



Overall Accomplishments

RENOVATIONS & UPGRADES

Supporting this year's goal of Emerging Support Spaces, the Stamp has seen several facilities renewal efforts throughout the building as well as at the Memorial Chapel.

FACILITIES

Stamp Operations and Facilities as well as Information Technology staff worked diligently over the past year to update the physical and technological systems in the building.

Among the many projects completed, the building welcomed a redecorated North Court lounge featuring our newest addition to the building – a Greg Heffley statue. The Diary of a Wimpy Kid sculpture was generously donated by UMD Alum Jeff Kinney ('93) and widely celebrated during its dedication at this year's Maryland Day. This gift will bring joy to fans for generations to come and the start of a new Maryland tradition of selfies with Greg.

Other completed facilities projects include new flooring in all elevators as

well as the octagon entrance and vestibule by Nyumburu Cultural Center; upgrades to air handling units; and office moves.

Projects in progress include the construction of the long awaited Panera Bread, in partnership with Dining Services, to begin shortly in the former Adele's Restaurant space. Upgraded new sustainable lighting systems and theater lighting will be installed in the building's three largest event spaces (Grand Ballroom, Colony Ballroom and Hoff Theater) as well as the Stamp Gallery. Other physical improvements include a face lift to the Hoff Theater's green rooms and the Hoff front lobby are currently in the works. Design work has been completed in many of the public spaces in the STAMP and all of the building lounges will feature new furnishings and carpet with anticipated completion prior to the end of the fall semester 2023.

Other infrastructure upgrades include our security camera system, meeting room cameras, software updates, the new and improved door counter systems and upgraded copiers and general computer hardware for staff.











MEMORIAL CHAPEL

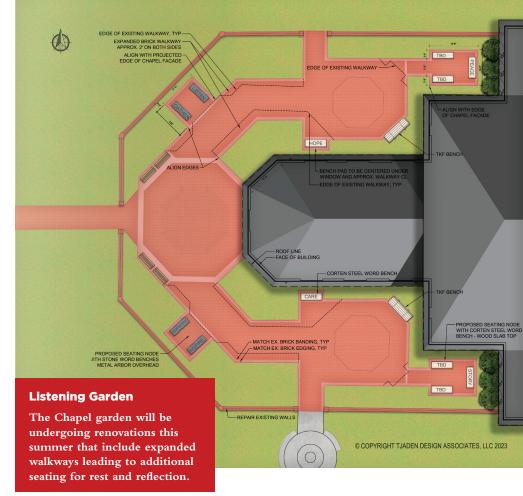
The Chapel has had many upgrades in conjunction with Stamp, DIT, and Facilities Management to include a new projection screen; upgrades to the building wifi range; HVAC system; electrical decorative hardware; cleaning/refinishing of exterior brickwork; and new carpet in the conference room.

The Chapel has been deeply involved in developing a new garden space based on the themes of dialogue, conversation and listening. In partnership with Facilities Management and their Landscaping unit, and funded in part by a Student Facilities Fund grant, work has commenced this summer and will be completed by mid-fall.

RETURN TO IN-PERSON EVENTS

ACTIVITIES

The Activities team continues to engage students in-person through a variety of programming, events, and services over the course of the year. Signature campuswide programs such as the First Look Fair, the All-Niter, Student Entertainment Events (SEE) Homecoming Comedy Show and Art Attack offer students and



the broader campus community the ability to connect with one another, learn about resources, and be entertained.

In response to continuing challenges student organizations were facing when it came to reverting back to in-person event planning, Student Organization Resource Center (SORC) and Event & Guest Services (EGS) partnered to launch a new event to engage student leaders with campus stakeholders and resources, which help to support event planning. The event allowed student organizations to engage in conversations with over 16 units on campus from dining to risk management and Stamp Event & Guest Services. This program will be continued next year.

Student Organization Training — a partnership between the Leadership and Community Service-Learning & Activities units, is a collective investment in the capacity and efficacy of the student organization community by collaborating in the development of a three-year plan for maintenance, updating, and revitalization of our student organization support framework. In the first year of this collaboration, a student organization development framework launched in Fall 2022. In the second year of this work, staff and student leaders will be launching

the Student Organization Development Framework, communicating and marketing it to stakeholders, connecting to current resources, and developing new ones where needed. COVID left a gap in student organization transitions and leadership learning and staff are attempting to provide the resources to equip students for their roles.

