

# The Stamp Annual Report

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**2015-2016 ANNUAL REPORT**

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

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# THE STAMP IS A HOME AWAY FROM HOME

## A Letter from the Director of The Stamp

A stroll around campus these days means navigating many construction sites. From the new Edward St. John Learning and Teaching Center on Campus Drive, the gutting of Cole, the renovation of H.J. Patterson, the emerging A. James Clark Hall, and the new hotel at the campus entrance, you might be surprised at all the changes. But among all the hubbub, The Stamp proudly sits not only in the physical center of campus, but also as a central hub for student engagement, programs, and services.

But that doesn't mean we are sitting still. The newly renovated Student Involvement Suite (SIS) is almost open, ready to provide flexible meeting spaces for collaboration across student organizations and a home for Student Entertainment Events (SEE) and SGA. A refreshed Stamp brand will be unveiled soon. The Veterans Center is moving to a more spacious location in Cole.

This past year, Stamp staff also crafted new Strategic Themes to guide our work for the next five years. These themes – Nurture a Welcoming & Inclusive Community, Enhance Learning & Development, Enrich Staff Connections, Strengthen Financial & Physical Frameworks, and Promote The Stamp Story – are designed to propel our organization forward. They are designed to engage in the academic enterprise and create connections. They are designed to realize efficiencies in our operations. And most importantly, they are designed to enhance opportunities for meaningful involvement.

The Stamp prides itself on being a home away from home – the place for students, faculty, staff, and visitors to join together in community. We are excited about what the future holds. You know where to find us – in the center of it all. Stop by anytime!

With Terp Pride,

*Marsha Guenzler-Stevens*

**Dr. Marsha Guenzler-Stevens, Director**  
Adele H. Stamp Student Union — Center for Campus Life



# 2015-2016 STAMP ORGANIZATION STRUCTURE

The Stamp is proud to have staff dedicated to creating a thriving and positive environment for the University of Maryland community.

**Director,** Marsha Guenzler-Stevens

**Assessment,** Daniel Ostick  
**Business Services,** Nora Czumak  
**Development,** Terry Zacker

**Associate Director,** Stephen Gnad

**Event & Guest Services,** William Clemm II\*  
Campus Reservations  
Event Management  
Information Desk  
Ticket Office

**Facilities,** Dan Wray  
Housekeeping  
Maintenance & Renovation  
Sustainability

**Technology Services,** Stephanie Payne-Roberts  
Helpdesk  
Event Technology Services  
Multimedia Services  
Web Support

**Associate Director,** Donna Lim

**Activities,** Joseph Calizo  
Art & Learning Center  
Graduate Student Government Association  
Stamp Gallery  
Stamp Special Events  
Student Entertainment Events  
Student Government Association  
Student Organization Resource Center  
TerpZone

**Engagement,** Cori Carfagno  
Graduate Student Life  
Memorial Chapel  
Transfer & Off-Campus Student Life  
Veteran Student Life

**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  
America Reads\*America Counts  
Leadership Studies Program  
Maryland LEAD  
TerpService

**Multicultural Involvement & Community Advocacy,** Brandon Dula  
APA Student Involvement & Advocacy  
Black Student Involvement & Advocacy  
Latino Student Involvement & Advocacy  
LGBT Student Involvement & Advocacy  
Multiracial Student Involvement & Advocacy  
Interfaith Programming  
TOTUS

**The Stamp Vision:**

Transforming and enriching the Maryland experience.

**The Stamp 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.

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

## The Stamp's Values

**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.

**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.

**Safe and 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's Commitments

**Multiculturalism:** The practice of multiculturalism requires us to regularly reflect on what we do so 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.

\* through Spring 2016

# 2015-2016 GOAL 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.

## 1

### Resource Renewal

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

Business Services has started developing new unit reporting and financial trending reporting, which will incorporate development dollars and other funding sources in the analysis for both past trends and future long term planning.

Facilities staff completed the design and construction approval process for the complete renovation of the Student Involvement Suite, SORC, SEE, and Student Government Association Offices.

Event and Guest Services implemented 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.

Development and Activities staff led efforts to raise \$1 million to support the Student Involvement Suite, resulted in some success with \$458,500 currently received in pledges and support. A number of fundraising initiatives are still in progress. Efforts will continue at least through the coming year.

Tech Services is finalizing the conversion from analog to digital technology in the remaining public meeting rooms. This project will be completed in Summer/Early Fall 2016.

#### A New Suite For The Fall!

Stamp converted the existing Student Involvement Suite spaces from individual student organization offices to collaborative meeting and planning spaces using the existing layout. We also convened a working group to develop policies, procedures, services, and staffing plans for the Student Involvement Suite.

#### The Next Five Years..

Stamp staff analyzed the accomplishments from the Strategic Stamp Goals from 2010-2015, assessed obstacles, and researched new trends and initiatives. Using this data, we convened a group to lead the strategic planning process for the next five years!

Tech Services completed the initial review of digital signage system option, to include digital way finding and information screens. Final purchase and implementation has been delayed until the completion of the Student Involvement Suite and the conversion to OrgSync financial module.

Facilities completed a feasibility study and cost analysis for replacing the North Court entry awning/overhang on Fieldhouse Drive. Be on the lookout for a great new entrance next year!

Along with the completion of initial review of camera locations, policies, procedures, and training, Tech Services budgeted a new electronic locking system through Stamp Plant fund. Additional cameras will be added in the coming year.

Tech Services completed a review of possible technology uses in the food court including the impact on food court vendors and surrounding meeting rooms. Staff provided a detailed list of cost and the pros/cons of use for each type of technology to guide decision-making.

## 2

### Workforce Development

#### Follow @StampHR, now on Twitter!

Payroll deadlines, reminders, and "Wisdom Wednesdays" to inform staff about important deadlines and helpful advice.

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

Human Resources developed a professional development curriculum/framework composed of five competency areas.

Stamp Facilities staff increased Stamp, vendor, and tenant staff training in Emergency policies and procedures. We conducted a table top exercise related to potential emergency events and finalized revisions of The Stamp Emergency Plan.

## 3

### Program Enhancement

#### A Piece of UMD History at The Stamp

Facilities staff worked with University Archives to refurbish and reinstall the University's historical photo exhibit from the Visitor's Center to The Stamp. Come see it at the West Entrance!

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.

