

**ADELE H. STAMP STUDENT UNION**



**OUR FEARLESS  
IDEAS CULTIVATE A  
DIVERSE WORKFORCE  
SUPPORT COMMUNITY CREATION  
PROVIDE QUALITY  
PROGRAMS & SERVICES  
ENHANCE & DIVERSIFY  
RESOURCES STRENGTHEN  
& DEVELOP RELATIONSHIPS**



**CENTER FOR CAMPUS LIFE**

**ANNUAL REPORT 2012-2013**

# THE STAMP

# 2011-2015 STRATEGIC PLAN



## VISION



To transform and enrich the Maryland experience

## MISSION



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

## PHILOSOPHY & VALUES



...put students first

...are dedicated to serving as advocates, advisors, educators, mentors, and partners in shaping the student learning experience.

...are active partners in the academic mission of the institution.

...infuse multiculturalism in all of our policies, programs, services, advocacy, and research.

...embrace sustainability and environmental sensitivity.

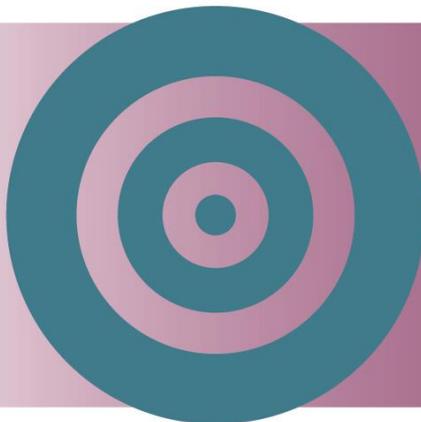
...strive for excellence and innovation.

...support a balance of personal and professional life demands.

...embrace individual and shared leadership to achieve collective success.

...inspire each other through inclusive and caring relationships.

## STRATEGIC GOALS



- 1** Cultivate and support a highly trained and diverse workforce where individuals are recognized and rewarded for their outstanding and innovative efforts.
- 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.
- 3** Enhance and diversify financial, human, physical, and equipment resources to achieve the mission, goals, and priorities of the organization and institution.
- 4** Strengthen and develop relationships with students, faculty, staff, alumni, community members and one another through social, service, learning, and leadership networks.

The Adele H. Stamp Student Union Annual Report  
2012-2013  
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# STRATEGIC GOALS & 2012-2013 OBJECTIVES

## GOAL #1:

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

### OBJECTIVE

Support the University ESOL programs by sending all interested Stamp Facilities staff to attend classes. Continue promotion of the Language Partner Program between Facilities staff and Terps for Change interns.

Implement a comprehensive student staff training and development program, including an awards and recognition program and an engaged Student Staff Advisory Board that directs the department's interface with student employees.



### ACCOMPLISHMENT OVERVIEW

Supported the University Human Resources ESOL and computer literacy classes with 15 Facilities unit staff members attending. Successfully completed the second and third semesters of the Language Partner Program between the Terps for Change students and the Facilities staff.

A four-hour building-wide training with 138 new and returning student employees was conducted in August 2012. Topics covered included diversity education; reviewing the Stamp mission, vision, and goals; expectation setting; and customer service training.

All new student employees are now required to complete on-line training components on the topics of customer service, sexual harassment prevention, and emergency preparedness. A Stamp emergency preparedness video was created as a component of this training. Individual units conducted fall and spring semester student employee training programs to educate students on area-specific duties. The IT Unit also developed a skills-based training program for its student staff.

The STEP program, a learning outcomes based program that helps student employees develop career skills, is continuing to be revitalized and will be reintroduced for the 2013-2014 academic year.

Staff awards and recognition efforts were revamped to include a more personal approach to recognition. All employees now have access to gifts (Stamp memorabilia and snack items) and greeting cards to recognize one another. The StampStar Award and the Jim Osteen Award of Excellence, our monthly and annual recognition programs respectively, continue to be successful.

The Student Employee Advisory Board (SEAB) was developed and a mission and list of goals were determined by the student staff members. The SEAB will continue to develop and evolve over the coming year as students become more engaged and invested in the Board.

## 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.

### OBJECTIVE

Launch the Transfer to Terp (T2T) Stamp learning community with a cohort of 50 students in the Fall 2012. Establish a vigorous Stamp coach program where Stamp staff serve as coaches for T2T students. Steward the grants that support this program and conduct and publish/present research about the impact of this program on its participants.



Engage professional colleagues from neighboring institutions, students, faculty, and staff in a Blue Ribbon Task Force to discern the best way to position the TerpZone for success. Implement the recommendations (report due early Fall 2012) including changes in policy, staffing, programs, and resource allocation.

### ACCOMPLISHMENT OVERVIEW

Forty students were a part of the first T2T cohort and the initial Fall academic course, with 16 students continuing in the Spring course. All participants were active throughout the year in the new T2T student organization and community events and programs.

In its inaugural year, the T2T program had access to \$20,000 in grant funding in addition to its student-fee based core budget of approximately \$87,000. The coordinator successfully disbursed all grant funding, using it as seed money to create a program curriculum and fund other start-up costs critical to the first year of the program.

A “Stamp Coach” program was established. The coaches went through an initial training and additional training and development information was sent out monthly to the coaches. The coordinator also followed up informally with coaches to address concerns.

Specific resources were critical to the success of this program, such as a laptop checkout program and the development of a website using the Content Management System.

The T2T Program Coordinator successfully discovered the success of the T2T program in a formal presentation, *Supporting Community College Transfer Student Success: Introducing the Transfer2Terp Learning Community*, at multiple professional conferences: the National Association of Student Personnel Administrators annual conference in Orlando, FL, the Maryland Student Affairs Conference in College Park, MD, and at the University of Maryland Counseling Center and Undergraduate Admissions staff trainings.

The TerpZone Task Force completed its charge, including a customer satisfaction survey and a campus-wide TerpZone awareness survey that was completed in April 2013. The final report will be submitted for review in July 2013 and plans will be implemented in Fall 2014 per the recommendations of the Blue Ribbon Committee.

Discussion is underway to determine how EMS scheduling software can better support current and future TerpZone programs and facilities.

## GOAL #2:

### OBJECTIVE

Partner with student group leaders to strategically review and plan a new Stamp Student Involvement Suite to include an analysis of how to best use the physical space to serve over 800 registered student organizations. Engage a representative task force in assessing the best practice of other institutions as well as in designing a space and policies for student group use that works for our unique institution.



Collaborate with colleagues in the Department of Resident Life in the execution of the Diversity Grant to enhance student storytelling and the use of inclusive language at the University of Maryland.

### ACCOMPLISHMENT OVERVIEW

Successfully completed the first phase of the Student Involvement Suite project by renovating space to accommodate a fully integrated Student Activities office that is physically connected to both the SEE office and the Student Organization Resource Center (SORC).

The Assistant Director and SORC Coordinator developed an on-line survey that was distributed to all registered student organization members to determine the current needs in the Student Involvement Suite. There were approximately 340 respondents. Additional information was gathered from peer institutions through survey assessment and telephone interviews as well as site visits to five universities in the DC metro area. The final Task Force report will be given to the Director by early summer.

In anticipation of the expanded resources and services that will be recommended via the Task Force report, SORC has hired an intern to create a comprehensive job description, training module, and curriculum for a Peer Consultant student position that would augment the current services and resources offered to student organizations. The Peer Consultant position will be launched in the 2013-2014 academic year. The peer consultant will work directly with the new SORC GA.

This was the pilot year for the campus-wide *Inclusive Language Campaign*, a collaboration between the Multicultural Involvement & Community Advocacy (MICA) unit and the Department of Resident Life (DRL). MICA staff met bi-weekly with DRL colleagues to update and advance the campaign.

MICA staff developed and led a new one-credit course: EDCP 498: TOTUS, A Spoken Word Experience. The course was taught both semesters with 17 total students enrolled and four campus-wide events, which brought out 120 students, staff, and faculty. These events consisted of social justice activities, dialogue, and student performances.



## GOAL #2:

### OBJECTIVE

In conjunction with Facilities Management, introduce a post-consumer compost program in the Stamp, including providing resources in the front of house for customers and redesigning our loading dock to accommodate this shift in trash, recycling, and compost hauling.



Enhance cross-functional and campus-wide partnerships to deliver programs, services, and curricular offerings, targeted for international students to include early work in planning the unique Turtle Camp experience for international students.



### ACCOMPLISHMENT OVERVIEW

The Facilities unit implemented a post-consumer compost program in the main Stamp Food Court seating area that was coordinated with Department of Dining Services and the Campus Sustainability Office. Volunteers were recruited to stand at composting bins during peak use times to help educate the campus community on sorting trash, recycling materials, and compost. A visual display was developed and posted at all trash/recycling/compost bins to help educate customers on bin designations and appropriate usage.

A campus sustainability grant was awarded to renovate the Stamp loading dock in order to accommodate the newly implemented composting program. The renovation included the conversion of a large trash compactor to a recyclables compactor and the installation of a compost compactor and a smaller trash compactor.

A program was implemented to collect used paper towels from restrooms for composting.

New theme areas for Turtle Camp and the Terrapin Leadership Institute (TLI) were investigated this year. The Leadership & Community Service Learning (LCSL) staff learned, through extensive assessment efforts including conversations with staff coordinators, international students, and advisors of International Student Services, that having a Turtle Camp track that was international student focused was not the best course of action. Therefore, greater efforts towards engaging international students in activities involving all members of the campus population were made. A collaborative relationship with International Student Services has been developed to better promote future opportunities for international students to engage in leadership and community-engagement programming.

New TLI themes centered on creating Athletics Leadership and Women's Leadership tracks were investigated. An athletics track was created in partnership with Ziz Abdur-Ra'oof, the Associate Athletic Director, and the Student Welfare & Career Development panel. An adaptation of the *TLI: Good to Great* curriculum was offered to members of the Student Athletes Advisory Council (SAAC) in the fall and spring semesters. This successful expansion demonstrated the transferability of programs across contexts and populations.

