

# The Stamp Annual Report

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## Stamp Annual Report 2014-2015:

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The Stamp Annual Report is available online  
 at [go.umd.edu/stampannualreport](http://go.umd.edu/stampannualreport)

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[www.thestamp.umd.edu](http://www.thestamp.umd.edu)

# A Letter from The Director

## Welcome to The Stamp!

The measure of a great organization is when it empowers all of its members to advance fearlessly toward their bold goals. The Adele H. Stamp Student Union — Center for Campus Life enjoys an exceptional staff and engaged student leaders – all of whom have spent the past year advancing an extraordinary agenda. As we entered the Big10, we joined a new consortium of colleagues and consultants, began a new series of “Game Day Events” during Football season, and capitalized on what we learned from our Big10 Peers to enhance our Homecoming. This year, we renewed our commitment to quality customer service and saw the results of this effort as the daily count of visitors to The Stamp exceeded past years. We were also the beneficiaries of the generosity of alumni, friends, corporations, and foundations as we secured funds to support our operation, scholarships, and outreach. Working **together** we achieved many of the objectives associated with our Strategic Plan.



We did all of this in difficult economic times, with hiring and budget cuts often curtailing our well-laid plans. When vacancies appeared in our organization, colleagues stepped up to assume additional responsibilities. They took on new assignments simply because work needed to get done. This teamwork has resulted in many new and innovative operational practices. We have benefitted from the service of colleagues in other units in Student Affairs who stepped in to support The Stamp.

This has been a proud year replete with a long list of accomplishments and we are all looking forward to the next year. Our fearless march towards our bold goals will include crafting a new strategic plan; working to rebrand The Stamp and all of its great programs, services, people, and facilities; repurposing the Student Involvement Suite in anticipation of a major renovation of this space; and finding new and more efficient ways to do all that we do. At the foundation of all of our accomplishments will be the people – the staff and students who work and volunteer in The Stamp, the Memorial Chapel, and in our many student organizations – and the campus stakeholders that we serve. We aspire to be a great organization – and we are moving fearlessly in that direction.

With Terp Pride,

**Dr. Marsha Guenzler-Stevens**

Director, Adele H. Stamp Student Union — Center for Campus Life

# The Stamp Vision:

Transforming and enriching the Maryland experience.

## The Stamp Mission:

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

## The Stamp Values:

### Academic Success:

Engagement is critical to academic success. As such, The Stamp provides co-curricular programming that encourages and complements classroom learning, academic courses that enrich the formal curriculum, and facilities that are conducive to supporting the academic mission of the institution.

### Personal Development:

Personal development is a capacity-building process aimed at enhancing self-awareness, self-confidence, and emotional competence. Personal development occurs within the campus, local, and broader communities. Through social and educational programming, developmental employment opportunities, and group involvement experiences, The Stamp promotes learning that increases understanding of personal identity, cognitive skills, and the ability to work effectively with others. We are committed to advancing the education of students for civically engaged leadership in a multicultural society.

### Student-Centered Environment:

A student-centered environment is a community devoted to enhancing students' learning and development. The Stamp is dedicated to involving students in meaningful ways in which they are able to interact with others and gain valuable experience and skills. Staff members serve as advocates, advisors, mentors, and partners in shaping the student experience.

### Safe & Inviting Campus Center:

The Stamp is a safe and inviting campus center that is open, accessible, and welcoming to all. This is a function of both the physical space and inclusive climate. The environment is one in which all individuals see themselves represented in both the building and staffing structures. Services meet a wide range of needs. Operations and maintenance focus on sustainability and environmental sensitivity.

## The Stamp Commitments:

The Stamp commits to creating a thriving environment for students at the University of Maryland, promotes multiculturalism, and strives for excellence.

### Multiculturalism:

The practice of multiculturalism requires us to regularly reflect on what we do so that we can then work purposefully and authentically towards a socially just world. Multiculturalism is the strength of our collective diversity and embodies the inclusion of and advocacy for the many different cultures, backgrounds, and experiences of the University's students, staff, faculty, alumni, and visitors. Multiculturalism is an awareness and acknowledgement of the distinct histories, struggles, and successes of the people with whom we connect. The Stamp seeks to infuse multiculturalism into all of its relationships, policies, social and educational programs, services, advocacy, and research.

### Excellence:

The Stamp consistently strives for excellence and innovation. It is important not only that we do things right, but also that we do the right things. In this vein, we keep up with and contribute to leading-edge scholarship and practice. We seek to be the model to which others turn for inspiration and guidance.

### Positive work environment:

We strive to create a safe and secure work environment that encourages caring relationships, personal growth, professional development, creativity, and critical thinking. We support a balance of personal and professional life demands. The Stamp is a community that celebrates individual and collective successes.



## 2014-2015 Goal Statements & Accomplishments

Each year, The Stamp develops new and forward-thinking goals directly tied to our strategic plan. These goals and accomplishments speak to facilities, programming, student learning, staff productivity, and critical partnerships.

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

**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.

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

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





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



**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.**

**2014-2015 Accomplishments:**

- Developed an Assessment Bootcamp program for staff members to increase their efficacy for assessment and learning outcomes.
- Implemented a new staff onboarding process (named StampSTART) using technology enhanced systems for integrating new professional and graduate staff into The Stamp organization.