In partnership with the Art Department and Sociology Department, MICA launched 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.

Stamp convened The Stamp Rebranding Committee to assess needs, and define sub-brands for rebranding logo system. We collected data to inform rebranding activities, defined scope of work, and worked with Office of Procurement for RFQ/RFP to invite quotations from agencies specializing in brands to assist with development of new logo hierarchy and brand guidelines. Efforts to rebrand The Stamp will continue into the next fiscal year, and is slated for delivery by October/November 2016.

Stamp Activities staff are using data from the review of the Art & Learning Center (ALC) to design an appropriate staffing structure, facility-use plan, and program offerings for the short and long term. Staff are currently developing a plan to enhance marketing and outreach for ALC offerings.

## 4

### Community Relationships

#### Serving 21+ at the TerpZone!

Stamp Activities enlarged the programs and events where alcohol is served in the TerpZone, including game days, happy hours, and special events.

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

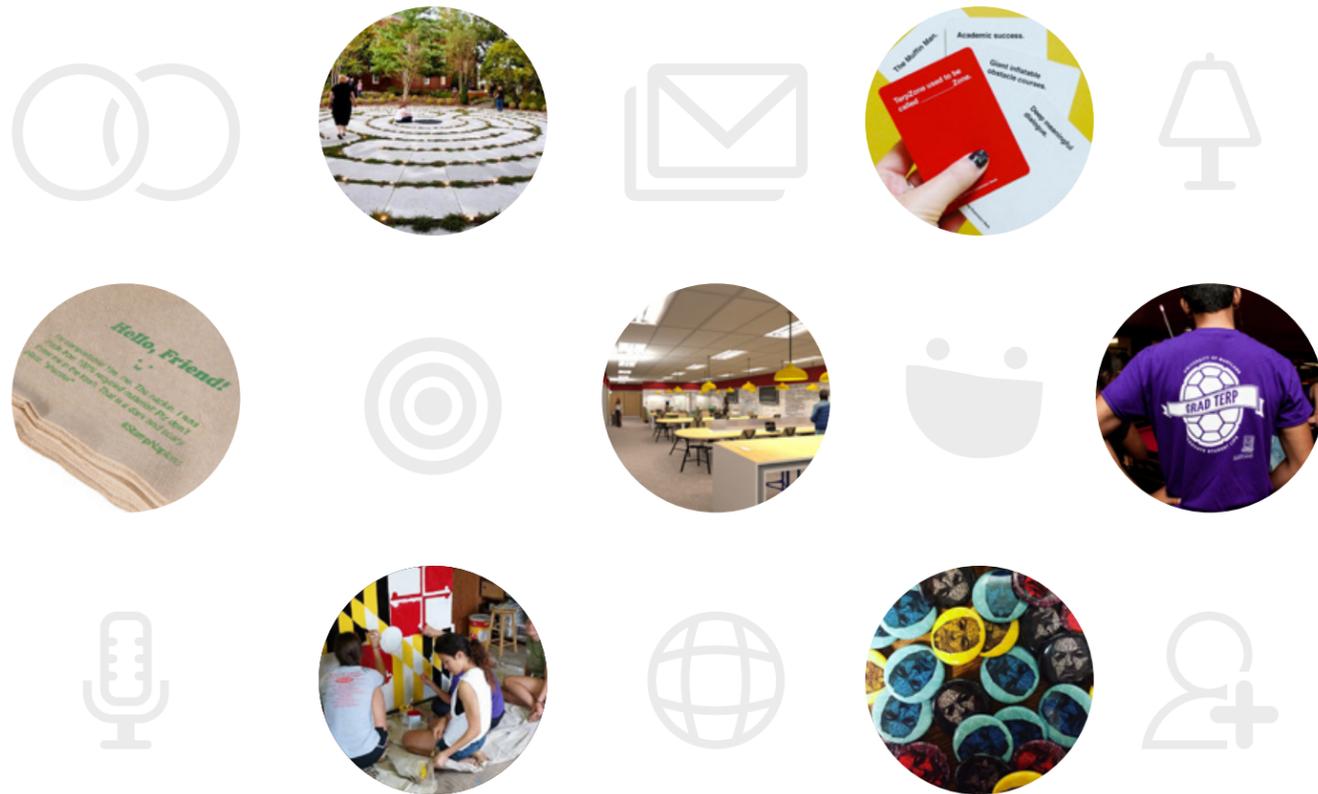
Multicultural Involvement & Community Advocacy (MICA) staff secured grant funding to develop and launch a website designed to serve as a central information hub for undocumented students at the University to access campus resources and to support their success both in and outside of the classroom.

Leadership and Community Service-Learning (LCSL) developed a process for student participant and alumni tracking and determined the feasibility for standardizing replicable procedures for other units that also offer similar co-curricular student engagement programs.

MICA partnered with the University Taskforce on the Strategic Plan for Diversity to host a summit for student leaders to gather feedback about the impact of campus efforts to improve campus climate, diversity learning and engagement, and student retention.

# 2015-2016 UNIT ACCOMPLISHMENTS

Stamp Staff continue to fearlessly pursue innovation and excellence through programs, services, and facilities. These accomplishments are highlights of the efforts of staff and students to enrich the Maryland experience and cultivate engagement and learning for all who pass through our doors.



**Stamp By The Numbers:** 3,187,264 visitors to The Stamp since June 31, 2015 | 941,165 page views on thestamp.umd.edu | 20,000 Stamp pens distributed | 5,248 visits to the Veteran Student Lounge | 5,000 tickets sold to see Trevor Noah | 2,819 friends of Adele on Facebook | 1,000 rain ponchos distributed | 903 students enrolled in the 53 leadership classes | 500 people attended The Stamp Summer Cookout | 862 student organizations registered in OrgSync | 362 Tech Service helpdesk tickets processed | 141 AR\*AC mentors | 55 years of combined service by José Molina and Alan Webbert | 53 events were recorded or livestreamed by Tech Services | 35 years of service from Patty Teller | 18 Stamp Stars | 4 new Automated External Defibrillators | 1 new kiln | 1 9 ft. castle for Queen Adele-sa | 1 new Assistant Director for Business, Nora Czumak

## Administration

Administrative functions include assessment, business services, development, and human resources.