## GOAL #3:

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

### OBJECTIVE

Facilitate a year of transition as the Stamp implements the physical realignment of units within the Stamp. Included in this goal is the planning, design, and construction of new work spaces to support collaborative work between and among Stamp staff aided by contracted architectural and engineering firms and contractors as well as those elements that can be undertaken by our own Facilities staff. Engage staff and stakeholders in all phases of this goal.

Complete the transformation of the West Chapel in the Memorial Chapel into the Garden Chapel with the installation of the community-based art project "Tree of Life," the completion of ADA adaptations to the space, and the integration of a new piano.

### ACCOMPLISHMENT OVERVIEW

Successfully completed the first phase of the physical realignment project by renovating space to accommodate a fully integrated Student Activities suite that physically connects the SEE office and the Student Organization Resource Center (SORC).

Additionally, successfully completed the renovation of the former storage room to accommodate a new location for the downsized Copy & Design Services retail space and the conversion of the former Copy Center space to accommodate a newly designed space for Off-Campus Housing Services.

Contracted with Avance, Inc., an independent space consulting and design firm, to conduct a space survey and planning process that was collaborative with Stamp staff stakeholders that included MICA, LCSL, Engagement, Department of Fraternity & Sorority Life, and GSG/GSL that resulted in a mutually agreed upon Program Plan for the renovation of these office suites.

Worked with the University's Campus Projects design team to develop construction ready documents based on the Program Plan that was developed by Avance. Work is scheduled to begin in Summer 2013.

Reviewed the building use schedule to anticipate potential conflicts between renovation and previously scheduled events with regards to noise and aesthetic issues that may impact events. Surge space has been identified in Holzapfel Hall that accommodates all affected office staff during construction.

The Tree of Life community art project is in progress. 52 needlepoint kits were distributed with 55+ volunteers working to complete the project. Thousands of hours of work were done by the individuals crafting the pieces of this public art. Plans are being formed to have the needlepoint hung this summer. The appropriate recognition and rechristening of the West Chapel will occur.

A woodworker created an aesthetically pleasing and appropriate stand for the processional cross as well as a new altar, both which fit well into the furnishings of the West Chapel. The Chapel staff is working with Facilities Management to remove/alter back pews in the West Chapel to create better wheelchair access and work will be completed by the end of Summer 2013.

A Disklavier Yamaha Grand Piano has been purchased for the West Chapel through the generosity of Chaplain Emeritus Elizabeth Platz.

## GOAL #3:

### OBJECTIVE

Enhance the Stamp's technology to include the implementation of the new OrgSync student group registration and data management system and the construction of middleware to allow for the complete integration of the former STARS system into OrgSync including the financial allocation process, student and group data management, organization registration, and alumni database management. Included in technology innovation is the full integration of EMS in the Event Management area including training end users and deploying the program in student groups and academic and administrative departments.



Create a 20-year facilities master plan that is both short- and long-term in focus and that includes how to best use the space in the Stamp, South Campus Dining Hall, and the Memorial Chapel to support programs, services, and staff. The master plan should:

- Align limited space resources in the current building footprint to support the strategic plan
- Anticipate the use of Plant Funds in ongoing renovation of existing space, and how to best position the Stamp and our financial resources for the future with regard to any additions to the space inventory

### ACCOMPLISHMENT OVERVIEW

In February, OrgSync was successfully launched to manage student groups' registration and data. Training videos were completed for the use scheme of this technology. Additionally, SORC will be working with OrgSync staff to develop a financial process management system in FY14.

We have successfully integrated the membership of all student organizations in OrgSync with STARS. IT staff integrated student developers' code into a Windows Service that pulls OrgSync data into STARS to act as the official repository.

IT has continued to upgrade Stamp technology overall by replacing aging technical systems with new technologies that allow for easier use by customers and with better management options for system administrators. All equipment is now managed by server end systems put in place this year including Deep Freeze, KACE inventory, and OIT Helpdesk Remote Control software.

In preparation for the implementation of the Stamp eCalendar campus wide, the Event Services Office solicited volunteers from University departments to participate in three focus group meetings. In these meetings participants tested the eCalendar and provided feedback for improvements to meet the needs of departments. Participants also provided ideas for an effective marketing campaign.

A coordinated effort was made between Stamp Facilities, Technology Services, Event & Guest Services and the Administration/Marketing/Assessment units to develop a 25-year plant fund plan including anticipated renovations, facility renewal, and equipment replacement.

The Chapel is working to methodically update spaces, with the assistance of campus Facilities Management when necessary, through the use of development gifts and revenues generated by the Chapel. The North Lobby and West Chapel have been particular focuses for this fiscal year.



## GOAL #3:

### OBJECTIVE

Work to enhance the financial future of the Stamp and reduce the reliance on student fees by identifying and capitalizing on new revenue streams, soliciting and securing grants, identifying and securing new services and retail options, enhancing fee-based building use, and capitalizing on potential operating efficiencies including those related to business operations and human resource management.

### ACCOMPLISHMENT OVERVIEW

Room rental revenue has increased by approximately 10% from the FY13 anticipated revenue of \$600k to the anticipated FY13 year-end total of \$660k. This is partly attributed to improved billing and money collection processes, ensuring all revenue is being collected. New reports were also developed for the Event & Guest Services billing coordinator to be able to more accurately track revenue.

This fiscal year, the Stamp received \$1,330,840 in contributions to scholarships, grants and individual and corporate gifts. Stamp initiatives received \$2,508,575 in credits (pledged monies) over the course of FY13. There were 750 donors to Stamp funds, with an average gift of \$1760.

Of the total amount (\$1,330,840), \$137,160 was garnered via 15 corporate sponsorships (including in-kind gifts of two free rooms in The University View for a veteran and in Mazza Grand Marc for a graduate student). \$349,800 was awarded to Stamp program areas in grant funding from 17 foundations. There is another \$291,570 in grant submissions that were either not funded or are still in process. Grant funded programs ranged from the new Transfer to Terp (T2T) program to Veterans to America Reads.

Work is currently in process of determining how to best address future facility renewal and renovation needs. A combination of cost cutting, increased fees, and increased revenues will be implemented to ensure that the preservation of our existing facilities and programs is ensured in the long term.



## GOAL #4:

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

### OBJECTIVE

Enlarge the development and alumni program in the Stamp to include the findings and recommendation of the Stamp Alumni Task Force and the cultivation of current students to help them appreciate a "lifetime relationship with the Stamp."



Develop improved financial systems and oversight strategies to more effectively manage grants and scholarships.

### ACCOMPLISHMENT OVERVIEW

The final Stamp Alumni Task Force report is currently being developed and will include recommendations such as: the implementation of an email newsletter to all "Stamp Friends," which will be distributed twice a year; new ventures such as the recent creation of an "Adele Stamp" brand by incorporating an Adele wall in the Stamp foyer (completed Spring 2013); a new "Friends of Stamp" donor recognition piece that will highlight lifetime donors to the Stamp as well as annual donors of \$1000 or more (completed in Summer 2013); new ways to engage alumni including BUILD (Byrd Undergraduate Initiative on Leadership Development) for past and Adele's Circle of Women; and a newsletter template for "alumni spotlight" for all units to incorporate.

"Adele's Circle of Women" was created to engage past women student leaders who commit to mentoring current women students, provide financial support for scholarships, and support programming that engages women students. In June 2013, alumnae and students engaged in a lively discussion about the future of the group. Several women are working in five sub-committees to create a plan for the future.

Six past Byrd winners were matched with seven current student leaders for an 1 month pilot mentoring project, BUILD.

The Stamp Fearless Idea campaign, done in conjunction with University Communications, has resulted in three previous Stamp student leaders being featured on posters being hung in the Stamp in the Southeast Patio (completed Summer 2013).

The following new financial systems/processes and oversight strategies were put into place to more effectively manage grants and scholarships:

- Implemented the tracking of grants, gifts, scholarships, and sponsorships within program budgets to ensure expenses for these items were not covered by Stamp funds.
- Implemented the payment of grants, gifts, scholarships, and sponsorships within FRS to reflect the full cost of programs.
- Created a process and forms to submit Foundation Distribution Requests and track payments for grants, gifts, scholarships, and sponsorship reimbursements.
- Implemented tracking of sponsorship amounts, both available and used.
- Documented these processes and trained all necessary employees.

## GOAL #4:

### OBJECTIVE

Work with staff in the Activities and Engagement areas to further define the mission for this unit including how to translate their opportunities, programs, and services to external stakeholders; how to advantage the relocation of part of this unit into the Student Involvement Suite; and how to find common threads in the divergent populations and programs advised/coordinated by this group.

Realize new synergy in the LCSL and MICA units as they are incorporated into a single physical location including integrating America Reads\*America Counts staff and student mentors. Attend to the unique identities of each of the units as well as envision and cultivate opportunities to further support their collaboration as the space is designed.



### ACCOMPLISHMENT OVERVIEW

The Activities and Engagement area crafted four common themes :

- Create a sense of affinity and community for students to further engage them and maintain this connection when they become alumni.
- Better utilize innovative technology to improve our communication efforts, as well as the accessibility and awareness of our programs and services to our constituents.
- Build and strengthen partnerships through collaborative efforts with both our internal and external stakeholders.
- Train, advise, educate, and promote development of student staff and leaders to their fullest potential.

Activities and Engagement Team staff meetings were utilized to find areas for collaboration between the various subunits. Increased collaboration was most visibly seen in the co-sponsorship of the following programs:

- SEE and Special Events: Grab a Date and Roller Skate event
- Special Events and TerpZone: TerpZone Lock-In
- TerpZone and Veteran Students Life: Battle of the Brigades
- The ALC, Grad Student Life, and Off-Campus Student Life: Halloween Party for families
- SEE and Off-Campus Student Life: the film “Lincoln”

The MICA and LCSL unit heads engaged in ongoing conversations throughout the year concerning the design and development of the new joint office space, which is not yet implemented. All staff members within these units participated in a shared goals conversation to begin the transition of further unifying the units.