After completion of a report entitled "Student Organization Funding Process: An Equity Review," a multi-year research collaboration produced by STAMP units, including the Student Organization Resource Center (SORC), Multicultural Involvement and Advocacy office, and the Assistant Director of Research and Assessment; recommendations are beginning to be implemented from the funds. These include changes to the SORC staff model; improving outreach to student organization advisors; training for students about how to engage in the process, updates to the Student Government Association (SGA) funding guidelines; and exploring how to improve ongoing communication among the SGA, the advisory staff, and the Office of the Vice President of Student Affairs regarding the funding process. A new Coordinator for Student Government Association Finances position has

been created to support the growing work with student organizations.

MULTICULTURAL INVOLVEMENT & COMMUNITY ADVOCACY (MICA)

Work on the five new cultural centers continues with MICA staff participating in discussions at various levels regarding the design and construction as well as the staffing of the areas approved by the University. Individual MICA staff have been instrumental in outreach to students and have been engaged in listening and feedback sessions regarding the individual cultural centers. Additional staff have been hired to support these centers including a newly created position to work with Native American and Indigenous students.

MICA celebrated record high attendance at some of their annual programs to include nearly 400 students at the Unity Gala to celebrate APIDA students and organizations; and the return of the UMD Pow Wow was the largest turnout

to date with over 450 participants.

ENGAGEMENT

The Student Engagement office creates a sense of community and support for non-traditional students, including special events, programming, one-on-one meetings and group support, providing access to resources, and serving as a conduit to other offices across campus.

For the first year, Student Engagement staff along with Academic Achievement Program colleagues forged a partnership with University Libraries for National First-Gen Day to raise awareness of first-generation community members and highlighted books written by authors who were the first in their families to graduate from college. Student Engagement also partnered with MICA staff to host an end of semester study session in the MICA Cozy Corner for first-generation students. Additionally, Graduate Student Life saw the return of the Cherry Blossom cruise, a favorite of graduate students that hasn't happened

since the start of COVID. Students also enjoyed other annual favorites such as the Veterans Reception, Good Morning Commuters as well as the Dream Gala.

LEADERSHIP & COMMUNITY SERVICE-LEARNING (LCSL)

LCSL successfully engaged a dynamic and talented team through the hiring, onboarding, and support of five new full-time staff (out of seven total) and two new graduate assistants (out of four total) in the past year. After several years of vacancies ranging from six months to a year, heavy restructuring of three positions, and programmatic transition due to COVID operations; new staff members navigated ambiguity and paved many new paths forward without precedents to rely on.

Several LCSL initiatives saw gains in student participation or the return of in-person opportunities that had been suspended due to COVID. This included the return of in-person Maryland Math and Reading Days for local elementary students and six Alternative Spring Break experiences, and an increased participation in the Maryland Leadership Conference by 122 percent from 2022.

CENTERS

The graph on page 4 illustrates how each center (Studio A, TerpZone, and the Memorial Chapel) has achieved increased revenue and reservations that exceed levels prior to the pandemic and 2019 data.

Contemporary Art Purchase Program (CAPP) completed the ninth on-cycle studio and gallery visits to Baltimore, Washington D.C., and New York City. The committee successfully proposed the acquisition of nine artworks by seven artists. The new art pieces represent an array of art forms to include video, sculpture, painting, multimedia, and photography. The cohort's manifesto was "Yes, And" that featured critical compassion of art as a means of joy. CAPP's mission is to educate and inspire by exposing the campus community to thought-provoking art created by noted contemporary artists. The CAPP collection now features for than 70 artworks displayed throughout Stamp public spaces. CAPP also highlights prominent partnerships with the academic community in particular with the Art, Art History, and Studio Art departments.







Post-COVID Revenue & Reservation Trends

FY19

Reservations - 137 Total Revenue - \$171,000

FY20 **↓**

Reservations - 102 Total Revenue - \$126,948 Estimated \$17,000 canceled due to COVID in Spring 2020

FY21 **↓**

Reservations - 10 Total Revenue - \$17,378

FY22 1

Reservations - 112 Total Revenue - \$166,976

FY23 1

Reservations - 175 Total Revenue - \$229,870

\$11,200 of the reservation revenue was from the SGA Grant fund for student orgs

34%

Revenue increase from FY19

FY19

Reservations - 445 Weddings - 63 Total Revenue - \$112,419

FY20 **↓**

Reservations - 341 Weddings - 36 Total Revenue - \$81,361

FY21 🔱

Reservations - 151 Weddings - 32

Total Revenue - \$41,961

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Reservations - 319 Weddings -44 Total Revenue - \$99,274

FY23 ↑

Reservations - 333 Weddings - 56 Total Revenue - \$131,515

*The number of reservations is not the same as the number of events. A reservation may be for a single, one-time, two parts, or a recurring event.