### Adele's Circle of Women

Working with alumnae, Adele's Circle of Women created a link between Maryland graduates and current Maryland undergraduate and graduate women at a Fall networking event, a day of service in the winter, and Her Story — a dinner featuring alumnae speakers. Adele's Circle offered 5 scholarships to women this year, fully funded by alumnae donations.

The Stamp participated in the Interfaith Diversity Experiences and Attitudes Longitudinal Study (IDEALS), which will continue to track a cohort of new students through college to measure interfaith experiences and worldviews. Initial results show incoming students at UMD have greater appreciative attitudes towards others than their peers nationally.

In partnership with other Stamp staff, Human Resources developed a Professional Development Framework, which will be implemented in the next year.

Human Resources led a committee to review and revamp the Performance

Review and Development (PRD) process. Through benchmarking, surveys, past data, and critical feedback, the team is ready to implement a trial year with the new approach.

Fall student staff training was well-attended. 175 staff attended the conference style date, with topics on diversity, personal financial wellness, bystander training and intervention, and personal identity development.

The Stamp raised a total of \$1,792,000. Of this, \$1,244,000 was raised for Veteran Student Life initiatives and \$450,000 for Stamp programs. Highlights include a \$1 million gift to create a new Richards

Veterans scholarship for veterans and \$450K in gifts and pledges for naming opportunities in the Student Involvement Suite.

\$119,000 was awarded in scholarship support from The Stamp, including 37 scholarships and 10 book awards from the University Book Center and an additional 59 Alternative Break scholarships.

The Stamp brought in \$271,000 (cash and in kind gifts) from 31 sponsors in Student Affairs Sponsorship monies for programs, an increase of over \$78k from last year.

The Stamp brought in \$142,210 in grant value (cash and in kind gifts).

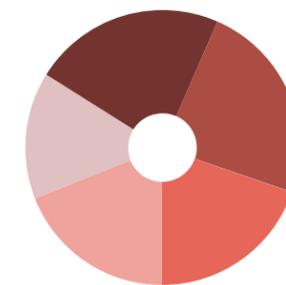
## Revenue & Disbursements



### Revenue

- 65.5% Fees
- 28.8% Self
- 4.1% State
- 1.6% Foundation/Other

**Total = \$15,823,640**



### Disbursements

- 24.9% Facilities
- 24.5% Admin
- 20.7% Programs
- 17.5% Debt Service
- 12.4% Plant Fund

**Total = \$15,823,640**

## Learn More: The Gardened Heart

The Stamp published *The Gardened Heart* to chronicle five years of personal writing in the Garden of Reflection & Remembrance journals at the Memorial

Chapel. This piece highlights stories of contemplation, pride, love, loss, faith, and community — a powerful testament to the importance of reflection.



## Event and Guest Services

Event and Guest Services (EGS) is responsible for all aspects of event coordination (reservations, set-up, and logistics) and customer service for the Information Desk and Ticket Office.

### Better Service

To better serve students and other clients, EGS completed the review and revision of The Stamp Event & Guest Services Policy Manual (formerly the Event Management Handbook).

Event and Guest Services (EGS) moved from Meeting Matrix to Social Tables meeting management software, allowing clients to easily review, produce, and submit room set-up diagrams for rooms in The Stamp.

EGS increased use of OrgSync to communicate with student leaders, including distribution of information to student organizations, internal and external assessments, and registration for online training on policies.

Event and Guest Services implemented the first Stamp365, an open house and marketing event to showcase facilities and services for small and large-scale events. Attendance by community-based organizations and University departments resulted in the booking of several new events!

[www.umdtickets.com](http://www.umdtickets.com) continues to be a popular option for customers. We have collected \$39,700 this year, up from \$29,700 last year (34% increase).



## Technology Services

Technology Services includes the technology helpdesk, web development, event tech support, and the upkeep and enhancement of all tech-related products and services.



### The Move to Gmail

Stamp staff, along with the entire Division of Student Affairs, migrated to Gmail accounts. Tech Services staff played an instrumental role in creating a smooth, educational transition.

Tech Services installed a new digital cinema projector system and new fabric screen to improve the quality of image projections in the Hoff Theater.

Major updates were made to the Alternative Breaks website to streamline administrative and participant processes.

Wed accessibility was a major initiative this year. Tech Services trained staff on standards, common accessibility errors, and campus IT accessibility efforts.

Tech Services provided technical support to the implementation of SRLS-online (Socially Responsible Leadership Scale) to give leadership educators across the nation a tool to explore leadership.

2016's tech reservations resulted in \$280,438.50 in sales (and counting). Revenue from outside groups increased by 27% over last year.

Laptop check-outs continue to decline – 2,269 this year (4,248 check-outs in 2014-2015; 7,406 in 2013-2014; and 11,434 in 2012-2013).

Tech Services continues to support 56 AxisTV Systems across campus, including DOTS, Career Center, Memorial Chapel, University Facilities, BSOS, and OMSE.

## Marketing & Graphic Design

Marketing and Graphic Design ensures branding consistency and designs all promotional and design products for Stamp programs, services, and units.



### Testudo-to-go!

Where's a bronze Testudo when you need him? You can have one in your pocket thanks to Stamp's key-coin issued at this year's New Student Welcome. Rub his nose for a bit of good vibes or luck when you're on the go.

Marketing, in partnership with other Stamp Staff, is nearing the completion of the development of comprehensive Stamp brand standards. This fall, Stamp will be rolling out a new Stamp logo, tagline, visual identity system, and merchandising.

Stamp Marketing came away with awards in nine categories in Association of College Union's (ACUI) 2016 Steal This Idea national contest — including three First Place, and six Second Place awards for both student and professional staff. The awards recognize excellence in marketing and promotional campaigns produced in the previous year. The winning designs were showcased at ACUI's annual conference in New Orleans in March 2016, and will appear in the July/August 2016 issue of The Bulletin along with other winners from around the country.

As of May 2016, The Stamp social media channels reflected the following: 2,819 Facebook friends (Adele profile); 5,108

likes on Facebook (Stamp fanpage; 6,359 followers on Twitter; 2,654 followers on Instagram with a 41% growth from last fiscal year.

Stamp Marketing distributed giveaways to The Stamp community at a rate of approximately 20,000 pens, 10,000 bags, 10,000 maps, 1,000 rain ponchos at various events throughout the year.