To cultivate collaboration in anticipation of the space integration:

- AR\*AC worked with MICA to infuse inclusive language in the AR\*AC mentor training and collaborated in the recruitment of Spanish speaking students for the Partners in Print (PNP) program.
- The MICA staff supported the design and delivery of an Alternative Breaks (AB) team leader training on substance free identities and supported the Native American AB trip brown bag dialogue along with the two MICA staff who served as AB staff advisors for this trip.
- LCSL and MICA continued to collaborate on the Mosaic Retreat. This annual program grew tremendously this year with more students, new innovative program materials, and a new and more suitable retreat location. In planning, the MICA office also collaborated with the Peer Leadership Council.
- The MICA staff served as facilitators for the Local Service-Learning M-Pact retreat and participated in the Community Service Learning Northwestern High School project.
- LCSL and MICA staff are jointly part of an informal committee of UM faculty/staff reviewing a leadership portal initiative at Northwestern University in terms of its feasibility at Maryland.

## GOAL #4:

### OBJECTIVE

Strengthen the interface between Stamp units and staff to enhance shared program initiatives such as the new interfaith and spiritual diversity collaboration between MICA and the Memorial Chapel.



### ACCOMPLISHMENT OVERVIEW

This year there was a focus on outreach to student groups and the larger campus community to inform them of a new involvement area: Interfaith Programs and Spiritual Diversity. A large part of this focus included discussion with student groups and organizations about interfaith programs already occurring as well as the needs of the interested student groups. Outreach came in multiple strategies including meeting groups, attendance at the First Look Fair, attending student meetings, engaging student leaders, and working with established chaplaincies and other affiliated campus religious staff. Spiritual diversity and the intersections between faith and secular-life were addressed through working in partnership with the Interfaith Secular Dialogue course facilitators. Regular meetings took place with University of Maryland sponsored chaplaincies. Site visits and meetings with religious-life staff at organizations such as the Catholic Student Center, Hillel, and United Campus Ministries were conducted. This extensive exploration brought a greater understanding of how this involvement area can work with established campus groups and organizations.

Programs introduced this year were intended to enhance interfaith dialogue included: a fall interfaith discussion; springtime meeting with campus leaders; development of an interfaith working group; and a springtime garden event. The interfaith initiative became part of President Obama's Interfaith Challenge. The Chapel Coordinator took part in a Summer 2012 meeting with campus interfaith leaders from across the nation.

Student groups with less-formally established University support were also engaged, such as the Sikh Student Association and the Baha'i Student Association. Through this process a great deal was learned about the varied needs, wants, and perspectives of interfaith work from the larger campus community.

The following interfaith programs took place in 2012-2013:

- Interfaith Brown Bag and the Campus Experience
- Interfaith Brown Bag and Intersections of Faith and Positive Sexual Orientation and Gender Identity
- Multi-Faith Families Roundtable
- September 11<sup>th</sup> Interfaith Reflection
- Interfaith Leadership Summit
- Interfaith Day of Service

# ADDITIONAL 2012-2013 ACCOMPLISHMENTS

In addition to the progress on our strategic plan through the accomplishment of our current year objectives, we are proud to include the accomplishments listed below, especially those related to sustainability, work-life initiatives, wellness, and technology.

## ADMINISTRATION, MARKETING, AND ASSESSMENT

- The Stamp Administration Office is working towards being more sustainable by scanning a significant portion of old files, thus creating additional space in the offices, easier sorting and long-term access to files, and general sustainability (as the procedure of scanning old documents and recycling them will ideally transform into the use of mostly electronic record keeping). Staff scanned over seven years of documents which eliminated the need for nine filing cabinets.
- Encouraged employees to get the flu vaccine in Fall 2012 and paid for employees to get the vaccine through the University Health Center who did not have insurance coverage.



- Won the Homecoming float competition during the annual UMD Homecoming parade.
- Alternate schedules continue to be offered and approved on a case-by-case basis. The Stamp is also continuing additional work-life balance opportunities, through the period of June-August by offering of flex-schedule.
- Utilized the StampShare system to begin the creation of an on-boarding process for the professional, graduate, and student HR functions, eliminating the use of paper in supervisor requests to hire employees. Additionally, this product is used by the HR and Business Offices to provide documentation, reference materials, and general information to the Stamp employees at large.
- The Stamp Business Office has moved to an electronic form for all business office requests, making the use of paper in this process extremely minimal.
- Improved financial systems and oversight strategies:
  - Reviewed, revised, and documented the following financial systems/process: fee allocation; annual closing; monthly billing of CAM and utilities; quarterly budget reviews for all departments; a program-based budget process; and staff developed FRS account list and revised FRS chart of accounts to mirror Stamp restructuring.
  - Re-engineered, documented and trained staff on the following financial processes: scholarship submission forms; foundation reimbursement, requests, and tracking; Alternative Break scholarships and accounting; non-UMD gift card purchases; and Effort Reporting.
  - Developed electronic files for all vendor contracts and their payment history and documented the roles and responsibilities for vendor payments.
    - Converted vendor invoicing to Bursar's office billing process.
  - Developed and held financial training for Coordinators, Assistant Directors, and other Stamp personnel who have budget or spending responsibilities. This training included budget management and strategies, FRSWEB, and FRS reporting.
  - Implemented the Business Office Request Form to track and digitize all requests coming in to the Business Office.
  - Performed Chapel forensic accounting review, developed chart of accounts, and documented current financial agreements.
  - Re-engineered fee proposal spreadsheets, created fee cover sheet pages, documented process, and obtained electronic copies for files.
  - Developed CAN document, now also used by Division.
  - Developed gift card documentation used by Division.
  - Revised and documented UBIT process.

- Compiled weekly social media reports, including tracking friends and “likes” on Facebook and Twitter. Initiated the use of the following additional social media platforms:
  - Instagram: proved to be a popular addition to the social media updates.
  - Vine: Similar to Instagram but with six second video capability. This is a project that will continue to grow.
- The Marketing department began tracking client spending with monthly account balance information in an effort to better assess individual unit use of Marketing.
- Utilized the newly released StampShare system as a new internal means of completing surveys and assessments in addition to the already highly utilized Student Voice and Survey Monkey.



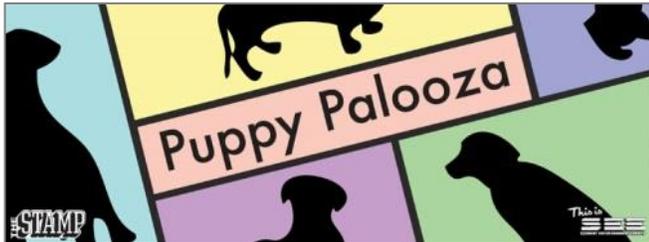
## FACILITIES, TECHNOLOGY SERVICES AND EVENT & GUEST SERVICES



- Awarded a Sustainability Fund grant to partner with the Department of Plant Sciences & Landscape Architecture for the repair and ongoing maintenance of the Stamp’s green roof structures.
- Stamp’s compost program, in collaboration with Dining Services, Office of Sustainability, and Facilities Management, was featured in the VPSA’s “Fearless Ideas” campaign.
- Completed inventory of software applications and technical hardware into KACE inventory system.
- Development of mobile site for users accessing the Stampshare.umd.edu website from smart phone devices and a new website structure to match the existing Stamp organizational structure.
- Implemented a live video capturing and streaming program for the campus community reserving space in Stamp. Worked with Marketing to inform organizations of programs. This has increased the use of video recording equipment reservations and has also been extended to incorporate live-streaming.
- Formed a partnership with OIT to utilize LogMeIn service. First to partner with this group on campus for remote services.
- Researched PC Image Project for Windows 7 computers to give Stamp technology staff the ability to setup or rebuild a computer quickly. Image is a software application that will run and install operating systems and software as a single task instead of using multiple CD’s to install applications individually.
- Conducted a web accessibility initiative for all Student Affairs departments and recently formed a partnership with OIT to acquire a paid software solution to be funded by OIT.
- Expanded AxisTV digital signage system to additional departments across campus.
- Renovated the Hoff Theater concession stand into a state-of-the art audio/video booth to support new programs in the Hoff Theater.
- Finalized research on a mobile device management system with an expected FY14 implementation to manage all iPads, iPods, and Android devices. This allows devices to be managed and tracked properly for on and off-campus use.
- Began to research and pilot a laptop with docking station solution for staff to replace existing desktop systems.
- Developed a card swipe system that integrates with STARS, OrgSync, and Registrar data that follows University guidelines and piloted it with the Veterans Student Life unit.
- Built a number of online event reservation systems to handle credit card payments through the Bursar’s Office for direct payments by departments.
- Created an online reservation system for scheduling Stamp-owned vehicles.
- Researched and implemented an online staffing service and worked with various units to recommend and purchase Subitup.com software to assist with scheduling and shift changes for student employees.
- In conjunction with Stamp Facilities, created a Nursing Mothers and Lactation Room with key check-out availability.

## ACTIVITIES AND ENGAGEMENT

- Special Events received money from the Maryland Parents Association Initiative Fund to expand the one-day Stamp Study



Break into a weeklong Stamp Study Zone series of events during final exams. In addition to getting free chair massages, students were able to make their own trail-mix, study at additional tables in Stamp rooms with extra outlets, paint their own canvas with the Art and Learning Center, grab a free muffin or piece of fruit for breakfast, or play with a puppy at the crowd-favorite PuppyPalooza.

