twitter had 122 followers (up 22% from last year).

Graduate Student Life

- 613 graduate students and guests participated in 15 Monthly Social Series events.. There were 456 unique UIDs, 425 first time participants, and 53 repeaters. The Living Well Workshop Series served 113 students and provided students contact with six different campus resource centers and information on GSL.
- Approximately 5811 people came to the Graduate Student Lounge on Thursdays for free coffee, tea, and hot cocoa.
- GSL Life has served 9815 people in-person, in addition to the outreach activities for prospective and incoming students and interactions on social media or via the GSL weekly email.

Memorial Chapel

- The total number of chaplain rentals, other rentals, and nonrental events scheduled in the Memorial Chapel was 1362, up 24% from FY 13. The biggest use of the building is for Chaplain-sponsored events for the campus community, comprising over 68% of the total events and up over 31% from FY13. Approximately 19% of the FY 14 Chapel events were fee-based or promotional events for campus departments, student organizations, alumni, and the general public; approximately a third of these events were baptisms, weddings, and memorial services/funerals. Chapel-sponsored activities focusing on the Garden and Labyrinth, representing about 3% of the total Chapel events, were a growing aspect of the nonrental, programmatic offerings. The FY14 rental revenue total was \$73K consistent with FY13 revenue.

Off-Campus Student Life

- Off-Campus Student Life served 2115 people in person, in addition to the outreach activities for prospective and incoming students and interactions on social media or via weekly email. The new monthly event TerpZone Tuesday averages 120 students per event.

T2T Program

- Fall: 22 students nominated 25 Honored Instructors; Spring: 7 students nominated Honored Instructors.
- Faculty Lunches - 53 students attended faculty luncheons in the fall and 11 students participated in "T2Take your professor out to lunch" program.
- Networking events - 10 faculty and staff visited three sections of T2T with 50 students total ; Graduate School networking event (25 students, 4 panelists).
- Other events - Homecoming Comedy show tickets (50), Transfer/Off-Campus Homecoming Tailgate (45 students), TerpZone Parties (40 students; 51 students), Fall Celebration (47 students), End of year

Celebration (56 students), Resource Fairs (Fall, 117 students/15 resources; Spring, 87 students, 17 resources), International Coffee Hour (75 students), T2Teas (15 students; 29 students), Honored Instructor T2Teas (30 students, 18 faculty/staff; 16 students, 9 faculty/staff).

- The T2T Student Org Monthly Newsletter “Turtle Tails” was sent to 180 transfer students- past and present learning community members, as well as individuals on the student organization listserv.

Activities Team

Art & Learning Center

- The Art and Learning listserv had 288 members and Facebook total likes increased from 139 in FY13 to 316 in FY14. The Ceramic Studio had 130 users and the Photography Studio had 15 users.
- Workshop attendance: A New Pattern/Pepsi Funded (4 workshops) (~10); Gimp making for All Niter ~40); Book Binding (~20); Knitting/Pepsi Funded (~5); Paint Water balloon throwing/Pepsi Funded (~60); Envelope making for Stamp Fest (~10); Mousepad Makeover for Study Break (~10); Pinch pot (~30).

Stamp Gallery

- The Stamp Gallery mounted five exhibitions and hosted five exhibitions during FY14. Each exhibition was featured in course syllabi with projects and papers assigned in conjunction with their visit.
- Gallery Attendance: CAPP (628); Queer Objectivity (1300); Maya Freelon Asante (750); Midpoint (973).

Stamp Special Events and Programs/Homecoming

- The All Niter was attended by 18,390 people, about 3,000 more than a typical Friday in the Stamp; StampFest brought 19,681 to the Stamp. Homecoming Week featured over 30 events, including the Homecoming Comedy Show which had over 5,000 in attendance, and the inaugural Pre-Party and Pep Rally which saw over 2,000 in attendance.

Student Organization Resource Center (SORC)

- SORC had approximately 734 active registered student organizations, down from 769 last year. First Look Fair hosted 513 organizations from on and off campus. SORC oversaw 4,801 financial transactions for 409 student organizations. This 24% increase in number of funded student organizations from FY13 is attributed to both the success of the rolling allocation process as well as SGA’s education and outreach to student organizations regarding the funding process.

TerpZone

- The TerpZone had 182 reservation dates accepted in FY14 (24% Increase). The average number of weekly customers is steady with 1201 in FY14 from 1264 in FY13. TerpZone hosted over 180 private reservations from student groups, departments, and individuals, up from 140 in FY13.

Undergraduate Student Legal Aid Office

- The office handled a total of 317 cases during FY14. 152 (48%) were legal cases and 165 (52%) were university related (charged with violating University Codes). That is an average of 32 total cases per month (15 legal cases per month and 17 University cases per month). Of the 152 legal cases handled, 73 (48%) were civil cases, 67 (44%) were criminal cases, and 12 (8%) were traffic cases. The top three legal issues handled by the office were Criminal (67 cases), Landlord/Tenant (36 cases), and Traffic Citations (12 cases).