In August 2015, Stamp Marketing created an additional way for student organizations to submit requests to the Street Team through a form on OrgSync. The Street Team received a total of 84 requests through OrgSync alone between August 2015 and April 2016 — resulting in 2,348 messages chalked on campus, over 2,900+ flyers distributed, 1,704 posters hung, and 563 giveaways handed out.

Stamp Marketing processed more than 500 multi-layered design and over 50 event requests!

## Learn More: Cards About The Stamp

Stamp Marketing produced and designed new engagement piece in 2015 called Cards About The Stamp (modeled after the popular game, Cards Against Humanity), with factoids such as Stamp programming and structure.

A companion social media campaign to promote the cards was launched, asking students to submit their best ideas to #CardsAboutTheStamp to The Stamp's social media channels for various prizes throughout the year.

The campaign was well received among new and current students, as well as alumni, with a high demand at various tabling events, including First Look Fair and TerpMarket.

The project won first place at the 2016 ACUI Steal This Idea in the category for Promotional Products by a Professional.



## Facilities

Facilities are our experts for upkeep, housekeeping, renovations, sustainability, and shipping and receiving.



### Let It Shine!

All exterior lighting bollards were converted to high efficiency LED lamps.

Facilities staff were recognized for their outstanding service! Letticia Teckham received the President's Commission on Ethnic Minority Issues (PCEMI) 2016 Ethnic Minority Achievement Award for Non-exempt staff and Albert Williams was recognized for 25 years of service at The Stamp.

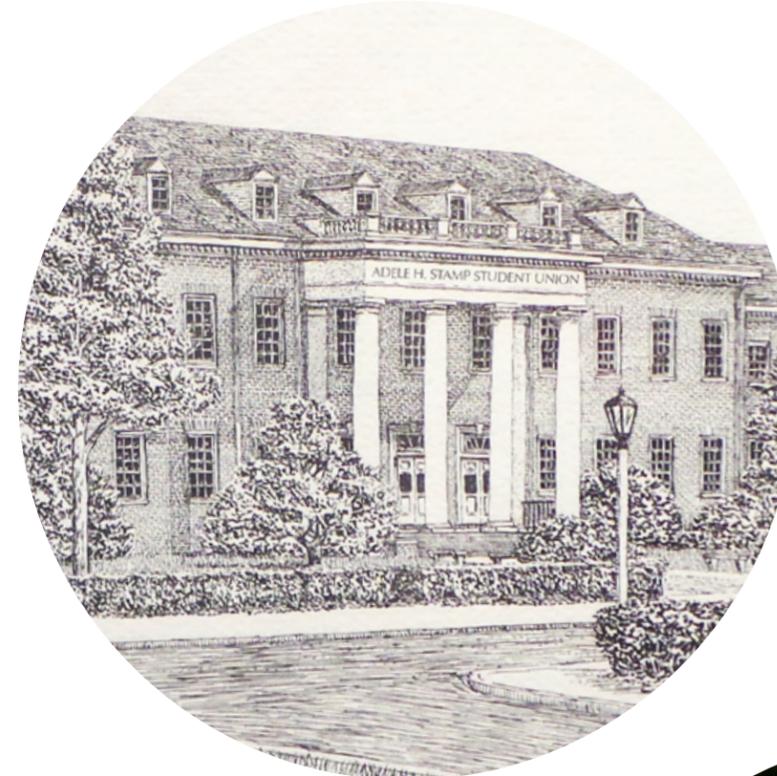
Stamp completed two more successful semesters of The Stamp Language Partner Program in partnership with Terps for Change interns and Facilities staff.

Stamp received a sustainability grant for waste-sorting outreach education. #Stampnapkins provided napkins to food court vendors with messages of sustainability printed on them.

The Stamp Community Building Committee continued its commitment to health and wellness by conducting the Step It up Stamp II walking challenge.

To assess the success of our composting program, Facilities led a waste audit with College Park Scholars volunteers and conducted two onsite assessments at the Prince George's County compost facility.

Stamp completed a feasibility study and cost analysis for replacing the North Court entry awning/overhang on Fieldhouse Drive.



## A Combined Fifty-Five Years of Service!

The Stamp said goodbye to two long-time staff members this summer — José Molina (not pictured) and Alan Webbert (pictured right) — retiring from the university with a combined total of 55 years of service. José joined the University of Maryland in 1988 and has been our go-to guy for painting with his artistry and attention to detail. Alan, as maintenance supervisor since 1989, knows every inch of our buildings, and kept us running through floods, 2011's earthquake, and the hundreds of issues that arise in a facility of our size.

The facilities staff have lost two great leaders, but The Stamp wishes them well as they enjoy a well-deserved and well-earned retirement.



## Learn More: Stamp Napkins

Do you know the difference between trash, recyclables, and compostable materials? Is a straw trash? Are napkins compostable? What exactly can you recycle? If you are like most people, it can be confusing! To make it clearer, The Stamp piloted an effort this year called Stamp Napkins. Based on an idea proposed at the Annual Student Sustainability Jam, The Stamp was awarded a \$5,300 grant from the Student Sustainability Fund to create an outreach initiative on how to properly sort waste.

Stamp Napkins are napkins imprinted with catchy, fun, and creative sustainability and sorting messages and placed with participating vendors in the food court. The napkins, 100% recyclable and printed with soy-based ink, also encouraged social media commentary using #stampnapkins. 50,000 napkins were distributed this year. Next year, the program will shift to a targeted sorting campaign involving posters with The Stamp Napkins located at each sorting station in the building. Be on the lookout for the fun designs!



## Stamp Activities

Stamp Activities helps create experiences for students that promote entertainment, traditions, community, and learning. The Activities Team 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 SGA — the Student Government Association).



### We're Like A Beautiful Butterfly

The Student Involvement Suite renovations kicked into high gear this spring for a fall opening. A new suite will emerge with meeting rooms, a resource center, and new offices for SORC, Stamp Special Events and Programs, SGA, and Student Entertainment Events.



### With A Little Help From Target

A new sponsorship from Target at First Look Fair generated \$35,000 to support the new Student Involvement Suite.

**The Art & Learning Center (ALC)** continues to expand its outreach, developing new partnerships with the Health Center (monthly stress relief art drop-in series), the Black Student Union (Hip-Hop Festival), and the Farmer's Market at UMD.

The ALC offered new courses on Short Story Writing and Storytelling, and delivered a new Wednesday Workshop Series, reaching 200 students.