- Special Events was approached to co-sponsor National Food Day celebrations with the Center for Health and Wellbeing (Health Center) and Dining Services' Sustainability and Wellness area. Stamp Special Events partnered to show a documentary focusing on the obesity epidemic in the US.
- Special Events worked with Stamp Technology Services to redesign the Homecoming website to make its identity more campus-wide and not as focused in the Stamp.
- Graduate Legal Aid laid the foundation for a strong tenant rights program consistent with their five year plan, including an annual "Graduate Student Tenant Rights Week." GSL Staff implemented a high profile marketing campaign.
- Worked with Stamp Development staff to create a sponsorship proposal for Off Campus Student Life. Received multiple sponsorships, including a new sponsor: My Organic Market.
- For the Summer 2013 orientation sessions, the T2T staff coordinated an effort to enhance transfer orientation in a revamped afternoon program by featuring Stamp and campus resources as well as a panel of current transfer students.
- T2T staff created a new Transfer Ambassador program in partnership with UMD Admissions that trains and sends student ambassadors to Maryland Community Colleges to promote the transfer experience and Transfer2Terp program at UMD.
- The Chapel initiated a once a month evening open house to cater to potential clients who may only be available after traditional business hours.
- The Chapel Coordinator and a group of chaplains presented two student discussion programs on work/life balance.
- Veteran Student Life, in conjunction with the Maryland Space Business Roundtable, The American Legion Post 136, and the Department of Labor, Licensing, and Regulation, hosted the annual Spring Veterans Career & Internship Fair for student Veterans enrolled in academic programs with a STEM focus.
- Veteran Student Life joined forces with *We Are One 365*, *Operation C.H.A.M.P.S.* (Child Heroes Attached to Military Personnel), the Veterans History Project, and continued their partnership with the University of Maryland Army ROTC to promote awareness and support of Service Members through collaborative programming on Maryland Day.
- Mental Health providers who work with Veteran students from across the state joined in a one-day training program that was hosted by Veteran Student Life, the Veteran Services Steering Committee, the University Counseling Center, and the School of Public Health. Over 200 registrants were eligible for seven CEU credits from the University of Maryland and the Center for Deployment Psychology.
- \$64,700 in scholarships went to 19 veterans or active duty Service Members or their family members. Three new endowed scholarships were provided to Stamp programs this year including the \$1 million planned gift to name the new Col. Robert A. Stewart USAF Veterans Scholarship which will provide significant funding to support a student Veteran each year. An additional \$60,000 was provided by Arthur and Marianne Schneider to establish a Veteran scholarship in their name.



- The Student Government Association implemented its new finance process in Spring 2013. Previously, SGA recognized student groups could request funding at two times during the year (i.e. primary and secondary funding). In response to feedback from student groups about the finance allocation model, a more flexible process was developed allowing groups to request funding on a rolling basis. Data is still being collected to determine the success of the new system, but the initial response from groups has been positive.
- The Contemporary Arts Purchase Program had a successful year with the cohort of students (five undergraduates and one graduate) who participated in the program. They spent the fall in an academic class (ARTT489C) focused on contemporary art and visited galleries in the DC and Baltimore areas. In the spring, the group visited New York galleries and artists' studios. They selected works from seven different artists, all of which will further the mission of CAPP, namely "to educate and inspire by exposing the campus community to challenging art created by noted contemporary artists."

## LEADERSHIP & COMMUNITY SERVICE-LEARNING (LCSL) MULTICULTURAL INVOLVEMENT AND COMMUNITY ADVOCACY (MICA)

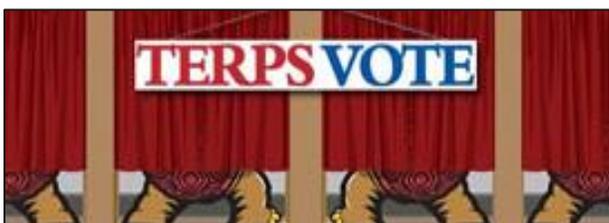
- The LCSL Faculty Associate increased consultations with individual faculty members, departments, schools, as well as workshops on service-learning and civic engagement for classes, programs, and departments. This included consultation with one of the 2013 Stamp Service-Learning Faculty Fellows, the Associate Dean, and other faculty members of the Smith School regarding the development of a new undergraduate curriculum called Global Mindset.
- Increased program-wide fundraising efforts within LCSL:
  - Applied to the Maryland Parents Association Grant, True Hero Grant, CengageBrain Alternative Break Grants, Citgo Fueling Good Grant, and the Liberty Mutual Alternative Spring Break Grant
  - Secured over \$135,000 in individual, private online donations for Alternative Break
  - Held first-ever AB Letter-a-Thon event to generate individual donations
  - Lowered per student AB trip cost by average of 15% overall through securing lower/no cost housing and providing Trip Leaders with tools to be effective budget managers
  - \$16,770 in scholarships went to 33 students to support their Alternative Break experiences. Margaret Moose Swallow created an endowed scholarship at the \$50,000 level to provide scholarship to support AB students.
- Improved pre- and post- Alternative Break trip service and education curriculum resulting in highest ever turn-out at the Participant Kickoff event, 40% increase in trip leader applications, and participants' continued involvement with social issues.
- This year was the final year for the CLIP program. Twelve students engaged in the Uganda-based immersion experience, and while the international component is being discontinued, elements of this program will be reflected in the new Work4Change program, which connects socially responsible leadership and active engagement with community agencies through internships.
- TerpCorps implemented a new model for partnering in which TerpCorps members and community-based agencies committed to partnering for each and every Terp Service Day in order to deepen relationships, provide consistency, and provide continued opportunities for participants to further their knowledge of the social issue(s) addressed by the



agencies. Examples of programmatic enhancements include: a new social justice film festival component to the Terp Service Weekend as well as a new "community partner speed dating" event that engaged six community partners and twenty-five undergraduate students to develop student-community relationships, and providing insights for students into the non-profit/service sectors.

- Through the Maryland Campus Compact (MDCC)-VISTA, supported by LCSL, the Northwestern High School Partnership position was successfully transferred to the College of Education. The College of Education hired a new staff member to work towards President Loh's goal of creating a University District.

- Raised over \$30,000 through twenty campus supporters for six VOICES of Social Change lecture programs, including bringing in speakers: Mark Bergel, Ph.D., Founder and Executive Director, A Wider Circle; Parisa Norouzi, Executive Director DC Childcare Collective and Empower D.C.; Cornel West.; Gloria Steinem; and Ellie Walton, Filmmaker and Educator.
- MICA hosted a visit from Broadacres Elementary School, which brought to campus over 33 school children and the local GEAR UP program. Staff members highlighted the University of Maryland as a possibility for these students.
- As a result of consulting with the Filipino Cultural Association and Asian American Studies, LCSL developed and instructed a new course, Asian American Studies 398K: Filipino American Leadership and Community.
- Pride Month 2013 had a wide range of events, including MICA's Queer Monologues. The theme was Intersectionality. The opening event was held jointly with APA Heritage Month and saw Jose Antonio Vargas speak about immigration and his multiple identities as a gay Filipino. MICA also partnered with the University Health Center to host an event dispelling the myths contained in the *50 Shades of Grey* book series.
- The Fall 2012 Cross-Cultural Organizations Retreat (CCOR) was aimed at the executive boards of cultural groups at the University of Maryland. It is designed to allow students to build skills, explore their understanding of identity, and increase their own cognitive complexity in a collaborative space.
- This year, MICA was able to use Cross-Cultural funding to support five student programs, including the Muslim Students Association's Islamic Inspiration Summit and the Bhagavad-Gita Club's annual Festival of India.
- MICA staff partnered with faculty in the Art Department along with four student groups for the screening and discussion of *The Barber of Birmingham* during Black History Month as part of the Network of Mutuality Series commemorating 50 years post-Birmingham.
- MICA staff facilitated group discussions on topics of diversity for multiple groups on campus including: Graduate Women in Public Policy, Circle K International, Economics Association of Maryland, Student Entertainment Events, and Asian American Studies.
- The various TerpsVote initiatives undertaken during the 2012 general election cycle were highly successful due to the resources devoted by the Stamp, Department of Residence Life, Student Government Association, Graduate Student Government, College Republicans, College Democrats, RHA, MaryPIRG, Vice President for Student Affairs, and the Registrar. TerpsVote sponsored accomplishments include:
  - An on-line voter registration system, designed by the Registrar, that linked University of Maryland students directly to the State Online Voter Registration system.
  - Over 2,327 online voter registrations were submitted and 1,700 paper copies were collected equaling 4,027 voter registration forms processed by TerpsVote coalition. This was a significant increase from the 2009 registration campaign which collected 2,500 registrations.
  - Terps Vote saw over 2,300 registered voters at the Stamp polling location on Election Day which was up from approximately 1,500 in 2009.
  - Throughout the election cycle and on Election Day, TerpsVote conducted a successful high profile marketing campaign across campus giving out thousands of buttons, magnets and other reminders and generating nearly a dozen highly positive stories in the Diamondback and other local media.



- TerpsVote representatives sent all freshmen a promotional piece through the UNIV100 classes.
- The Stamp Student Union and Terps Vote hosted an Election Results Watch Celebration on the evening of Election Day.
- The Stamp sponsored the viewing of the Presidential Inauguration Live in the Colony Ballroom in January 2013.

# STRATEGIC GOALS & 2013-2014 OBJECTIVES

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

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1. Enhance both the Stamp student employee and professional employee professional development programs, including the enhancement of the Student Employment Advisory Board (SEAB).
2. Develop clear processes and training programs to make the on-boarding of new professional staff members as streamlined and seamless as possible.
3. Secure the funds necessary to award the first Stamp Student Employee Scholarship.
4. Create and implement a program of training and development programs that address staff proficiencies in technical applications, financial management, and development and stewardship of grants brought on by changes in expectations and new technologies.