**2014-2015 Accomplishments:**

- Initiated new Stamp Customer Service Commitments, including outreach, marketing, training, and assessment efforts. The commitments (Positive, Interpersonal, Informative, Professional, Solution-Oriented) will guide our customer service efforts throughout all programs and services.
- Launched a new website for The Stamp, which includes upgraded content management systems, mobile app availability through the Student Affairs TerpLife application, and responsive design to accommodate a variety of devices and individuals with disabilities.
- Rolled out a next phase of OrgSync development, including intensive training for staff and students, and an OrgSync Challenge, a competition-style training for groups to become better acquainted with the features of OrgSync.
- Designed and implemented a Big Ten (B1G) Game Day Experience that involved all venues in The Stamp and created a coordinated welcome campaign for Big Ten institution visitors and University of Maryland fans. The experience included social media campaigns, giveaways, special signage, website visibility, announcements, and special activities.
- Re-fashioned Multicultural Involvement & Community Advocacy (MICA) Summits into a series of Town Hall meetings that focused on the needs of students around issues of diversity.
- MICA partnered with Stamp units, Women's Studies, and other campus offices and departments to create a signature calendar for Women's History Month.
- Redefined heritage and history months as a space to foster student learning, which included outreach to majority students and challenged the notion that particular heritage months are for one identity or community.
- Leadership & Community Service-Learning (LCSL) developed several new online educational efforts, including a news delivery format for Leadership Studies, training leadership resources, van training for Alternative Breaks immersion experience leaders, and training for America Reads\*America Counts mentors.



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



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

**2014-2015 Accomplishments:**

- Completed initial design and planning for renovation of the Student Involvement Suite to realign physical spaces and staff (with funding pending for renovation costs). This redesign will allow for the reevaluation and reorganization of programs, services, and facilities, and convert existing office spaces to a combination of meeting and huddle rooms as well as storage space and a resource room, and hire and train additional student staff to manage the space and services.
- Worked with campus Facilities Management to replace Main Chapel ceiling lights and altar rail kneeling stones.
- Replaced and upgraded Stamp meeting room audio-visual equipment and infrastructure from analog to digital technologies. Many meeting rooms now have wireless digital signage, with more to come.

**2014-2015 Accomplishments:**

- Stamp Facilities continued to develop collaborative relationships across campus related to sustainability issues and programs. Partnered with Campus Sustainability office and Dining Services to submit a student-led sustainability grant proposal for an educational campaign called, "Stamp Napkin."
- LCSL engaged with Prince George's County human services nonprofits by creating full OrgSync agency profiles and informing agencies of opportunities to engage student volunteers through UMServes. The number of nonprofit organizations with profiles in OrgSync has increased from 68 to 272.
- The Stamp is currently engaged in a rebranding process that includes the use of existing and new media, to create better awareness about The Stamp among various audiences and strengthen and enhance The Stamp brand. The rebranding committee has been conducting assessment, benchmarking against other schools and competitors, and conducting a communications audit. Be on the lookout for the brand re-launch in FY16!

**3,351,637 Visitors to The Stamp**  
 73,643 Attendees at events held by Stamp Special Events & Programs  
**\$70,000** Funded for Veterans' scholarships  
**19,550 Students** attended the All Niter  
 10,000 Cups of coffee consumed at Free Coffee Thursdays  
**\$8,305** Raised on LaunchUMD for Alternative Breaks  
**5,132 Followers** on Twitter (@TheStampUMD)  
 4,248 Laptops checked out through Stamp Tech Services  
 2,785 Messages chalked on campus by The Stamp Street Team  
**1,400** Came to see Bill Nye, the Science Guy  
 946 Unique webpages on the new www.thestamp.umd.edu  
**848** Registered student organizations  
**600 Student employees**  
 463 Advising sessions conducted by MICA Staff  
 396 Student participants through Alternative Breaks  
 64 Events held by Stamp Special Events & Programs  
**43 Movies** sponsored by SEE  
 30 Years of service from Karen Laumann  
**30 Graduate Assistants**  
**24 Stamp Stars** Awarded  
 15 Years of service from Marie Jenkins  
**05 Staff** celebrated ten years of service  
**03 Colleagues** celebrated five years of service  
**01** New look to www.thestamp.umd.edu  
**01** Newborn named Athena May Watkins-Slosberg  
**01 Strawberry Shortcake**

## 2014-2015 Stamp Departments

The Stamp employs hundreds of staff members to support its mission, including interns, student employees, graduate assistants, contract staff, and full-time staff at all levels.

### Director, Marsha Guenzler-Stevens

**Assessment**, Daniel Ostick  
**Development**, Terry Zacker

### Associate Director, Stephen Gnadt

**Facilities**, Dan Wray  
 Housekeeping  
 Maintenance & Renovation  
 Sustainability  
**Technology Services**, Stephanie Payne-Roberts  
 Helpdesk  
 Event Technology Services (EGS)  
 Multimedia Services  
 Web Support  
**Event & Guest Services**, William Clemm II  
 Campus Reservations  
 Event Management  
 Information Desk  
 Ticket Office

### Associate Director, Donna Lim

**Activities**, Joseph Calizo  
 Art & Learning Center (ALC)  
 Stamp Gallery  
 Stamp Special Events  
 Student Entertainment Events (SEE)  
 Student Government Association  
 Student Organization Resource Center (SORC)  
 TerpZone

### Engagement, Cori Carfagno

Graduate Student Life (GSL)  
 Memorial Chapel  
 Transfer & Off-Campus Student Life (TOCSL)  
 Veteran Student Life (VSL)  
**Marketing & Graphic Design**, Eva Tennant  
 Marketing & Graphic Design  
 Stamp Street Team