**Stamp Special Events and Programs** collaborated with other offices in the Division of Student Affairs to host a comprehensive schedule of #TerpsAfterDark events during the first six weeks of the fall semester, designed to promote night and weekend programming for new students.

**The Stamp Gallery** celebrated its 10th anniversary with a retrospective exhibition featuring nearly every work in the CAPP (Contemporary Art Purchasing Program) collection, strategically engaging CAPP stakeholders such as alumni, advisory board, artists, DC/MD regional stakeholders in contemporary art, and the campus community.

The Stamp Gallery developed and launched [thestamp.umd.edu/Gallery/CAPPcollection](http://thestamp.umd.edu/Gallery/CAPPcollection), a comprehensive digital publication for the CAPP collection, featuring artwork images, interpretive information on artworks and artists, and behind-the-scenes resources including alumni and student voices.

Stamp Gallery partnered with the Multicultural Involvement and Community Advocacy (MICA) unit to host two major community events: the annual "Mixed

Monologues" showcase of TOTUS— Spoken Word Experience and the Asian American Student Union's "Asian American Monologues & Art Showcase."

Resources for organization advisors were enhanced through the **Student Organization Resource Center (SORC)**, including an advisors' resource manual and a portal in OrgSync with links to campus resources.

During Fall 2015, the Student Involvement Suite was repurposed — converting offices to meeting rooms for all groups to use, and a resource room was added with printing services and office supplies. Student groups made 480 reservations serving 8,000 students.

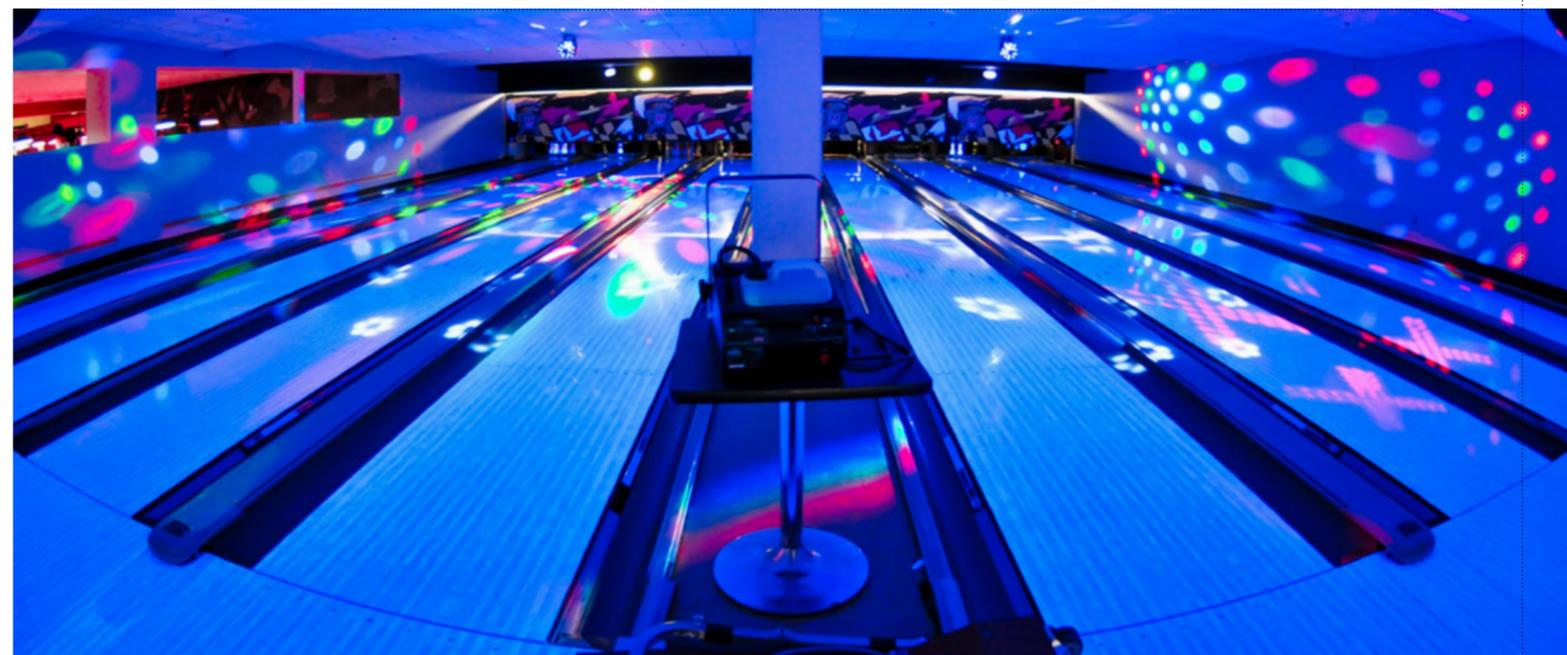
**Student Entertainment Events (SEE)** Musical Arts and Concerts Director executed an Electronic Dance Music concert in Ritchie Coliseum. Tickets for the 1,500 attendance-capacity event sold out in less than 48 hours.

**Student Legal Aid** partnered with the Graduate Legal Aid office for four "Lunch with the Lawyer" sessions: Health Insurance, Sexual Misconduct, Renting 101 and the other on Life After F-1/J-1 visas, and sponsored a "Know Your Rights" event that offered panel presentations to students on Police Encounters, Title IX/Code of Conduct, and Academic Integrity.

Concurrent with the University's updated alcohol policy, **TerpZone** created TerpTap, a happy-hour beer and wine service. Early data showed a steady increase in sales and participation, with the highest attendance following a Facebook advertisement by Stamp Marketing.

## Activities: By The Numbers

- 548 students attended Art & Learning Center classes.
- SEE led or supported 86 programs this year.
- 1,142 participants in the Sizzlin' Summer Series in 2015. Over 300+ more participants than last year!
- The Student Organization Resource Center (SORC) processed 3,440 financial transactions for student organizations — a 6% increase from last year.
- Student Legal Aid handled 538 cases this year, up from 392 last year (37% increase).



## Learn More: Closing Out Cole



### #CloseOutCole

Comedian, writer, and actor, Hannibal Bures, closed out Cole with SEE's Homecoming Show, with a surprise confetti ending.