## **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.**

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1. Increase innovation in technology to better serve the Stamp, University, and stakeholder populations through the purchase of a new Point of Sale (POS) system for the ticket office, the installment of Phase Two of OrgSync, a transfer of business services from the FRS to KFS systems, and the evolution of the EMS software for Event Services.
2. Evaluate, enhance, and continue to develop the Transfer2Terp Learning Community as we enter the second full year of the program, including courses and program components, outreach to community colleges, and collaboration with other University departments and programs, especially the Off Campus Student Life unit. Use the research collected in the first year, including control group comparisons, to inform decisions.
3. Facilitate a seamless transition in the Veteran Student Life unit with the hiring of a new Coordinator and the transition of the program from grant funding to complete institutionalization of resources.
4. TerpZone will implement the recommendations made by the Blue Ribbon Committee which include the redecorating of space, marketing of programs and services, updating of games area, expansion of program offerings, and increased use of video games/monitors with less space for arcade games. Explore the recommendation to serve alcohol (beer and wine) at defined times.
5. Work with student group leaders and staff in the Stamp to create a plan of action for redefining and renovating the Student Involvement Suite using the recommendations of the Task Force that explored how to best serve student organizations. Create all construction plans and secure a contractor for any renovations in advance of Summer 2014.
6. Formally introduce the Tree of Life and the Garden Chapel to the campus community while emphasizing the multi-faith nature of this initiative.
7. Use the recommendations of the working group addressing transfer student issues to craft a new mission for serving off-campus and transfer students that capitalizes on information gleaned from our benchmarking and the collaborative relationships of campus agents interested in advancing transfer student engagement.
8. Develop a set of core competencies that will establish a foundation for curriculum design and assessment for LCSL program areas.

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

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1. Revitalize the coordinated assessment agenda in the Stamp by hiring a full-time Assistant Director of Assessment, reinstating the Stamp Research Committee, creating a model of consultancy for all units with regard to assessment and evaluation, and creating modes of communicating the research being conducted in the Stamp to internal and external audiences.
2. Staff the Marketing unit and determine the best functional operation of the office and charge this new unit with spearheading two new initiatives: the marketing of the Stamp and all vendors to all incoming students and the re-branding of the Stamp.
3. Continue the renovation of the building while:
  - a. determining methods of funding for continued facility renewal and renovation,
  - b. working to make the current transitional times due to renovation as transparent and pleasant as possible, both for employees and building guests,
  - c. realigning physical spaces and staff, allowing for the reevaluation of individual unit goals/ missions and increased cooperation/ coordination especially among the MICA/LCSL staff and the Engagement/Graduate Student Life and GSG staff, and
  - d. evaluate and implement the facilities renewal plan including furniture and carpeting replacement and building system renewal.

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

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1. Develop incentive programs for University departments and alumni to increase their use of the Stamp.
2. Work with colleagues in University Relations, Student Affairs, Athletics, SEE, and the Student Homecoming Committee to enhance the University's 2013 Homecoming offerings. Deploy Stamp staff to fellow Big Ten institutions during the Fall 2013 semester to gather data about Homecoming in our peer institutions. Use this information to reformulate our 2014 Homecoming plan.
3. Establish a diversity grant funded 14-week course-based immersion program in Brazil designed to meet the unique educational and social needs of Black and Latino men pursuing undergraduate degrees at the University.
4. Work to define and enlarge the interdependent relationship between the Graduate Student Life staff and the Graduate School Dean and his staff in planning and delivering programs and services for graduate students.
5. Using the findings of our Stamp Alumni Task Force, advance our outreach and communication with Stamp alumni stakeholders. Implement fundraising schemes for specific alumni populations and strategies for engaging alumni such as the Adele's Circle of Women alumnae group and their proposed efforts to engage alumnae and undergraduate and graduate women students in personal development, career networking, and leadership enhancement.
6. Work to codify relationships with major building use departments including Conference and Visitor Services, Orientation, Admissions, and the University Career Center and President's Promise. Reevaluate existing Memorandum of Understanding and determine if other relationships would benefit from defined expectations inherent in formal MOUs.

# 2012-2013 ISSUES, PROBLEMS, & CHALLENGES

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As a department we have had a relatively successful year and are very proud of our accomplishments. However, as with all years, various issues, problems, and challenges arose for the overall department as well as individual units within the Stamp. Below is an overall picture of the major concerns faced by this department in FY13.

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- The turnover rate among staff, especially at the coordinator level, is continuing to have a profound impact on the department and often leads to a loss of efficiency due to a lack of transition time, fill-in during searches, and retraining. There is additional concern that the decreased participation rates of students for many Stamp programs can be attributed to the high rate of staff turnover, which is often leading to inconsistencies in programming dates, management, and methods of student engagement.
  - Policies and procedures, dealing with a wide variety of issues, are continually evolving at the state, University, division, and department levels. Clearly and consistently communicating these to various stakeholders such as students, organizations, departments, and Stamp guests and customers continues to be a challenge. Even within the Stamp this is an area of concern. With the addition of new technologies such as EMS, eCalendar, CMS, and StampShare utilization, there are multiple repositories and technical proficiencies inherent in accessing and posting policies that further challenge staff and stakeholders.
  - Finding new funding sources and/or revenue streams for programs and general building operation continues to be a challenge. This is especially noticeable in the Chapel where this past fiscal year there was a 37% drop in large events such as weddings. Student organizations, with their ever-increasing numbers, and student-led programs often also lack the financial resources to support many of their traditional programs, as well.
  - The continued renovation projects with the Stamp have impacted, and will continue to impact, the function of the building as a whole and, especially, the individual units that relocate to temporary offices which are sometimes located outside of the building. With a construction timeline that may encounter delays and the cultural shift that comes with office relocation, the uncertainty of renovations continues to leave many of the units and students in a state of flux, impacting programs, communication, and student and staff engagement.
  - With an increasing number of opportunities for students to engage on and off campus, including added programs, resources, and the need many students have to maintain steady employment, student participation in several programs, committees, offices, and special academic courses has lessened this past fiscal year. The low involvement in the Student Employee Advisory Board (SEAB) provides a clear example of students not having enough time to engage fully in the tasks they take on. The evolution and success of the SEAB, as well as engaging students in general, will require a renewed effort and revitalized approach.
  - With the unexpected departure of the Program Coordinator for Off-Campus Student Life at the start of the Fall 2012 semester, there was an opportunity to re-evaluate the services and programs offered to this constituency and also re-define who *are* UMD off-campus students. A task force comprised of campus colleagues who work closely with off-campus and transfer students was formed. Conversations continue as this group will put forth recommendations on defining the Stamp's focus and priorities for serving this portion of the student population.
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# DIVERSITY ACCOMPLISHMENTS & FUTURE PLANS

The Stamp is committed to diversity and multiculturalism in all of our policies, programs, services, advocacy, and research. Many of our programs, especially in the MICA office, are focused on diversity or have strong diversity components. Therefore, many accomplishments in this area are already noted, but there are additions below as well as a few notable elaborations on accomplishments previously listed.

## EMPLOYEE DEMOGRAPHICS

### Stamp Full- & Part-Time Employees\*

	Total Emp.	Male	Female	African American	Hispanic	Not Reported	Asian/ PI	Native American	Caucasian/ European
Clerical	29	8	21	6	2	4	2		15
Executive	20	11	9	3			2		15
Professional	35	8	27	5	5	2	2		21
Service Maintenance	41	20	21	21	11	1	4	1	3
Tech/Para Professional	15	12	3	2	2	2	1		8
Graduate Assistant	26	12	14	5	3	7	3		8
<b>Total</b>	<b>166</b>	<b>71</b>	<b>95</b>	<b>42</b>	<b>23</b>	<b>16</b>	<b>14</b>	<b>1</b>	<b>70</b>

\*as of May 2013

### Stamp Student Employees\*

	Admin	AMA	Facilities	Event & Guest Services	IT	Art Center	Gallery	TerpZone	Marketing	MICA	Engement & Activities	ARAC	Student Activities	TOTALS
Asian	1	2		5	6	1		3	3	2	2	28	33	86
Caucasian	2	3	1	25	7	2	3		8	5		40	122	218
African American	3	1		24	10	1	1	7	2	2	6	46	40	143
Native						1								1
Hispanic				4	2			1	1			23	5	36
Pacific Islander														
Not Reported				3	4	2		9	7	2	2	49	12	90
<b>Total</b>	<b>6</b>	<b>6</b>	<b>1</b>	<b>61</b>	<b>29</b>	<b>7</b>	<b>4</b>	<b>20</b>	<b>21</b>	<b>11</b>	<b>10</b>	<b>186</b>	<b>212</b>	<b>574</b>
M	5	3		30	21	4	1	10	6	3	3	39	109	234
F	1	3	1	31	8	3	3	10	15	8	7	147	103	340
<b>Total</b>	<b>6</b>	<b>6</b>	<b>1</b>	<b>61</b>	<b>29</b>	<b>7</b>	<b>4</b>	<b>20</b>	<b>21</b>	<b>11</b>	<b>10</b>	<b>186</b>	<b>212</b>	<b>574</b>

\*as of May 2013

## ADMINISTRATION, MARKETING, AND ASSESSMENT

- Received "Friend of MICA" award.
- With a new Assistant Director of Assessment there will be an opportunity to highlight and publish data about the impact of the Stamp and its programs and services on diverse constituents.
- Increase use of Federal Work Study students.

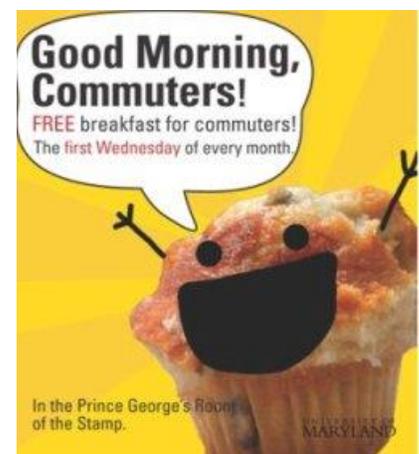


## FACILITIES, TECHNOLOGY SERVICES AND EVENT & GUEST SERVICES

- Support the availability of ESOL and computer literacy classes to staff members.
- Continue the Language Partner Program linking Facilities staff members from diverse backgrounds and the Terps for Change student interns to better develop their life-skills and language proficiency.
- Offer training and training materials in a variety of different languages to best accomplish the highest level of learning and comprehension among a diverse workforce.