Revenue increase from FY19

FY19

Reservation Revenue - \$2,000 Camp Revenue - \$34,920 Class Revenue - \$46,000 MD State Arts Council Grant - \$2,500

FY20 **↓**

Reservation Revenue - \$1,163 Camp Revenue - \$29,440 Class Revenue - \$40,000

MD State Arts Council Grant - No grant due to staffing changes

FY21 ↓↑

Reservation Revenue - \$5,000 Camp Revenue - \$1,120 (online) Class Revenue - \$17,530

MD State Arts Council Grant - Awarded in FY22

FY22 1

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Reservation Revenue - \$9,000 Camp Revenue - \$35,606 Class Revenue - \$28,000 DIY Kits Revenue - \$3,000 MD State Arts Council Grant - \$5,677

FY23 ↓↑

Reservation Revenue - \$8,000 Camp Revenue - \$50,780 Class Revenue - \$41,000 DIY Kits Revenue - \$3,000 MD State Arts Council Grant - \$13,000

Studio A and the Stamp Gallery received a \$20,000 one-time relief funding grant, supporting a variety of exhibitions and educational programs from sculpture to Al art to a turtle bank painting event on Maryland Day.

36%

Revenue increase from FY19

\$10,000 Donation to Memorial Chapel

In recognition of the above-and-beyond care and attention that Memorial Chapel Manager Denise McHugh has provided to each and every person who has walked through the chapel doors, a grateful client left a \$10,000 donation after his wife's memorial service. The couple was married at the Garden Chapel more than 40 years ago, and has a lineage of Terps in the family.



Terps After Dark, now in its ninth year, had a successful year with more than 80 events being offered by 28 departments and areas across campus, with Stamp staff leading the committee and 40 percent of the events being hosted by Stamp staff.

EVENT & GUEST SERVICES (EGS)

EGS is the one-stop shop for all reservations held in the Stamp as well as some outdoor spaces and classroom meeting spaces. During the year there has been a rising number of event bookings, university departments being the category

(Last normal year prior to COVID)

116

2765

398

2355

1038

Non-University

Stamp Tenants

Student Orgs

Univ Depts

Stamp Units

of client slowest to return to in-person events. This summer brings back two major conferences (The National Conference for College Women Student Leaders and National History Day) returning to in-person events for the first time since the pandemic. See Table below for an overview of year-to-year bookings.

MARKETING & COMMUNICATIONS

Stamp Marketing & Communications continues to support all Stamp events and programs by producing promotional campaigns and informational

YEAR-TO-YEAR EVENT BOOKINGS

	7/1/2022 - 6/30/2023	7/1/2021 - 6/30/2022	7/12020 - 6/30/2021
C&VS	276	130	8
Non-University	105	47	0
Stamp Units	1550	1281	138
Stamp Tenants	227	133	9
Student Orgs	2287	2160	194
Univ Depts	831	423	1280
			(this included ongoing
			COVID Testing)
7/1/2018 - 6/3	0/2019		



announcements that amplify the events, activities, and programs of Stamp and the Division of Student Affairs to "enrich the Maryland experience," which is central to the Stamp's vision. The unit's efforts also include social media outreach; postings to calendar.umd.edu, terplink. umd.edu, and Axis TV monitors; story pitches to *Maryland Today*; physical signage; branded promotional giveaways; tabling at student events; and more.

Stamp Patio and Campus Drive construction fence mural and banners - with the Purple Line commuter train construction project affecting campus and the Stamp Student Union with road closures, detours, and physical demolition/ building, a new patio was created in the front of the building. Furniture was relocated from the front terrace to allow for egress out of the building, as a result of the fences, and placed in the newly created patio. A 120-feet wide x 8-feet tall mural was installed on the construction fencing to provide a sense of safety and beauty as well as camouflage construction eyesores. An additional span of 48 feet exterior fence banners showcasing Stamp, TerpZone, Food Court, and more was also created. All together, the construction fence banners and interior mural allowed visitors and the UMD community to find space to gather, sit under a patio umbrella, study, and sip coffee.

Social Media Growth — Following the departure of the full-time marketing coordinator who had managed the social media channels for Stamp, the marketing and communications team pivoted, absorbing the work among professional staff and the graduate assistant, Saransh Grover. Saransh developed a social

media scheduling calendar, supervised a federal work study undergraduate student, and created successful multimedia content, which resulted in significant increases in @thestampumd followers (Instagram: 7,400+; Twitter: 8,300+), still the largest social media presence among the 14 departments under the Division of Student Affairs. The vacant position was revamped into a new multimedia position that will further our efforts in the social media market.