Thousands and thousands of Maryland students and alumni have attended events in Cole Fieldhouse over the decades. Cole hosted orientation, intramurals, receptions, ROTC, and KINES classes, but for Student Entertainment Events (SEE), Cole was home base for comedy shows. With Cole currently gutted to become the "Terrapin Performance Center," SEE wondered what will happen to the tradition of the Homecoming Comedy Show?

SEE decided to say goodbye to Cole with not just one comedy show in the fall, but TWO! Trevor Noah, the newly appointed "Daily Show" host kicked off Close Out Cole Comedy during Labor Day weekend after our first football game in 90-degree weather. It was a HOT show in temperature, excitement, and laughter!

The Homecoming Show headliner was Hannibal Bures, a perfect choice to officially close out Cole. Everyone who entered received a rally towel in the Maryland colors. After Hannibal's set, he brought up the SEE Directors to document this momentous end to a Maryland Tradition. As the camera flashed, confetti went off and the crowd cheered one last time for entertainment in Cole.

But, don't worry — comedy will always be a part of SEE. A new tradition will be born!





## Stamp Engagement

The Engagement Team works to create a space for students to connect to each other, build a sense of belonging and connection to the greater university community and includes Graduate Student Life (GSL), The Memorial Chapel, Transfer and Off-Campus Student Life (TOCSL), and Veteran Student Life (VSL).

### GSL Numbers

Graduate Student Life welcomed 473 graduate students and guests in attendance at the 13 Monthly Social Series. 900 Grad Students participated in 14 programs during Graduate Student Appreciation Week.

**Graduate Student Life** (GSL) awarded their first professional development award. 10 students (from 70 applicants) received \$200 each to travel to professional conferences in their fields.

**The Memorial Chapel** and Stamp Event and Guest Services partnered to have a booth at a D.C. wedding expo, providing critical exposure.

**Transfer and Off-Campus Student Life** (TOCSL) initiated a transfer student collective, bringing together University departments and offices who work with and for transfer students.

TOCSL implemented swipe-access for all programming this year, ensuring programs such as Good Morning Commuters were reaching the appropriate populations.

TOCSL debuted the Transfer Student Ambassador Program, to connect incoming students with current transfer students from their previous school, hometown, or major of study.

To compliment their monthly free breakfast, TOCSL developed a new program, Good Morning Commuter Express, joining with the Department of Transportation Services to serve transfer and off-campus students in the parking lots and bus stops as they arrived on campus.

**Veteran Student Life** with the Adventure Program from RecWell offered a series of events including kayaking, skiing, bowling, and golfing to provide physical fitness adventures for veterans and their families. These events were funded through grants from the Parent's Association and The Department of Veterans Affairs Adaptive Sports Program.

Veteran Student Life, TerpVets, and supporters planted 2,977 flags in honor of the lives lost during their 9/11 Memorial display on McKeldin Mall. The display also included lawn signs with all the names of the victims, many with ties to the Washington, D.C. metro area. The memorial was covered by NBC Washington and other local news outlets.



### TOCSL Numbers

Transfer and Off-Campus Student Life served 3,307 students this year.

## A Million Thanks!

Thank you Avis and Bruce Richards (pictured right) for their million dollar gift to create a new Veterans scholarship! The Avis and Bruce Richards Endowed Veterans Scholarship is the largest student Veteran scholarship at the University of Maryland.

The Richards Family has two generations of proud Terps. Avis Richards ('80) serves as a member of the University of Maryland College Park Foundation Board of Trustees, and has been actively involved with the University for many years. Bruce

Richards currently serves on the board of the University System of Maryland Foundation, and volunteers considerable time and expertise to the College Park campus. Chloe Richards ('12) was active in student life at Maryland, and continues her passion as an engaged alumna. Avis and Bruce Richards are committed to the brave men and women who have served our country. In support of our University of Maryland Veteran students and in tribute to their service, the Richards Family has pledged to support this endowed scholarship.



## Leadership & Community Service-Learning

Leadership & Community Service-Learning's (LCSL) mission is to promote positive social change through transformative learning and community engagement, including Alternative Breaks (AB), America Read\*America Counts (AR\*AC), Co-Curricular Leadership Programs, the Leadership Studies Program, and the National Clearinghouse for Leadership Programs, and TerpService.



### Voices of Social Change

LCSL's Voices of Social Change brought in engaging speakers including Angela Davis and Laverne Cox (pictured).

**Leadership & Community Service-Learning** (LCSL) engaged in a year-long process to better understand student leadership education and its implications on college student's career and civic readiness, developing a range of targeting interventions and programs to enhance the student experience.

LCSL brought in an external review team of national experts to provide perspective and feedback regarding unit structure, outcomes, programs, and processes. This important work will help position LCSL to advance its critical mission.

The **Alternative Breaks** (AB) program co-hosted panel events on Careers in Helping Professions and Creating Change through the Political Process, engaging students in dialogue about incorporating concepts of active citizenship into their post-grad career and civic lives.

The Alternative Weekends program received 2 grants to support its growth — \$500 from Pepsi and \$5,000 from the Chesapeake Bay Trust.

Through strategic partnerships, **America Reads\*America Counts** and **Partners in Print** saw a significant increase in community participation. This included a parent-friendly website with resources to help children with homework.

The **Leadership Studies Program** worked with colleagues at Kansas State University on a research project that explores the influence of leadership studies minor programs in the careers and civic engagement of early career alumni.

Leadership Studies received an UMD International Affairs Global Initiatives Grant for \$10,000 over a three-year period to develop innovative, project-based courses that brought together UMD students and students from partner universities around the world. This summer, UMD staff and students headed to Rwanda with partners from Hong Kong Polytechnic University.

The **Maryland LEAD** (Leadership Education & Development) **Program** and the AB program instituted the Activation Academy, a program for experienced student leaders focused on civic engagement and leadership following graduation.

**Services247.umd.edu** was launched. This innovative and critical website is a virtual resource center to connect residents with local resources and to connect volunteers with opportunities to serve.

**TerpService** invested 3,010 service hours by 430 Terp Service participants with 10 community partners. That's a 20% increase in service hours!



## Learn More: Alternative Weekends



Alternative Weekends (AW) are short term student-led immersion experiences that allow participants to learn about social issues and provide support to community partners in our region. Teams of 15 students spend three days engaged in social issue education, critical reflection, and direct service.