## ACTIVITIES AND ENGAGEMENT

- Graduate Student Life's Monthly Social Series served 363 graduate students from over 100 different departments.
- The overall Activities & Engagement unit is exploring additional ways to partner with MICA and other offices such as the LGBT Equity Center, Office of Diversity & Inclusion, and Disability Support Services.
- The Off Campus Student Life Graduate Assistant for the 2013-2014 academic year will develop new signature programs for the area that focuses on the diversity of off-campus students. Specifically, the staff will choose one theme per month throughout the academic year on which to focus during the Good Morning Commuter Breakfast.
- The Chapel's weekly contemplative course during the school year is actively open to all. Ecumenical Lenten services this year brought together chaplains, students, and staff from different faiths.
- Several of the Art and Learning Center courses, though appealing to a broad audience, have specific cultural focuses, including a large variety of Latin dances such as Salsa Rueda and Rumba, Brazilian Martial Arts, Samba, and Belly Dance.
- *Stamp Second Saturdays* collaborated with MICA on the Closing Ceremony during Latino Heritage Month and *First Fridays* partnered with the Japanese American Student Association on the Taste of Japan.
- As in years past, the Art Gallery exhibitions feature a wide range of diverse artists including those that identify as Veteran, Asian American, African America, Women, and LGBT. For the upcoming year the Gallery has made an effort to work with MICA to bring exhibitions which more directly address issues of cultural and social identity, including artists from the trans/gender queer community, and the African American community. Iranian and Korean artists will be included in the CAPP exhibition.
- SEE continued to be committed to accessibility with sign language interpreters present at all possible SEE events and every effort was made to accommodate attendees with disabilities.



## LEADERSHIP & COMMUNITY SERVICE-LEARNING (LCSL) MULTICULTURAL INVOLVEMENT AND COMMUNITY ADVOCACY (MICA)

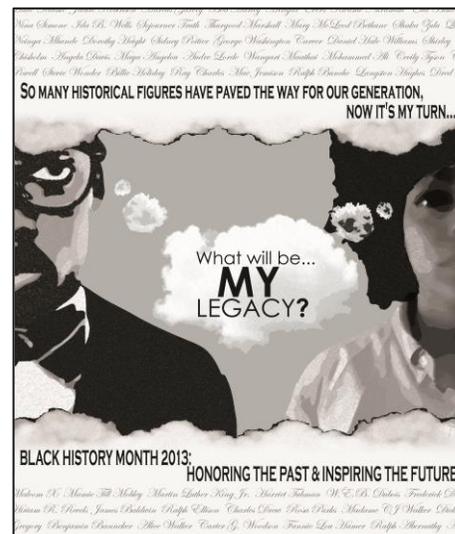
- Northwestern High School is 60% Latino and through the MDCC-VISTA program we have created several opportunities for Latino high school students to talk to and learn from Latino college students.
- Terps for Change and TerpCorps implemented a weekly meeting centered on discussions of identity and social issues.
  - AR\*AC pulls together one of the most diverse groups of students on campus in terms of race, ethnicity, and socioeconomic class, and provides many opportunities for participating students to learn about multiculturalism with a diverse groups of peers. Going forward we are looking into ways to integrate dialogue about multiculturalism and issues of oppression and privilege more directly and intentionally into our reflection circles and workshops.





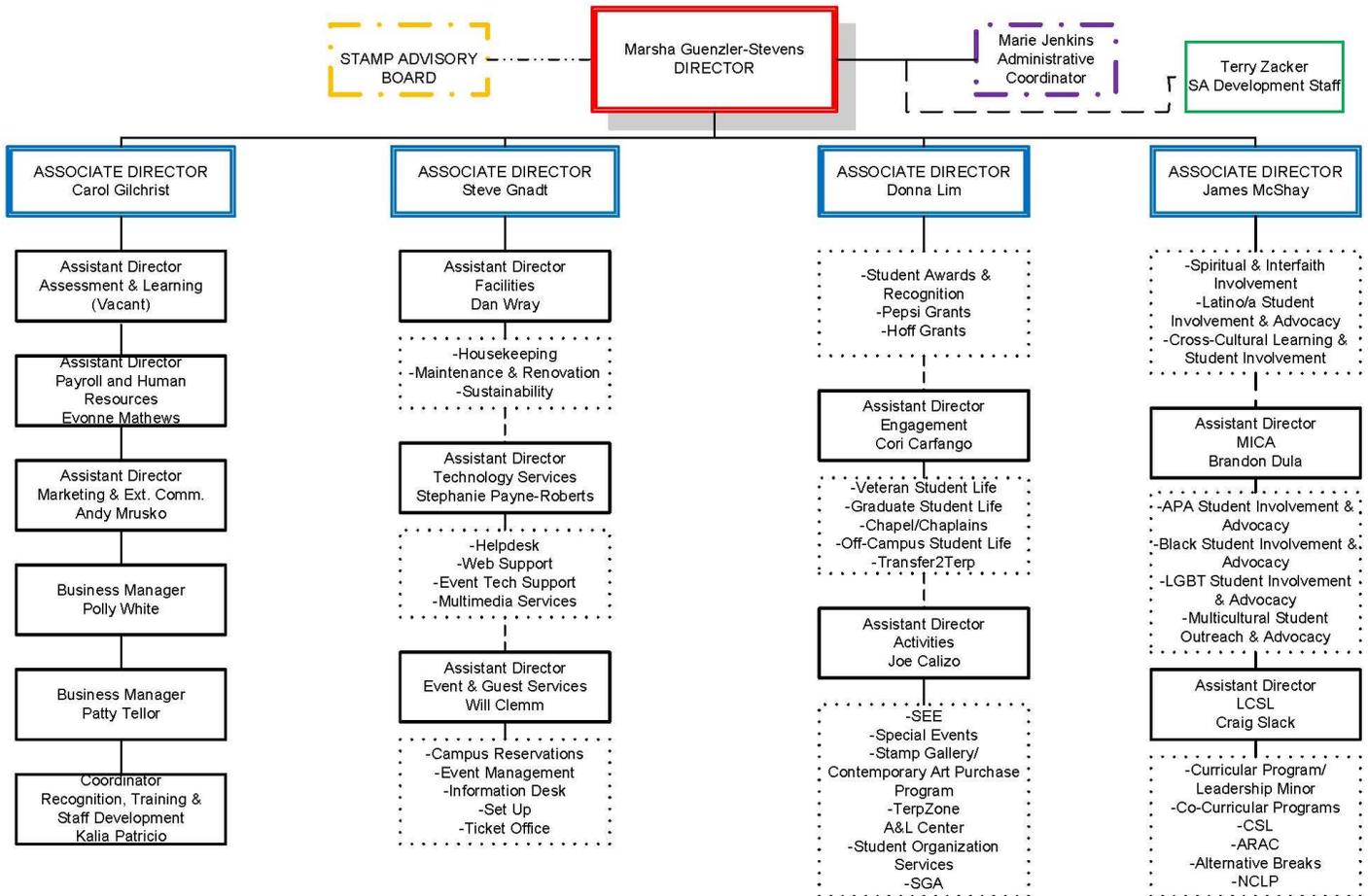
# AWARENESS IS SEXY FESTIVAL

- Queer Open Mic was successfully launched in National Coming Out Week in October 2012. The event was held outside the Food Co-op in the Stamp, which offered passers-by the opportunity to stop and listen, while performers still benefited from the stationary audience.
- During Fall 2012, MICA partnered with LGBT Equity to host the inaugural Lavender Convocation, which launched LGBT events and involvement for the academic year. MICA staff also participated in the first Queer Camp, a two night LGBT leadership retreat, and partnered with the Health Center for a HIV-Aids *Awareness is Sexy* event for World Aids Day.
- MICA, in collaboration with the Office of Community Engagement and the Black Student Union, coordinated a Black History Month Read-In at Paint Branch Elementary School. Student leaders volunteered to read to over 50 elementary school students. They also brought Black History Month themed calendars that encouraged the students to think about their own legacies as similar to those left by other prominent African Americans in U.S. history.
- MICA staff partnered with faculty in Asian American Studies to offer the Mixed Race Internship course, which was offered in the fall of 2013. This course resulted in students creating and producing a special “mixed race” issue of *The Asian American Literary Review*. This issue will hopefully function as a classroom text; a resource for teachers, students, and librarians; and a focal point for all-important discussions about race and mixed race on campuses and off. Student interns, who were also members of the Multiracial Biracial Student Association, planned the *One Drop of Love* multimedia performance, which was given during Mixed Madness Month during the following semester.
- This year MICA launched the Community Organizing Student Intern Program (COSI), which was designed to promote more meaningful learning opportunities for student employees. These enhanced work experiences created new roles for the interns to support MICA staff members in the development of educational, program, and research initiatives which supported the office’s mission and goals.
- A full-time Program Coordinator position for Multicultural Community Advocacy & Student Outreach was created this year and is in the process of being filled. This position will be responsible for advancing cross-cultural initiatives through the MICA office as well as supporting the community and leadership development needs for Native American and Multiracial students on campus.