### Associate Director, James McShay

**Human Resources**, Kalia Patricio  
**Leadership & Community**  
**Service-Learning**, Craig Slack  
 Alternative Breaks (AB)  
 America Reads\*America Counts (AR\*AC)  
 Co-Curricular Leadership Programs  
 Leadership Studies Program  
 National Clearinghouse for Leadership Programs (NCLP)  
 TerpService  
**Multicultural Involvement & Community Advocacy (MICA)**, Brandon Dula  
 APA Student Involvement & Advocacy  
 Black Student Involvement & Advocacy  
 Latino Student Involvement & Advocacy  
 LGBT Student Involvement & Advocacy  
 Multiracial Student Involvement & Advocacy  
 Interfaith Programming

# 2014-2015 Department Accomplishments

When the University of Maryland joined the Big Ten, The Stamp followed suit in “thinking B1G.” Departments developed new goals and achieved new highs in 2014-2015, from the beginnings of a refresh in spaces and brand, providing new services and resources to staff and students, winning ACUI awards, and record amounts in sponsorships and student participation!

- |                     |                              |   |
|---------------------|------------------------------|---|
| Facilities          | Event & Guest Services (EGS) | Leadership & Community Service-Learning (LCSL)        |
| Administration      | Marketing & Graphic Design   | Multicultural Involvement & Community Advocacy (MICA) |
| Technology Services | Activities                   |   |
|                     | Engagement                   |   |

## 2014-2015 Accomplishments:

### Facilities

Facilities staff take leadership for building upkeep, housekeeping, renovations, and sustainability.

- Stamp Facilities achieved the level of **Gold Certification** as a part of the **Office of Sustainability Green Office** program.
- The Stamp’s last major renovation was over 10 years ago, but there is always something new to see. **This year we completed several major facility renewal projects** including exterior gutter replacement, public lounge refurbishment (new carpet and re-upholstery), and replacement of the Grand Ballroom hardwood floor.
- The Stamp received **\$11,500 in PEPCO utility rebates** for light fixture conversions in The Stamp.

### Administration

Administrative functions include assessment, finance and budgeting, development, and human resources.

- Several comprehensive assessments were conducted this year, including a campus spirituality climate study, an assessment of Veteran student experiences, and participation in the Multi-Institutional Study of Leadership.
- The Stamp brought in **\$193,000 in Student Affairs Sponsorship for programs, an approximated \$70,000 increase from last year, including:**
  - Graduate Student Housing Scholarship from **Mazza Grandmarc**

- The launch of a multi-year partnership with **SECU** and the Student Organization Resource Center (SORC)
- Veteran Student Housing Scholarship from the **University View**
- \$38,300 in support of **Student Entertainment Event (SEE)** programs

- The Stamp awarded 31 scholarships to 30 students (24 Veteran scholars), and an additional 41 Alternative Break scholarships. **Veteran scholarship recipients received \$73,000 in support.**
- The Stamp brought in **\$121,000 in grant value.** \$119,500 of this was for Leadership & Community Service-Learning (LCSL) / America Reads\*America Counts (AR\*AC), and \$1,500 for the Gallery. Additionally, The Stamp secured approximately \$35,000 from internal grants.
- The Stamp raised an additional **\$335,000 from the contributions of individuals, families, and businesses.** \$214,500 of this went towards various scholarship funds to support students. The remaining funds were raised to support our many programs and services, including:
  - Two successful Launch UMD campaigns — Alternative Breaks and WMUC Travel fund — which both exceeded the \$8,000 goal
  - Supported Veterans scholarships as part of the University’s Scholarship Day. **Raised nearly \$11,000 in 24 hours.**
  - Five new TerpStart Scholarships in support of veteran students
  - Multi-year book contribution in support of Partners in Print with an annual valuation of \$30,000



## 2014-2015 Accomplishments:

### Technology Services

Technology Services provides innovative technology for The Stamp's visitors and staff through our technology help desk, web development, and event technology support.

- Much of our training has moved online, including videos for the Event Management System, OrgSync modules, Tech Services staff training, and new student staff training.
- The Homecoming Guide was made available within the [TerpLife application](#) through the Division of Student Affairs.
- Tech Services educated staff and student organization users on the university's new [Box accounts](#) (similar to Dropbox) as a viable solution to store electronic files.
- The Stamp continues to replace older desktops with a **laptop-only setup for staff for more work mobility**, while desktops are being moved to open spaces.
- Tech Services arranged for all Stamp websites to use [Google Analytics](#) to track page visits.
- Tech Services developed a **new system to integrate The Stamp website and the TerpLife application with eCalendar** (room scheduling system), to allow users to view real-time Stamp building event information online.
- [Student Entertainment Events \(SEE\)](#) created unique promotional film reels to show before each film to promote SEE events, and campus

organizations. This has increased outreach efforts by advertising to more students on campus.

- [Tech Services](#) expanded the awareness of services and resources available, including video recording and live streaming of events and the use of Adobe Connect for townhall meetings.
- **4,248 laptops were checked out** — down from 7,406 last year and 11,434 the year before.

### Event and Guest Services (EGS)

Event & Guest Services is responsible for event coordination (reservations, set-up, and logistics), as well as customer service for the Information Desk and Ticket Office.