This year, the program has doubled in size! Over 100 students learned about food security in Upper Marlboro, racial reconciliation in Baltimore, and watershed restoration in Annapolis, working with community leaders from the Chesapeake Bay Foundation, Clagett Farm, Christopher Place Employment Academy and the Bea Gaddy Family Center. These are true university-community partnerships!

Whether harvesting vegetables for a local food pantry, preparing dinner with men experiencing homelessness, or "shell shaking" oysters that will filter pollutants in the bay, AW teams contributed over 720

hours of direct service and engaged in 300 hours of issue-based education this year. Students recognize their responsibility to participate in their community and the broader society, and they gain tangible tools to act upon that responsibility and make behavioral changes related to the social issue of focus.

For community partners, AW provides a committed group of volunteers who, in a short amount of time, can accomplish much needed tasks such as organizing thousands of donated homeless hygiene kit supplies, planting hundreds of trees, and preparing several farm plots for planting.

With the support of a grant from the Chesapeake Bay Trust, the Alternative Weekends program will continue to grow in 2016-17 by offering 11 experiences to over 150 students!

### Grants Granted.

The Alternative Weekends program received two grants — from Pepsi and the Chesapeake Bay Trust — to support its growth.

## LCSL: By The Numbers

- Attendance at Partners in Print workshops grew to 3,921 — a 20.5% increase!
- \$15,760 in need-based scholarships provided to AB participants.
- The Alternative Weekends program grew from 3 to 7 programs (growing from 45 to 105 students).
- Terrapin Leadership Institute grew to 250 students compared to 89 last year.
- Alternative Breaks participation has grown annually:
  - 347 (2013-2014)
  - 456 (2014-2015)
  - 524 (2015-2016)



## Multicultural Involvement & Community Advocacy (MICA)

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.

### A New High

Both the Asian Pacific American and Latinx Heritage Month Open and Closing Ceremonies hit their highest attendance to date. 250/200 community members attended the opening and 140/100 attended the closing ceremonies respectively.

With support of a \$5,000 grant from the Office of Diversity of Inclusion, MICA launched It Means More Anti-Cultural Appropriation Campaign to combat cultural appropriation and stereotypes in costumes. The campaign has made resources available to support educational programming for a number of student communities including those in Greek and Residential life.

MICA staff and **TOTUS** alumni worked with the UMD Art department faculty and graphic design to launch BMORE than the Story which is an art exhibit housed at the Reginald F. Lewis museum that depicts the personal experiences of 24 high school students during the Baltimore Unrest in 2015. More than 250 people attended the exhibit opening on April 16, 2016.

**TOTUS** student-artists performed in 12 different on and off campus venues this year. The students soul-stirring personal accounts about how they have negotiated

issues of mental health, poverty, xenophobia, nationalism and internalized racism reached over 1,400 students, faculty, staff and community members.

MICA hosted its inaugural **Latinx Welcome** event for over 100 new students and transfer students. University departments such as the Counseling Center, Resident Life and U.S. Latina/o American Studies shared resources with students at this event.

This past year, the Latina/o Graduation Celebration received permanent funding from the Office of Diversity & Inclusion, Undergraduate Studies, Graduate School and The Stamp Student Union. 147 Latina/o graduates were celebrated at the event and over 1,000 family members and friends attended. For the first time U.S. Latina/o Studies gave certificates to graduating seniors who completed a minor in this degree program.

## MICA: By The Numbers

- MICA outreach to the campus community using social media has increased over 100% this past year. Twitter followers skyrocketed from 590 to 1400 and Facebook likes jumped from 681 to 901.
- MICA's Monologue series offered programs for APA, Black, Multiracial, Native American, LGBTQ and Latinx communities. A combined total of 850 campus community members attended one or more of these programs.
- MICA staff conducted 540 student advising sessions which is an increase from 403 last year. 172 of these sessions were with student organization leaders, 31 student organization executive board meetings and 22 full body organizational meetings.



## Learn More: UndocuTerps

Funded by a \$15,000 Moving Maryland Forward grant, MICA and the Asian American Studies Program launched a website that will serve as a central information hub for undocumented students on campus and offered UMD's first leadership course for undocumented students. This course taught by MICA staff helped students critically analyze how public policies related to immigration are affecting young immigrants, with special focus on undocumented youth and students.

# WELCOMES & FAREWELLS!

We had many faces come and go within our walls, but we wish the very best to our departing Stamp staffers, and welcome the new faces joining us.

### Best Wishes to our Departing Graduate Assistants!

**Anupama Arora,**  
Information Technology

**Nancy Canales,**  
Leadership & Community Service-Learning

**Leslie Crippen,**  
Event and Guest Services

**Felicia Davenport,**  
Engagement, Activities

**Tia Dolet,**  
Multicultural Involvement & Community Advocacy

**Maya Graham,**  
Engagement, Activities

**Caroline Gutierrez,**  
Leadership & Community Service-Learning

**Deborah Hemingway,**  
Graduate Student Government

**Noah Henry-Darwish,**  
Engagement, Activities

**Corinne Janet,**  
Leadership & Community Service-Learning

**Rebecca Kiefer,**  
TerpZone

**Kristina Mascarenas,**  
Multicultural Involvement & Community Advocacy

**Vasco Mateus,**  
Leadership & Community Service-Learning

**Sneha Mittankhediwale,**  
Information Technology

**Jennifer Olson,**  
Memorial Chapel, Multicultural Involvement & Community Advocacy

**Lauren Singer,**  
Engagement, Activities

**Sarah Smith,**  
Art & Learning Center

**Sara Thompson,**  
Art & Learning Center

**Amber Webb,**  
Engagement, Activities

**Sarah Yun,**  
Graduate Student Government

### A Farewell to Our Departing Stamp Staff!

**Kevin Alexander,**  
TerpZone

**William Clemm,**  
Event and Guest Services

**Jude Paul Dizon,**  
Multicultural Involvement & Community Advocacy

**Amber Dowtin,**  
Event and Guest Services

**Victoria Gonzalez,**  
Facilities

**Jacqueline Mac,**  
Engagement, Activities

**José Molina,**  
Facilities

**Carl Redmon,**  
Event and Guest Services

**Gary Steffan,**  
Facilities

**Alan Webbert,**  
Facilities

### Welcome to New Stamp Staff!

**Avis Koelman,**  
Event & Guest Services

**Nora Czumak,**  
Business Office

**Sarah Grun,**  
Engagement, Activities

**Jamal Johnson,**  
Facilities

**William Ramirez,**  
Facilities



# 2016-2021 STAMP STRATEGIC THEMES

Stamp staff laid the groundwork for the next five years with the development of the new 2016-2021 Strategic Themes.