Student Entertainment Events (SEE)

- More than 38,500 people attended 98 SEE events this year. This is an increase from 30,000 in FY13. Art Attack XXXI had 10,034 attendees. The SEE Review Board funded 14 programs with over 7,000 in attendance (this figure includes six musical events and funding for new student organizations).
- Attendance numbers continue to be strong (over 14,500 for Fall - not counting events that had fluid attendance like outdoor tours and promotional tables; over 24,000 for Spring – 10,000 was Art Attack); These numbers were greater than the past 4 years of programming within SEE. These numbers were higher due to collaborations with more campus departments .
- SEE held 83 events within the Stamp. This is 23 more than was requested in the SEE-Stamp MOU agreement. SEE held a total of 98 events in 2013-2014. These numbers do not reflect all the SEE Review Board Events.

Student Government Association (SGA)

- The Finance Committee allocated \$835,850 in the FY14 rolling allocation process. A total of 4,801 financial transactions were processed by Student Organization Services for 409 SGA-funded organizations. The SGA election turnout was 875 voters or approximately 4% of the student body.

Leadership & Community Service-Learning (LCSL)

Curricular Leadership

- Peer Leadership Council membership increased from 10 to 18 students in FY14.
- O.N.E. UMD Student Organization Conference decreased from 90 to 75 students in FY14.
- Terrapin Leadership Institute participation increased from 50 to 83 student in FY14.
- Maryland Leadership Conference participation increased from 42 to 63 students in FY14.
- Turtle Camp participation increased from 86 to 104 students in FY14.
- Stamp Summer Leadership Series participation increased from 73 to 150 students in FY 14.
- PLC conducted outreach to 106 students representing the Rawlings Program, Public Leadership PUA 302 Course, Orientation Advisors, and the Terrapin Trail Club

Local Community Service-Learning

- 26 non-profit community partners attended the community partner section of First Look Fair and 18 attended StampFest.
- TerpService had 32 student leaders including TerpCorps Coordinators and Terps for Change Coordinators (Dialogue Coordinators and Site Coordinators)
- Terps for Change works with 9 community partners.
- TerpService partnered with 9 student organizations for an overnight MPact Retreat in Fall 2013.
- 274 TerpService Day & TerpService Weekend participants invested 1644 service-learning hours with 12 community partner agencies (five that were added for TerpService Weekend) for a value of \$37K.
- 10 TerpCorps Coordinators invested 1,296 hours of leadership and service into planning and preparing TerpCorps events and participating in identity and social issue-focused workshops.
- Three TerpService interns (Education and Social Change Intern, Community Partnership Intern, Management and Logistics Intern) invested approximately 1,350 hours in office hours, service hours, and other time dedicated to leading and preparing their peers to lead on TerpCorps initiatives.
- Terps for Change had 103 unique volunteers who did 1,738 hours of direct service and 380 hours of education and reflection (with 20 fall semester volunteers returning in the spring) for a value of \$39K.

Alternative Breaks

- 295 Student Participants in Alternative Break experiences.
- 26 Alternative Break experiences traveled to 6 different countries with 8-15 participants each.
- \$13K in need based scholarships supported 38 Alternative Break participants.
- 52 student Experience Leaders of Alternative Breaks programs engaged in 28 hours of structured training.
- 26 Staff/Faculty members served as Alternative Break Advisors and engaged in 13 hours of training.
- Over 12,000 hours of direct service were performed with over 70 different community partners.

America Reads*America Counts

- Of the 338 mentors, 47.3% (160 students) earned Federal Work Study Money; 12.1% (41 students) earned course, internship, or service-learning academic credit; and 52.7% (178 students) were volunteers.
- AR*AC mentors spent approximately 1,225 hours per week in the local community.
- Each AR*AC mentor spent at least 12 hours each semester in structured training and reflection sessions, in addition to participating in regular peer-facilitated meetings.
- AR*AC partnered with six academic departments and programs to offer academic credit to students for their internship work with AR*AC and to enhance our programs.
- AR*AC maintained strong partnerships with 20 local elementary schools (19 in Prince George's County and 1 in Montgomery County).

Curricular Leadership

- In the Leadership Studies program, 20 students applied for the Minor and 16 students were accepted in Fall 2013. In Spring 2014, 27 students applied and 16 students were accepted
- 52 Leadership courses were offered with 935 students enrolled (13.9% increase from FY13).
- 30 students graduated with a Minor in Leadership Studies in FY14 (fall and spring graduates).