# APPENDIX A: ORGANIZATIONAL CHART

## ADELE H. STAMP STUDENT UNION - CENTER FOR CAMPUS LIFE



# APPENDIX B: KEY FACILITY STATISTICS

<b>Adele H. Stamp Student Union – Center for Campus Life</b>			
	Total Gross	286,092 sf	
	Non-Assignable <i>(mechanical rooms, custodial closets, hallways, restrooms, etc.)</i>	113,662 sf	
	Net Assignable	172,430 sf	
<b>Space by Function</b>			
Reservable spaces <i>(ballrooms, meeting rooms, Hoff Theater)</i>		49,119 sf	28.5%
Vendor/revenue spaces <i>(Adele's, Food Coop, Coffee Bar, Union Shop, 10 food court vendors, University Book Center, Capital One Bank, ATMs, Terrapin Shipping &amp; Mailing, Design &amp; Copy Services, Terrapin Technology, catering kitchen and support, vending machines, rental lockers)</i>		48,245 sf	28%
Public spaces <i>(food court seating, lounges)</i>		23,450 sf	13.6%
Program spaces <i>(TerpZone, Art and Learning Center, Stamp Gallery)</i>		17,107 sf	9.9%
Administration and support <i>(Stamp administration, Technology Services, Facilities support staff, loading dock, catering services, miscellaneous storage and support)</i>		13,296 sf	7.7%
Student government and organizations <i>(SGA, GSG, SEE, Student Involvement Suite)</i>		9,480 sf	5.5%
Student services <i>(Activities and Engagement, Leadership and Community Service-Learning, MICA, Event &amp; Guest Services, Information Desk, Off-Campus Housing Services, Department of Fraternity and Sorority Life)</i>		10,011 sf	5.9%
Off-Line for Renovation <i>(Old SEE office space plus several student organization offices – pulled off line in anticipation of the renovation/construction of the new Fraternity &amp; Sorority Life offices)</i>		1,722 sf	.9%
<b>South Campus Dining Hall third floor</b> <i>(Maryland Media, WMUC, Graduate and Undergraduate Student Legal Aid, Yearbook, and other student organizations)</i>		11,142 sf	
<b>Memorial Chapel</b>		20,306 sf	
	Reservable	9,943 sf	49%

# APPENDIX C: KEY USER STATISTICS

## Administration, Marketing, and Assessment

### Marketing and Design

Marketing and Design processed 703 event forms and 364 design requests for Stamp events. Marketing also provides publicity for any event held in the Stamp. This year, approximately 1,248 events were publicized using the Stamp homepage “What’s Happening @ Stamp,” Free Stuff @ MD, Today @ MD, Stamp TV, Stamp Facebook, Twitter, FYI, AxisTV, DBK press releases, USA News Network, and the following listservs: Eppley, RA, OCSI, Honors, MICA, and GSL. Our social media numbers as of 4/19/13 were: Facebook Friends: 2,281, Facebook Likes: 3034, Twitter Followers: 1,637 and Instagram Followers: 444.



The 18 member Stamp Street Team posed 80 survey questions to 5,263 students. In addition, team members did 4281 chalking projects for events on campus. Finally, more than 30,000 Stamp maps, 17,000 Stamp pens, 2,000 Stamp rain ponchos, and 3,000 Stamp bags were distributed.

Using Campus Labs (Student Voice) as one of the primary methods of assessment, Stamp staff conducted 122 assessments with the respondents totaling 6,295.

## Facilities, Technology Services, and Event & Guest Services

### Reservations

- Total = 13,608 (6.8% decrease from 14,606 in FY12)
- Rooms reserved in Stamp = 9,729 (1.3% increase from 9,602 in FY12)
- Student organization reservations = 5,272 (1.3% decrease from 5,344 in FY12)
  - Top five student group users included: SGA, SEE, Muslim Interscholastic Tournament, Panhellenic Association, and The Gathering
- University department reservations (including Stamp) = 4,550 (8.1% increase from 4,209 FY12)
  - Top five (excluding Stamp): Undergraduate Admissions, Conferences & Visitor Services, University Career Center, Graduate School, and University Relations.
- C&VS reservations = 506 (19.7% decrease from 630 in FY12)
- Non-University reservations = 64 (30.1% increase from 49 in FY12)

### Building Traffic Count

Total Stamp traffic for FY11 = 3,509,229

Total Stamp traffic for FY12 = 3,482,416

Total Stamp traffic for FY13 = 3,325,598\*

Daily Traffic Averages	Fall 2012 Semester	Spring 2013 Semester*
Sunday	4,378	3,474
Monday	17,066	13,959
Tuesday	17,115	14,001
Wednesday	17,568	13,991
Thursday	17,824	14,631
Friday	15,862	12,413
Saturday	7,457	7,388



Same traffic trend as last year; Thursday is the busiest day in the building and traffic is less during the spring semester.

\* Spring counts are approximate due to technical issues with the door counters. They represent lower numbers than staff-generated estimates for term total building counts.

## Technology Services

The Stamp is continuing to improve its web presence, especially through the use of the Content Management System (CMS). We are unable to compare web traffic data from 2011-2012 due to data collection issues. However, after implementing a sustainable method for pulling web statistics, there is now a more finely controlled analysis of the web usage by using the raw server logs. While the statistics may be roughly comparable to the previous year, a direct comparison may not give the complete picture. The new method will allow for direct comparisons going forward.

Monthly Web Traffic: thestamp.umd.edu												
	May 2012	June 2012	July 2012	Aug 2012	Sept 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	April 2013
<b>Unique Visitors</b>	75,024	60,970	59,139	79,352	98,677	83,666	75,778	63,696	76,662	79,767	81,229	87,357
<b>Page Views</b>	289,543	238,688	187,449	184,736	326,625	202,830	177,194	222,894	254,772	268,887	378,411	376,100

Overall Stamp usage of the Content Management System (CMS):

- Content Management sites:
  - thestamp.umd.edu: 785 pages
  - homecoming.umd.edu: 26 pages
  - terpsvote.umd.edu: 13 pages
  - gradhandbook.umd.edu: 137 pages
  - orgsync.umd.edu: 3 pages
- User accounts in CMS: 102
- Student Organizations web sites hosted: 494
- Web Applications Hosted Locally: 87
- Websites Hosted Locally: 7
- Websites Hosted by OIT: 1 (stamparchive.umd.edu)



Information Desk Laptop checkout use decreased for the second year in a row. We believe that several factors have led to this including the library's implementation of a laptop checkout program and the increase of students carrying smaller personal devices (iPhones, iPads, etc.) with them at all times with access to email and the internet. The total number of laptop check-outs for FY13 was 11,434 (decreased by 19% from 14,132 in FY 12)

## Event and Guest Services

- 70 ticketed events (increase of 35% from 52 in FY12)
- 650 Metro Smart cards sold (increase of 673% from 84 in FY12)



## Activities and Engagement

### Art and Learning Center/Stamp Gallery

The ALC offered 79 classes. It offered two workshops and four one-week children's Summer Arts Camp sessions. Over 900 students registered for classes. The Gallery held seven exhibitions in its space compared to five the previous year and six exhibition receptions, in addition to five non-traditional performances. These performances were a new addition to its programs.

PAINTING  
DRAWING  
CERAMICS  
SCULPTURE  
DRUMMING  
STORYTELLING  
CRAFTS  
AND MORE

### Graduate Student Life

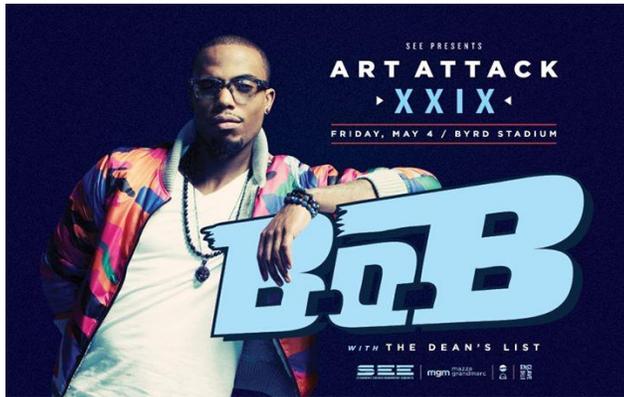
This year, Graduate Student Life's family event offerings expanded to include the first Family Day at the Campus Farm. This event was cosponsored by Off-Campus Student Life, the Art and Learning Center, and Veteran Student Life and was held on the Campus Farm as part of Graduate Student Appreciation Week. The event included snacks, a puppet-making craft, lawn games, face-painting and a viewing tour of the farm animals led by Campus Farm student employees. The event had 92 attendees (63 adults and 29 children) and attendees reported a very high level of satisfaction with all activities. The Facebook page for Graduate Student Life was created in May 2010 to facilitate timely communication with and among graduate students. By May 2013, a total of 2,221 individuals "liked" the GSL Facebook page, representing an increase of 33% since May 2012.

### Memorial Chapel

The Chapel hosted 1008 events from July 1, 2012 – June 30, 2013. This is up 6% from the 952 events in FY12. There were 626 chaplain-related events at the Chapel, down 6% from the 667 events in FY 12. Chaplain sponsored events are free of charge.

### Off-Campus Student Life

Co-sponsorship increased to 17 sponsors for the 2012-2013 academic year from nine sponsors in 2011-2012. New component to Off Campus Appreciation Week: Good Morning Commuter Express served more than 400 students at two



separate locations. Good Morning Commuters saw an increase in number of participants from 200 in previous years to close to 300 in April's two separate breakfasts.

### SEE Programs

Approximately 30,000 people attended 71 SEE events in FY 13. Art Attack XXIX had 8,000 attendees. The SEE Review Board funded 14 programs with over 12,000 in attendance (this figure includes three events, Festival of India, National Stress Out Day and Israel Fest, with an approximate combined attendance of 10,000).

### SGA

A total of 4,044 financial transactions were processed by Student Organization Services for 322 SGA-funded organizations. The SGA election turnout was 4,000 or approximately 15% of the student body.

### Stamp Special Events and Programs/Homecoming

StampFest brought 18,207 to the Stamp, an increase of over 4,000 visitors from an average Thursday. Homecoming Week featured nine events with over 2,000 in attendance for the Homecoming Comedy Show. There were 42 entries in the Homecoming Parade. The All-Niter was attended by 20,159 people, an increase of approximately 2,000 from last year. PuppyPalooza, cosponsored by Stamp Special Events, SEE and SGA, attracted over 1,000 individuals in December and 800 in May.