- The position of [Guest Services Assistant](#) was created by combining the roles of Ticket Office Assistant and Information Desk Assistant. Students hired for this role are trained to provide services in both areas to improve efficiency.
- **The Stamp had over 4,000 bookings this year** within the building, including events using rooms, booths, banners, and/or displays.
- EGS worked with Stamp marketing to develop a new marketing brochure, [Stamp365](#), to highlight spaces and services, available online at <http://ter.ps/stamp365broc>
- EGS staff attended the Washington, D.C. Wedding Expo, **generating \$8,200 in additional revenue in room rentals for The Stamp** since December 2014.
- Event and Guest Services (EGS) redesigned their Student Employee Training program to create a more effective and engaging experience — including team building, customer service, equipment safety, staff communication, and professional skills.

### Marketing & Graphic Design

The Marketing & Graphic Design Team ensures branding consistency and compliance with University branding standards for all marketing and communications material produced by Stamp programs and events.

- Staff headed up an array of campus-wide Big 10 (B1G) initiatives, including designing exterior banners, interior feature walls, marketing campaign materials, special Homecoming Week marketing design and communications campaigns, a new signature look for the west wall of The Stamp, and "Stamp Thinks Big" Game Day banners around campus.
- **Stamp Marketing & Graphic Design won five awards** from the Association of College Union International's (ACUI) national design contest.
- Marketing staff developed and implemented a new program, [Stamp Gratis](#), to encourage new business and loyalty to all Stamp activities, programs, and vendors. 10,000 rewards and engagement pieces were distributed to students and staff.
- Stamp Marketing & Graphic Design processed more than **500 multi-layered design and event requests** for more than 50 programs and initiatives.
- In January 2014, Stamp Marketing & Graphic Design Team welcomed a new Assistant Director and Coordinator. With a full staff on board, the team experienced a growth in requests and saw a higher demand for designs and campaigns than ever before!
- Following a restructure and an increase in requests, [The Stamp Street Team chalked over 2,785 messages on campus](#), handed out 1,084 flyers and giveaways, and received 10,241 responses on student surveys.



**Ankur Naik**

Rising Senior, Marketing '16

### Roles in The Stamp

- Student Account Associate at Student Organization Resource Center (SORC)
- Branding Intern for Stamp Marketing
- Stamp Advisory Board
- Undergraduate Programming Assistant for Stamp Special Events
- Stamp Employee Advisory Board Involvement
- Homecoming Committee

**“ I credit working at The Stamp as the primary reason for my falling in love with Maryland. ”**

As a first semester commuter in Freshman Connection, I felt disadvantaged in my ability to get involved in clubs and other organizations. Working at SORC allowed me to get a behind-the-scenes look at student involvement and meet numerous people. Since then, I have catapulted myself into as many involvement opportunities as possible, and I have no plans to slow down for my final year as a Terp! ”



**The Activities Team helps create experiences for students that promote entertainment, traditions, community, and learning.**

This unit includes the Art & Learning Center (ALC), Special Events and Programs, The Stamp Gallery, Student Entertainment Events (SEE), the Student Organization Resource Center (SORC), TerpZone, and Undergraduate Legal Aid (an arm of the Student Government Association).

**2014-2015 Accomplishments:**

- The Art & Learning Center (ALC) added several new classes and sections including Adaptive Yoga, Hand Building Ceramics, Cooking Classes, and Salsa Dance.
- Student Entertainment Events (SEE) produced three large and popular comedy shows this year - **Joel McHale, Kevin Hart, and Pete Davidson. SEE**

also produced lectures and concerts which included **Bill Nye, Jessie J, Joey Badass, Twrk, the Chainsmokers, and Henry Fong** — quite the eclectic lineup!

- The Student Organization Resource Center (SORC) launched a new on-line training module with a quiz on policies and procedures related to SGA allocated funding, required for all organization presidents and treasurers. A new OrgSync

portal also provided support for purchase orders, contracts, and travel requests.

- **OrgSync** soared this year due to the addition of a 6-month contracted staff member to focus on marketing, online resources, and a training curriculum for staff and student organizations.
- SORC began a 3-year corporate partnership with the **State Employee Credit Union (SECU)** to assist student groups. SECU provided free organizational bank accounts and financial advice, provided on-site staff twice a month, and offered workshops on financial topics related to student group operations.
- **TerpZone** started the academic year with **a new look** — check out our new furnishes, vibrant wall wraps, video gaming lounge, and the new entrance on the West side of The Stamp!
- TerpZone collected data from hourly area reports and have developed a consistent and accurate system to assess the usage of the facility. The TerpZone has seen an overall increase in customer usage throughout the Fall and Spring semesters.
- **Undergraduate Legal Aid** established a new mediation program that provided students and organizations a way to resolve disputes through a voluntary and confidential process. The office has already successfully mediated four cases this year.
- **The Stamp provided leadership during the University of Maryland's first Homecoming as part of the Big 10.**

Marsha Guenzler-Stevens co-chaired a committee of senior-level administrators from within Student Affairs, the Alumni Association, External Relations, Athletics, and the Journalism and Business schools charged to determine programmatic and funding efforts for a university-wide Homecoming. Special Events and Programs chaired a similar committee of staff who were responsible for implementing programs for the week of events.


 **33,000**

Estimated attendees at SEE programs, including the 32nd Annual Art Attack!

 The Art & Learning Center saw an **increase in revenue from \$22,306 in the Fall to \$34,055 in the Spring.**

 **43.5**

Average number of cases handled per month by Undergraduate Student Legal Aid. Criminal cases, landlord/tenant disputes, and traffic citations were the most common legal issues.