Multicultural Involvement and Community Advocacy (MICA)

Student Advising

- MICA staff conducted 403 student advising sessions. 135 hours of these sessions were spent on personal advising, 207 hours on organizational advising and 22 on organizational consulting for a total of 364 hours. Over 50% of the personal advising sessions focused on academic issues, 42 % dealt with personal development issues, 38% percent focused on helping students identify opportunities for involvement on campus or in the local community, and 13% focused on other issues associated with social integration.
- MICA staff convened 147 one-on-one meetings with student organization leaders, and attended 36 student organization executive board meetings and 29 full-body organizational meetings. MICA outreached to or supported 105 cultural student organizations campus-wide. MICA staff led 94 programs/events directly engaging identity themes.
- A total of six student organization retreats/workshops were led by MICA staff. The topics covered during these retreats/workshops that aligned most closely with MICA's advising framework were *Community Development*; *Personal Development*; *Community Service*; and *Leadership Development*.

Educational Programming

- MICA staff supported history/heritage theme celebration months resulting in 32 events for Asian Pacific American Heritage Month (down from 42 in FY13), 36 for Black History Month (down from 41 in FY13), 49 for Latina/o Heritage Month (down from 62 in FY13), 57 for Pride Month (up from 20 in FY13), 4 American Indian Heritage Month (down from 7 in FY13), and 4 for Mixed Madness Month (down from 10 in FY13), for a total of 182 programs.

Appendix D: Budget and Finances

FY14 Annual Report Financial Information

Adele H. Stamp Student Union-Center for Campus Life

110400 (non-State)

Operating Budget						
	FY 2013	FY 2014	FY 2014	FY 2015	FY 15 Working Budget	
	Actuals	Actuals	Working	Working	Compared to FY 14 WB	
			Budget	Budget	Budget	Percent
					Increment	Increase
Revenues						
Stamp Student Union Fee	9,317,577	9,440,762	8,984,767	9,334,941	350,174	3.90%
Facility Rental	2,279,044	2,337,973	2,617,500	2,298,890	(318,610)	-12.17%
SU Sales & Services	1,683,823	1,905,939	2,196,367	2,261,603	65,236	2.97%
Total Revenues	13,280,444	13,684,674	13,798,634	13,895,434	96,800	0.70%
Expenditures						
Salaries, Wages & Fringe benefits	5,398,840	5,535,575	6,175,784	6,251,252	75,468	1.22%
Operating	1,260,567	1,982,556	1,507,734	2,954,833	1,447,099	95.98%
Utilities and DFM Maintenance	1,381,558	1,377,038	1,322,541	1,550,250	227,709	17.22%
Facilities Maintenance	99,663	188,165	76,600	110,400	33,800	44.13%
Cost Containment	273,707	86,218	172,436	0	(172,436)	-100.00%
Campus Overhead	257,632	317,388	237,947	329,776	91,829	38.59%
Total Expenditures	8,671,967	9,486,940	9,493,042	11,196,511	1,703,469	17.94%
Transfers						
Transfers to Plant	2,000,000	1,478,302	1,532,045	178,121	(1,353,924)	-88.37%
Transfers to Debt Service	2,810,955	2,720,783	2,773,547	2,520,802	(252,745)	-9.11%
Total Transfers	4,810,955	4,199,085	4,305,592	2,698,923	(1,606,669)	-37.32%
Total Expenditures and Transfers	13,482,922	13,686,025	13,798,634	13,895,434	96,800	0.70%
Increase/(Decrease) in Fund Balance	(202,478)	(1,351)	-	-		
Ending Fund Balance	306,696	305,345	305,345	305,345		
Plant Fund Balance at Year End	9,520,757	5,976,678				

110410 (State)

Operating Budget						
	FY 2013	FY 2014	FY 2014	FY 2015	FY 15 Working Budget	
	Actuals	Actuals	Working	Working	Compared to FY 14 WB	
			Budget	Budget	Budget	Percent
					Increment	Increase
Revenues						
General Fees	14,000	13,585			0	0.00%
Gift Rev fm Foundation	68,953	59,193	3,000	33,000	30,000	1000.00%
Endow Inc fm Foundation	306	295			0	0.00%
Hlth Ctr Oth Med Chg	400	0			0	0.00%
Internal Sales-E&G	0	0			0	0.00%
Miscellaneous	11,655	10,479			0	0.00%
Total Revenues	95,314	83,552	3,000	33,000	30,000	0.00%
Expenditures						
Salaries and Wages	1,319,119	1,541,567	1,721,300	1,768,422	47,122	2.74%
Operating	544,840	749,204	694,746	812,567	117,821	16.96%
Total Expenditures	1,863,959	2,290,772	2,416,046	2,580,989	164,943	19.70%
Transfers						
Other Transfers	1,272,938	1,438,708	1,774,319	1,877,608	103,289	5.82%
Total Transfers	1,272,938	1,438,708	1,774,319	1,877,608	103,289	5.82%
Total Expenditures and Transfers	591,021	852,064	641,727	703,381	61,654	9.61%
Total State Funding	495,707	638,727	638,727	670,381	31,654	
Chapel Balance	202,744	166,585	176,300	176,800	500	0.28%



**ADELE H. STAMP
STUDENT UNION**

Center for Campus Life