## Enhance Learning & Development

The Stamp will aim on developing an understanding of student learning and development through engagement with our programs and services, and ensures learning outcomes across program areas. Priorities include enhanced opportunities for direct student engagement, as well as a focus on the undergraduate student staff experience.

- Launch the Student Involvement Suite (SIS) as a welcoming space for engaging new students, a resource for student organizations, and to support student success through involvement and leadership opportunities.
- Use current data and research on student involvement to inform the programs and services of the Student Involvement Suite (SIS). In the first year of implementation, collect data to assess quality of service, impact on student engagement, and student group effectiveness.
- Implement the Veterans STEM assistance programs, including one-on-one tutoring, math placement exam assistance, and monthly workshops on time management and overall study skill acquisition. Conduct continual assessment to determine if student needs are met and to identify courses and subjects in need of additional resources.
- Assess the need for and feasibility of a student employee leadership process and map the existing student positions within The Stamp to identify areas for cross-training and growth.
- Review previous work, literature, and resources to articulate a shared understanding of the concept of Socially Responsible Leadership (SRL) within Leadership and Community Service-Learning (LCSL). Inventory programmatic curriculum to align LCSL programs within the “4-mindsets” (developed by the unit) and SRL and increase action-based and reflective teaching methods.
- Edit the goal statements (Summer 2016) and produce a 5-year strategic goal document (Fall 2016) for LCSL, based on the findings from an extensive self-reflective process that identified 22 draft goals representing 4 theme areas (Culture/Branding, Socially Responsible Leadership, Assessment, and Resources).

## Nurture a Welcoming & Inclusive Community

This strategic theme focuses on the inclusion of multiple voices, viewpoints, and identities, infuses multicultural competencies into our programs and services, creates environments that are welcoming and accessible to everyone, brings people together to dialogue and connect in community, and ensures that programs and services focus on building connections.

- Implement drop-in services in 0110 Stamp to support and engage off-campus constituencies in one convenient location each month (including Veterans, Transfers, and Graduate Students), in partnership with colleagues in student affairs, academic advising, and other campus units.
- Utilize data from the Thriving Workplace study to guide departmental diversity-related objectives that align with and advance The Stamp Strategic Plan and the UMD Strategic Plan for Diversity.
- Create a welcoming and supportive environment as the Veterans Center moves to a new and improved space (August 2016).
- Host The Stamp CommuDiversity Showcase, a building-wide diversity event, including a resource fair, invited speakers, diversity training workshops, peer mentoring, and a town hall meeting.
- Renovate and update the Chapel lounge and host the grand reopening in early Fall 2016. The update will allow for programs and services for students of all faiths and assist with Interfaith initiatives.

## Strengthen Financial & Physical Frameworks

This strategic theme focuses on space needs/uses, long-term space planning, updating facilities/furnishings, and concentrates our efforts on the development and use of technologies to improve our programs and services. This theme prioritizes creating financial planning systems, new revenue generation, cost savings, and efficiencies.

- Design and renovate the North Entrance to The Stamp.
- Determine future programs and services for the Art and Learning Center (ALC) based on the working group report and make modifications to current staffing model and facility to support report recommendations.
- Create task force to assess The Stamp’s current market share for retail, recreation, food, and event/conference services through a competitive analysis of existing and planned offerings on- and off-campus that compete with Stamp offerings.
- Conduct a study of the current use and condition of South Campus Dining Hall third floor and work with Dining Services, RecWell, and the VPSA to determine a long-range plan for renovation/use.
- Examine existing and potential Event and Guest Services (EGS) policies and structure to realize opportunities for new efficiencies and enhanced revenue.
- Enhance budgeting and finance processes by creating tools to assist in budget planning (monthly financial reporting tool with comparison reporting, monthly consolidated reporting structure for senior leadership including plant fund reporting, budget tool for the FY18 budget process), establish new BORF process documentation and system documentation requirements, and develop financial and budget training guidelines.
- Review Stamp food operations including Adele’s restaurant by hiring a food service consultant. The analysis will include food options, how food complements our programming, how to use Adele’s as a programming space and revenue generating source, exclusive catering policies, facility use, and how to enhance the food operating hours to complement building hours.
- Create a task force to plan and implement the best way to utilize Adele’s restaurant in the evening for FY17.
- Educate and promote awareness of video recording and live streaming for events and programs.
- Implement new OrgSync card swipe and hardware scanning devices to better track participation at events and programs.
- Launch new student organization Budget Management System (BMS) within OrgSync for student officers to track and manage financial budgets.

- Expand AxisTV to include way-finding for Stamp digital directory.
- Implement a new marketing production management tool to provide transparency, greater efficiencies, and streamlined workflow processes.
- Prepare Stamp fundraising priorities and strategies in advance of the University’s upcoming capital campaign beginning in summer 2017.

## Enrich Staff Connections

We will focus on the relationships and communications among staff units and members, including increasing intradepartmental collaboration, establishing cross-training on critical functions, investing in each other’s programs/ services, and sharing knowledge across units, as well as improving systems for internal communications, policy development, administrative procedures, and information sharing.

- Roll out the new FY17 PRD process, increasing consistency of measurement processes and cross-unit dialogue. Incorporate proposed FY18 UHR PRD changes.
- Capitalize on the new Student Involvement Suite for units across the department to collaborate and create programs and events to engage actively involved students and those looking to be engaged.
- Provide Stamp staff the opportunity to request training for staff members as part of a new direction for professional development. Stamp HR will work to facilitate and/or coordinate training and involve other units in training opportunities.
- Develop a weekly Stamp staff e-newsletter about events, announcements, community, and policies.

## Promote The Stamp Story

In addition to branding, promoting The Stamp story will address how students and the broader campus community learn about opportunities in The Stamp, as well as how The Stamp and individual units communicate their identities to external audiences.

- Launch rebranded informal Stamp logo and comprehensive Stamp branding guidelines, including training, communications, and marketing strategy.
- Roll out a new email-based Stamp Newsletter, determining audience, content, and design.

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STUDENT UNION  
CENTER FOR CAMPUS LIFE

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