 SORC Peer Consultants provided formal consultation to **30 groups**, plus to a number of informal consultations to groups.

# ORGANIZATION RESOURCE CENTER



**The Engagement Team works to create a space for students to build a sense of belonging, and connect with others and the greater university community.**

The Engagement Team includes Graduate Student Life (GSL), The Memorial Chapel, Veteran Student Life (VSL), and Transfer & Off-Campus Student Life (TOCSL).

## 2014-2015 Accomplishments:

- Veteran Student Life and the Maryland Adventure Program within Campus Recreation Services partnered to host the first **Veterans Adventure Orientation Program**, which transitioned new veterans to UMD through a three-day outdoor adventure experience.
- The **Got Your Six** mentoring and education program was launched. "Got Your Six" is a phrase meaning "[I] have your back" in military lingo. This grant-funded program aims to connect veterans with committed UMD staff members, and offers training to the campus community on veteran student needs.
- The Stamp developed a new **Veterans in Transition Crisis Fund** to support student veterans in need. This fund will cover emergencies such as housing, medical, and other unforeseen crises that may have a drastic impact on one's ability to succeed at the University of Maryland. Support the fund at [www.sagiving.umd.edu/vetcrisis/](http://www.sagiving.umd.edu/vetcrisis/).

- After students requested a space to have deeper discussions and dialogue, Graduate Student Life (GSL) started **GradTerps Chats**, a brown bag series to promote conversations around topics of diversity and inclusion.
- **Graduate Student Appreciation Week** activities reached over 3,100 students (2,400 last year), with the addition of six new signature programs.
- The Memorial Chapel developed the **GoGarden! Mini Grant Program** to build on campus and off-campus partnerships. Two grants have been awarded with two more under review and requests for applications still arriving.
- **Interfaith** programming has taken off, including an interfaith experience project (visits to different faith services), interfaith justice discussions, a film series, a religious women's panel, and a panel on religious freedom.
- As a newly formed unit, **Transfer and Off-Campus Student Life (TOCSL)**, underwent significant changes, including a new Coordinator and blending two offices to identify and meet the needs of both transfer and off-campus student communities.

# 7,200

students in attendance through programs offered by Graduate Student Life (compared to 3,300 in 2013-2014).



The Memorial Chapel earned a **4.5 out of 5 star rating** and was awarded a **Couple's Choice Award** by Wedding Wire!



# 1,182

students participated in Graduate Student Kickoff, topping the highest attendance in seven years.

# 87

students enrolled into four sections of the Transfer2Terp (T2T) program.

# +20%

increase in attendance at New Student Veteran Orientation in 2014-2015.



**The Leadership & Community Service-Learning mission is to promote positive social change through transformative learning and community engagement.**

Leadership & Community Service-Learning (LCSL) includes Alternative Breaks (AB), America Reads\*America Counts (AR\*AC), Co-Curricular Leadership Programs, the Leadership Studies Program, the National Clearinghouse for Leadership Programs (NCLP), and TerpService.

**2014-2015 Accomplishments:**

- Leadership & Community Service Learning (LSCL) developed a set of strategic directions to guide the unit for the next five years and designed rubrics focused on eight socially responsible skills and practices for students to guide curriculum design and assessment.
- Offered as a Scholarship in Practice Course meeting GenEd requirements for campus, LCSL designed new HESI 217 curriculum centered on the Relational Leadership Model and the Five Practices of Exemplary Leadership.
- Alternative Breaks (AB) redesigned its Experience Leader (EL) curriculum incorporating best practices and pedagogical models in experiential learning, civic reflection, social justice, and leadership education.
- **Break Away, a national nonprofit devoted to supporting alternative break programs and building a society of active citizens, named our AB program the Alternative Breaks Program of the Year!**
- AB developed and piloted an “alternative weekend” immersion experience model for the summer, focusing on food security, socioeconomic equity, and environmental conservation.
- A for-credit component was created to compliment the *Mosaic: Diversity & Leadership Retreat*. Students participated in an eight week, post-program, experiential course designed to deepen students’ understandings of the intersection of diversity and leadership. For-credit opportunities have also been created by offering TA roles through the *EDCP 368: Experiential Internship Course*. Alternative Breaks also identified opportunities for participants and ELs to gain academic credit for their experiences.
- America Reads\*America Counts (AR\*AC) developed a new framework for Partners in Print workshops utilizing the Common Core State Standards in English/Language arts for kindergarten through second grade. The framework highlighted specific skills that students would be learning in the classroom, and translated those skills into strategies that parents could use at home to reinforce learning.
- Co-Curricular Leadership Programs transitioned the Terrapin Leadership Institute (TLI) curriculum to align with socially responsible leadership skills and practices.

- The **Leadership Studies Program** designed and launched a research study on alumni of leadership studies programs in collaboration with Kansas State University.
- A list of new on-line resources and tutorials (e.g. moviemaker tutorial for HESI 217) was developed by the Leadership Studies Program for students involved in Leadership Studies courses.
- Based on a study out of the University of Alberta and published in the Huffington Post, The National Clearinghouse for Leadership Program’s book *Leadership for a Better World* was recognized as the **#3 best book college students should read**.
- TerpService created a community partner assessment to gather feedback on the cultural competency of our students and input for the future training curriculum.
- Terps for Change had 92 unique volunteers who completed approximately **1,614 hours of direct service** and 138 hours of education and reflection.
- Turtle Camp continued to grow, adding a 6th track focusing on community engagement and service. Turtle Camp also worked with Stamp Marketing in the spring, and developed a refreshed redesign for summer recruitment for 2015.
- The Voices of Social Change speaker series generated **\$33,000 in campus partnership support** (\$9,000 raised in 2013-2014 fiscal year).