### **Student Organization Resource Center (SORC)**

The Student Organization Resource Center had approximately 769 active registered student organizations down from 843 from the previous year, attributed to more accurate information transitioning from STARS to OrgSync. First Look Fair hosted 495 organizations from on and off campus.

### **TerpZone**

The average number of weekly customers has increased with approximately 1,264 in FY13, up from 745 in FY12. TerpZone hosted about 140 private reservations from student groups, departments, and individuals, up from 130 in FY 12.

### **Transfer2Terp**

There were 1,131 Maryland Community College Transfer admits to UMD this Fall with 18% (205) of entering Maryland Community College transfer students requesting to join the Transfer2Terp Learning Community. Forty community college transfer students were chosen to participate in the first year of the Transfer2Terp learning community. 26 Stamp Staff “Coaches” volunteered to be paired with one or two T2T students to support their transition to UMD. A series of four faculty luncheons were hosted with participation from students. Other major events: 30 T2T students went to UMD Basketball games, 50 students were given tickets to Art Attack, 40 students participated in a Stamp Coach reception event, 25 and 28 students participated in TerpZone parties during Fall and Spring semesters, respectively, and 44 and 48 students participated in end of semester celebrations for the Fall and Spring semesters, respectively.



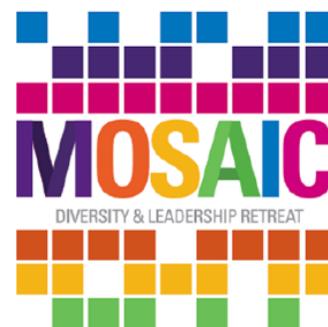
### **Veterans Programs**

There were 42 Veteran Student Life sponsored events for academic year 2012-2013 with an estimated participation of 3,328.

## **Leadership & Community Service Learning & Multi-Cultural Involvement & Community Advocacy**

### **Leadership**

There were 46 EDCP Leadership courses with 806 students enrolled. O.N.E. UMD had 95 participants. The Terrapin Leadership Institute, with 50 students, saw a 75% decrease in participants from FY12, though the numbers were similar to numbers in FY11. The Maryland Leadership Conference was attended by 42 students. The MOSAIC: Diversity & Leadership Retreat had 36 students. Turtle Camp had 108 applicants, similar to the previous year, with 49 participants in the DC track and 27 participants in a backcountry track. The ACC Leadership Conference had 5 students that were selected as Maryland delegates. For the Stamp Summer Leadership Series, 73 students attended either a LeaderShape Catalyst, the StrengthsQuest program, or the Lead Green: Sustainable Leadership workshop.



### **Community Service-Learning**

TerpCorps partnered with 11 community-based agencies through Terp Service Days and worked consistently (at least three times) with at least 5 of these community partners. Some of the organizations include: A Wider Circle, Sasha Bruce Youthworks, MNC-PPC, ECO, Paintbranch, and ARC of PG County. MDCC-VISTA convened Campus Community Partnership Network meetings that had 21 different campus offices, departments, and organizations represented. The Alternative Breaks (AB) program sent 285 students, 50 student Trip Leaders, and 24 faculty/staff to 25 locations in the United States and internationally over winter, spring, and summer breaks.

## America Reads\*America Counts

During the 2012-2013 academic year, 346 UM student mentors participated in this intensive service-learning experience on a weekly basis for at least one semester (208 participated both semesters, a 30% increase over FY12). Of the 346 mentors,



66% (228 students) earned Federal Work Study money; 8% (28 students) earned course, internship or service-learning academic credit; and 26% (90 students) were volunteers. AR\*AC mentors spend approximately 1,225 hours per week in the local community. Each AR\*AC mentor spends at least 12 hours each semester in structured training and reflection sessions, in addition to participating in regular peer-facilitated meetings. This year, AR\*AC partnered with 8 academic departments and programs to offer academic credit to students for their internship work with AR\*AC, and to enhance our programs. AR\*AC maintained strong partnerships with 20 local elementary schools (19 in Prince George's County and 1 in Montgomery County).

## MICA

Staff advised and supported more than 100 student organizations, including 41 APA, 31 Black, 20 Latino, and 11 LGBT, 1 American Indian, and 1 Multiracial/Biracial student organization. This number is slightly larger than last year. Identity-based diversity and leadership classes enrolled 96 students, which was the same as last year. Efforts supporting history/heritage theme celebration months resulted in 42 events for APA Heritage Month (up from 17 last year), 41 for Black History Month (up from 14 last year), 62 for Latino Heritage Month (up from 30 last year), 20 for Pride Month (down from 27 last year), 7 American Indian Heritage Month (same as last year), and 10 for Mixed Madness Month (multiracial/biracial), which offered 14 events last year.

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# APPENDIX D: BUDGET & FINANCES

## FY 2013 Annual Report Adele H. Stamp Student Union 11041 (State)

### Operating Budget

	FY 2012 Actuals	FY 2013 Actuals	FY 2013 Working Budget	FY 2014 Working Budget	FY 14 Working Budget Compared to FY 13 WB	
					Budget Increment	Percent Increase
<b>Revenues</b>						
General Fees	13,490	14,000			0	0.00%
Gift Rev fm Foundation	129,765	68,953	(100,000)	(3,000)	97,000	0.00%
Endow Inc fm Foundation	1,319	306			0	0.00%
Hlth Ctr Oth Med Chg	200	400			0	0.00%
Internal Sales-E&G	200	0			0	0.00%
Miscellaneous	1,746	11,655			0	0.00%
<b>Total Revenues</b>	<b>146,720</b>	<b>95,314</b>	<b>-100,000</b>	<b>-3,000</b>	<b>97,000</b>	<b>0.00%</b>
<b>Expenditures</b>						
Salaries and Wages	1,261,578	1,319,119	1,525,796	1,669,084	143,288	9.39%
Operating	536,966	544,840	394,652	715,658	321,006	81.34%
<b>Total Expenditures</b>	<b>1,798,544</b>	<b>1,863,959</b>	<b>1,920,448</b>	<b>2,384,742</b>	<b>464,294</b>	<b>90.73%</b>
<b>Transfers</b>						
Other Transfers	1,094,828	1,272,938	1,244,231	1,774,319	530,088	42.60%
<b>Total Transfers</b>	<b>1,094,828</b>	<b>1,272,938</b>	<b>1,244,231</b>	<b>1,774,319</b>	<b>530,088</b>	<b>42.60%</b>
<b>Total Expenditures and Transfers</b>	<b>2,893,372</b>	<b>3,136,897</b>	<b>676,217</b>	<b>610,423</b>	<b>-65,794</b>	<b>-9.73%</b>
<b>Total State Funding</b>	<b>556,996</b>	<b>495,707</b>	<b>576,217</b>	<b>607,423</b>	<b>162,794</b>	
<b>Chapel Balance</b>	<b>289,187</b>	<b>202,744</b>	<b>148,855</b>	<b>176,300</b>	<b>27,445</b>	<b>18.44%</b>

# FY13 Annual Report Financial Information

Adele H. Stamp Student Union-Center for Campus Life

11040 (non-State)

## Operating Budget

	FY 2012 Actuals	FY 2013 Actuals	FY 2013 Working Budget	FY 2014 Working Budget	FY 13 Working Budget Compared to FY 12 WB	
					Budget Increment	Percent Increase
<b>Revenues</b>						
Stamp Student Union Fee	9,121,758	9,399,698	(8,954,837)	(8,984,767)	(29,930)	0.33%
Facility Rental	2,612,568	2,279,044	(2,590,899)	(2,617,500)	(26,601)	1.03%
SU Sales & Services	1,611,385	1,883,133	(1,634,097)	(3,120,617)	(1,486,520)	90.97%
<b>Total Revenues</b>	<b>13,345,711</b>	<b>13,561,875</b>	<b>(13,199,833)</b>	<b>(14,722,884)</b>	<b>(1,523,051)</b>	<b>11.54%</b>
<b>Expenditures</b>						
Salaries and Wages	4,998,442	5,398,840	5,904,902	6,175,784	270,882	-590490200.00%
Operating	850,613	603,611	1,693,899	3,475,986	1,782,087	-169389900.00%
Utilities and DFM Maintenance	1,522,351	1,381,558	1,480,616	1,569,998	89,382	-148061600.00%
Facilities Maintenance	66,371	99,663	60,500	76,600	16,100	-6050000.00%
Cost Containment	364,943	273,707	273,707	172,436	(101,271)	-27370700.00%
Campus Overhead	226,616	257,632	247,498	237,947	(9,551)	-24749800.00%
<b>Total Expenditures</b>	<b>8,029,336</b>	<b>8,015,011</b>	<b>9,661,122</b>	<b>11,708,751</b>	<b>2,047,629</b>	<b>21.19%</b>
<b>Transfers</b>						
Transfers to Plant	2,243,939	3,000,000	3,209,411	394,177	(2,815,234)	-87.72%
Transfers to Debt Service	3,072,439	1,618,735	329,300	2,619,956	2,290,656	695.61%
<b>Total Transfers</b>	<b>5,316,378</b>	<b>4,618,735</b>	<b>3,538,711</b>	<b>3,014,133</b>	<b>(524,578)</b>	<b>-14.82%</b>
<b>Total Expenditures and Transfers</b>	<b>13,345,714</b>	<b>12,633,746</b>	<b>13,199,833</b>	<b>14,722,884</b>	<b>1,523,051</b>	<b>11.54%</b>
Increase/(Decrease) in Fund Balance	(3)	(206,457)				
Ending Fund Balance	509,174	302,717	302,717	302,717		
<b>Plant Fund Balance at Year End</b>	<b>8,537,103</b>	<b>9,520,757</b>				



**ADELE H. STAMP**  
**STUDENT UNION**

*Center for Campus Life*