 **2,499**

service-learning hours invested by 357 **TerpService** participants with eleven community partners.

 **1,614**

hours of direct service by **Terps for Change**.

 **719**

elementary school students mentored through **AR\*AC**.

 **\$8,214**

raised on **LaunchUMD** for **Alternative Breaks**.



Increase in applications to the Minor in Leadership Studies from 45 to 65.



**Multicultural Involvement and Community Advocacy (MICA) seeks to empower students through education on issues of race, ethnicity, sexual orientation, gender identity, gender expression, religion, and their intersections.**

Through student-centered advising, advocacy, programs, research, and practices, MICA aims to create positive student outcomes in learning, identity development, involvement, and leadership.

**2014-2015 Accomplishments:**


- Tasked with coordinating activities and events in alignment with MICA programs, **Community Organizing Student Interns (COSIs)** were trained in the areas of personal and organization financial literacy, identity-based dialogue facilitation skills, social media management, and career planning.
- MICA partnered with an **Art Design class (ART 454)**, to develop three-dimensional graphic marketing with a focus


on diversity on campus and the promotion of the SGA Diversity Committee.


- The **UNITY E-Newsletter**, a monthly newsletter to inform students and the community at-large about events and opportunities on campus, was launched and distributed through Black Student Involvement and Advocacy.
- MICA focused its attention on Middle Eastern students this year, including **Middle Eastern Student Involvement** in information brochures. Staff also advised various Middle Eastern student

organizations on how to access the cross-cultural fund, program planning, and also identified some areas for continued support.

- MICA co-organized, attended, and facilitated the 3rd Annual **Queer Camp**. Almost 30 undergraduates attended (over half being freshman), creating a strong sense of community within this cohort.
- MICA developed the first annual **Advancing Black Leadership & Education Conference**, designed to foster the campus leadership of Black students and to serve as a platform to explore different avenues to continued education & professional fields.
- MICA focused on increased visibility and support of undocumented students through “UndocuTerp” trainings, establishing a network of undocu-supportive staff in the region, solidifying relationships with campus partners, developing an undocumented student guidebook, and obtaining a grant of almost \$15,000 to develop a website focused on supporting undocumented students (and a related course with the Asian American Studies Program).
- Asian American Pacific Islander Advocates hosted six brownbag events and two “leaders luncheons,” **attracting over 130 students.**
- MICA helped re-establish the **Latino Alumni Network**, and collaborated with them on their first event during Latino Heritage Month.
- The inaugural Latin@ organization retreat was hosted by MICA to connect Latin@ student leaders across campus.

 **244**  
Heritage Month programs supported in 2014-2015.

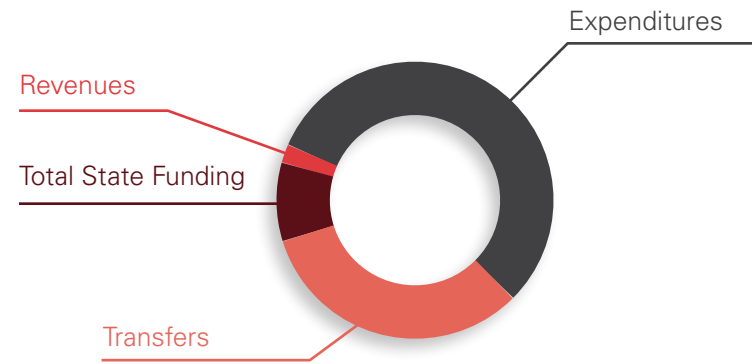
 **83**  
Number of programs during Pride Month in April 2015 - the highest number of programs during a heritage month than ever before!

 **113**  
Number of students enrolled in credit-bearing leadership classes focusing on issues of diversity and identity.

- MICA developed a curriculum for and facilitated the first **Lavender Leadership Retreat**, an intense weekend experience for those wishing to be involved in LGBTQ on-campus leadership and beyond.
- The first **TOTUS Spoken Work Experience** alumni program was supported and implemented in partnership with the School of Public Health. Visibility of TOTUS increased through ongoing collaborations with the Writer’s House, Terpoets, a CUPSI Team, presentations with alumni, and student led workshops and performances.

# 2014-2015 Revenues & Expenditures

The Stamp is funded primarily through student fees, facility rentals, sponsorships and grants, and sales and services, with more limited funding from the State of Maryland.



## State Funds

### Revenues

General Fees, Gift Revenue from Foundation, Misc.  
**\$70,000**

### Expenditures

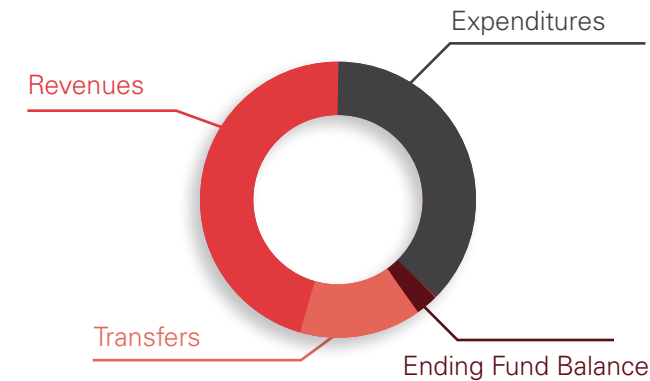
Salaries, Utilities, Operating Costs  
**\$2.5 Million**

### Transfers

**\$1.6 Million**

### Total State Funding

**\$ 670,000**



## Non-State Funds

### Revenues

Fees, Rental, Sales & Services  
**\$14.4 Million**

### Expenditures

Salaries, Utilities, Cost Containment, Campus Overhead, Operating Costs  
**\$10.4 Million**

### Transfers

To Plant & Debt Service  
**\$4.5 Million**

### Ending Fund Balance

**\$ 307,000**



**Raaheela Ahmed**  
Recent Graduate,  
Finance & Economics '15

### Roles in The Stamp

- Leadership & Community Service-Learning (LCSL)
  - America Reads \* America Counts (AR\*AC)
  - TerpService Days
  - Alternative Breaks (AB)
  - Peer Leadership Council (PLC)
- Multicultural Involvement & Community Advocacy (MICA)
  - Mosaic Diversity & Leadership Retreat
- Student Regent (University System of Maryland Board of Regents)

**“ I am indebted to LCSL for my personal development as a servant leader.**

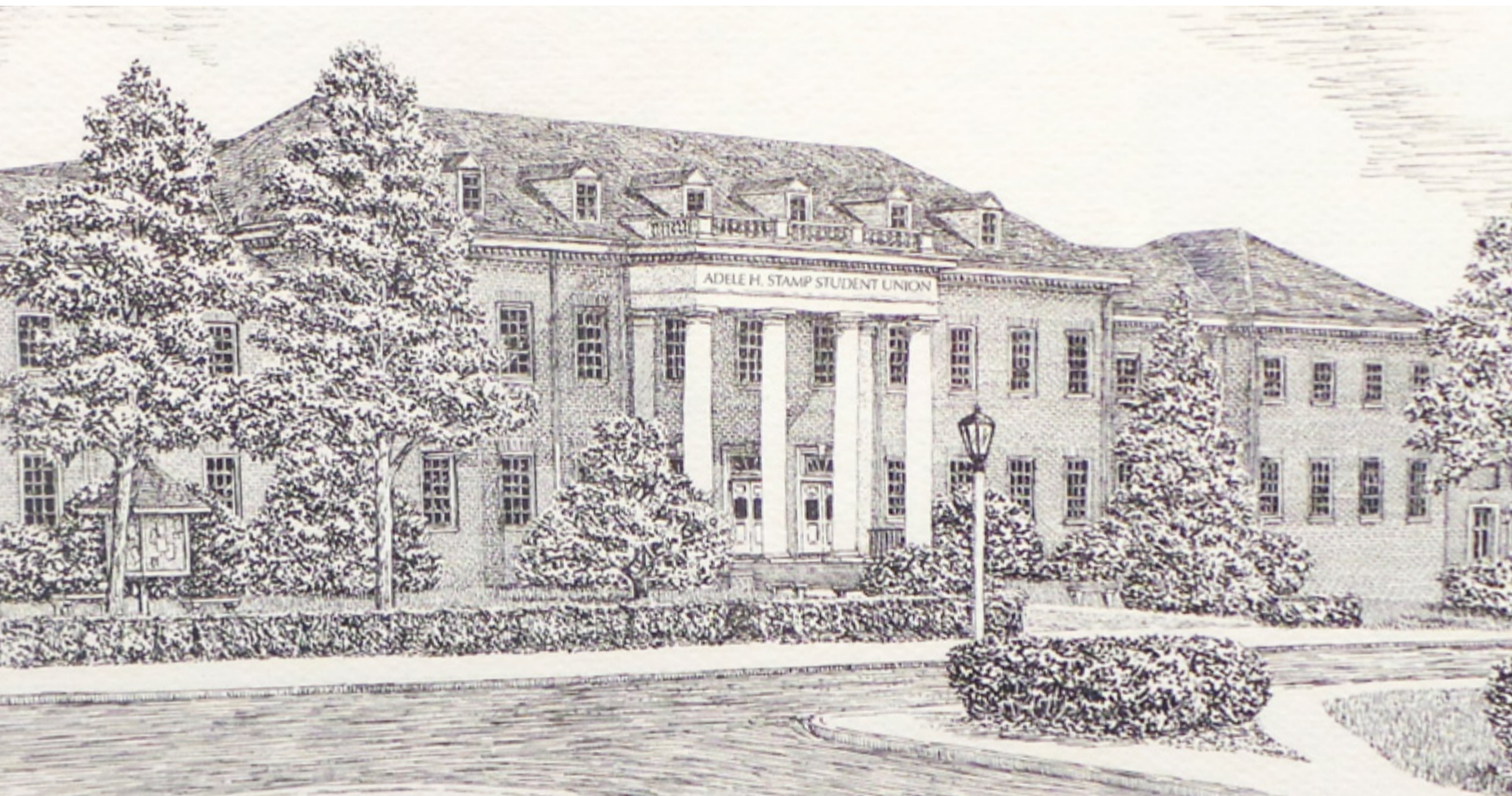
I started with AR\*AC, which laid the foundation for my understanding of service. Alternative Breaks gave me a better understanding of joint service as a means to address critical social issues, and the Peer Leadership Council fostered my ability to discuss these social issues, facilitate deep meaningful dialogue, and grow in my understanding of leadership.

**I cannot imagine my college experience without LCSL.**

It has transformed me into being who I want to be today, tomorrow and for the rest of forever: a humbled, understanding, mindful social change agent. ”

# 2015-2016 Looking Ahead

This year, The Stamp broke records and laid down the framework for success to come in 2015-2016. Including an overhaul of The Stamp brand, The Stamp will face exciting new changes next year, and we hope to continue to cultivate an environment of community and success.



## Strategic Goal 1:

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

- Develop and implement a professional development curriculum/framework composed of five competency areas with the goal of staff attending at least one professional development session in each category.
- Improve the quality and quantity of training and development opportunities for Stamp student employees through HR and Stamp unit co-sponsored programs, train-the-trainer consultations, social media promotion and administrative support.
- Increase Stamp, vendor, and tenant staff training related to Emergency policies and procedures. Conduct a table top exercise related to potential emergency events in The Stamp.

## 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.

- Use data from the review of the Art & Learning Center to design an appropriate staffing structure, facility use plan, and program offering for the short and long term. Develop a robust marketing plan working with Stamp Marketing to enhance marketing and outreach for Art & Learning Center offerings.
- Complete the development and implementation of comprehensive Stamp brand standards and guidelines and roll out the new brand in January 2016. Brand work will include Stamp logo redesign, tagline creation, visual identity system, and promotional/merchandising opportunities. Engage student leaders to provide feedback and perspectives with the goal of encouraging them to become Stamp brand advocates.
- In partnership with the Art Department and Sociology Department, MICA will launch a series of diversity dialogue events that are linked to 25 sections of UNIV 100 courses designed to foster student cultural competency development and to facilitate their increased involvement in cultural student organizations on campus.
- In partnership with University Archives, refurbish and reinstall the University's historical photo exhibit from the Visitor's Center to The Stamp.

### Strategic Goal 3:

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

- Review the current financial condition of The Stamp including how fee money and other revenues are trending, how development dollars are offsetting program and service costs, and how distribution of funds is either keeping pace or lagging our program/service/facility aspirations.
- Convert the existing Student Involvement Suite (SIS) spaces from individual student organization offices to collaborative meeting and planning spaces using the existing layout. Convene a working group to develop policies, procedures, services, and staffing plans for the Student Involvement Suite.
- Complete design and construction approval process for the complete renovation of the Student Involvement Suite, Student Organization Resource Center (SORC), Student Entertainment Events (SEE), and Student Government Offices.
- Implement the first Stamp365 open house and marketing event to establish ongoing relations with campus, professional, governmental, and community organizations to increase Stamp usage and revenue, especially during semester breaks and summer.
- Analyze the accomplishments achieved using the Strategic Stamp Goals, first established in Fall 2010. Assess obstacles to the goal accomplishments and new trends and initiatives that were not anticipated in the prior strategic review. Using this data, convene a group of Stamp staff to lead the strategic planning process for the next 3-5 years including working with all staff and key stakeholders to identify strategic goals.
- Create and implement a comprehensive assessment plan for the department and provide individual units with tools to create unit assessment plans. The assessment plan would include creation of a Stamp Research Team to explore research questions and conduct larger research initiatives for the department.
- Benchmark HR & Payroll units across campus to assist with determining the appropriate organizational alignment, staffing structure and role for the HR unit in The Stamp.
- In conjunction with the Student Affairs Development and External Relations department, The Stamp will fundraise 30% of the cost of completing the renovations and upgrades to the Student Involvement Suite by naming spaces in the new suite. This represents a \$1 million contribution to the cost of the project.
- Finalize and complete the conversion from analog to digital technology in the remaining public meeting rooms.
- Expand digital signage system to include digital way finding and information screens.
- Complete a feasibility study and cost analysis for replacing the North Court entry awning/overhang on Fieldhouse Drive.
- Complete a safety and security study of The Stamp to include camera systems, electronic locking systems, card swipes, policies, procedures, and staff training.
- Evaluate pricing structures for room and technology equipment rentals to assure they are in line and competitive with the campus and community market for similar facilities and services.
- Review and implement recommendations from Stamp internal task force related to increasing and improving technology capabilities in the food court and Baltimore Room seating areas.

### Strategic Goal 4:

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

- Enlarge the programs and events where alcohol is served in the TerpZone. This will continue to include Game Days.
- Develop a process for student participant and alumni tracking for those served by the LCSL unit and develop replicable procedures for other units that offer similar co-curricular student engagement programs.
- Partner with The University Taskforce on the Strategic Plan for Diversity to host a summit for student leaders with the goal of gathering their feedback about the impact of campus efforts underway to improving campus climate, diversity learning and engagement and student retention.
- Use secured grant funding to develop and launch a website designed to serve as a central information hub for undocumented students at the University to enhance their ability to access campus resources and to support their success both in and outside of the classroom.



**Tayler Esherick**  
Senior, Sociology '15

**Role in The Stamp:**  
Event Support Manager

**“ My position at the Stamp has taught me more about being a leader than any other position I’ve had at any other job. ”**

I have learned how I function best in a team setting and how to maintain professionalism while working with friends. I have made some of my best friends in college while working here. There is an unbelievable sense of community within my department. Working at the Stamp has drastically changed my life as a student at the University of Maryland, for the better. I cannot imagine working anywhere else, with anyone else. ”



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[www.thestamp.umd.edu](http://www.thestamp.umd.edu)



UNIVERSITY OF  
MARYLAND

ADELE H. STAMP STUDENT UNION  
*Center for Campus Life*