INFORMATION TECHNOLOGY (IT)

Stamp Information Technology (IT) plays a major role in supporting event needs for both in-person and hybrid programs. In addition to the many technological upgrades mentioned earlier, staff have been involved in the new UMD Mobile App (ModoLabs) and other divisional IT initiatives.

IT services provided technical support for 1,645 events which resulted in \$309,233.49 in revenue for the Stamp. Over 117 events requested live streaming or recording services throughout the year.

ADMINISTRATIVE OPERATIONS (HR & BUSINESS)

Stamp Administrative Operations area (AD Ops) has worked tirelessly to help streamline many procedures and processes for more efficiency and effectiveness. Some of the highlights include new onboarding meetings for new employees in 30- and 60-day check-in meetings to follow up, as well as, Smartsheet platform now utilized for expense workbooks and reports as well as for credit card oversight and tracking.

The **First Day Program**, an initiative in partnership with our colleagues in the Division of Information Technology and Barnes & Noble College, allows students to purchase e-books directly from Barnes & Noble, which are charged to their student account. Barnes & Noble provides the daily sales, which are uploaded and monitored through a tracking sheet within the Business Office. Stamp staff reconcile sales with Barnes & Noble and process receipt of student payments. All of this happens just after students add/drop dates. This effort has been many years in the making and has had many kinks to work out over the past year. Wrapping up the first year, great progress has been made in smoothing out how this system operates.

Stamp HR hosted an all-day extensive Diversity, Equity, Inclusion and Justice (DEIJ) retreat for our housekeeping and facilities staff that was well received by all.

CLIMATE

STAMP GROW (Guided Reflection on Work) uses brief, structured conversations between student employees and their supervisors to help students connect the skills and knowledge they are gaining in the classroom with the work they are doing, and vice versa. STAMP GROW is focused on making student employment a "high-impact activity" one that requires students to reflect on their learning and connect their learning within and beyond the classroom. This year, the program was adopted divisionally with the aid of a university grant, larger divisional initiative, and commitment to student learning and growth.

Other Accomplishments

Departmental Review was a major multi-year project that launched this year. Stamp staff completed the internal review process. The Adele H. Stamp Student Union—Center for Campus Life is the first department kicking off this divisional expectation of on-going assessment. A working group of eight Stamp staff and students diligently worked through the academic year to evaluate the many areas of our complex organization through the framework of Council for the Advancement of Standards in Higher Education (CAS) standards. The final report is being wrapped up in preparation for an external review team visit during the next academic year.

Free Expression Response

Team was recruited and trained during the spring. Moderators include many Stamp staff members including Facility staff. Other community members receiving training include Student Conduct, Resident Life, Office of Marketing & Communications, Smith School, among others. There have been a handful of events thus far utilizing the team. The expanded response team stands ready to support the University's approved Free Expression policy with frontline staff ready to provide safe and organized management of planned protests and vigils on campus.

University of Maryland First-Generation Initiative — Several

staff members were immersed in understanding the experiences of UMD's first-generation undergraduate students with the goal of transforming the institution to dismantle barriers to student success. A report was completed and shared across campus.

A communications campaign was created to highlight and support this growing constituency. A set of pride buttons were



produced for First-Generation students (I'm First), First-Gen families, campus allies, and UMD First-Gen alumni as well as signage in time to welcome students for the spring 2023 semester. Distribution of these identity pins continues at key tabling events and outlets.

Stamp Highlights

BY THE NUMBERS

Stamp welcomed **21,379** visitors on April 29, 2023 for Maryland Day's 25th Anniversary.

5,276 event bookings in Stamp for FY23.

644 Active Registered Student Organizations in TerpLink (as of March 10, 2023).

2,872 student organization events reviewed through the TerpLink Event Review Process. This is more than double the number from last year (1,276 in FY21).

More than **2,591** financial transactions completed for student organizations by SORC.

Services 24/7 added 29 nonprofit organizations for a total of **289** service partners listed and verified on services 247. umd. edu.

170+ multi-layered marketing campaigns and 50,000+ branded promotional pieces produced, designed, and distributed by Stamp Marketing team.

ACADEMIC/DEPARTMENTAL PARTNERSHIPS

There are several areas in Stamp that nurture collaborations and working relationships with academic areas and university departments that include, but not limited to:

- Art, Art History, Studio Arts (CAPP)
- Division of Information Technology, Barnes & Noble College (First Day)
- Athletics, The Clarice, RecWell, Robert H. Smith Business School, School of Public Policy (EMS Consortium)
- University Honors, School of Public Policy, Edward St. John Learning & Teaching Center (Stamp Digital Signage Partners)
- Teaching & Learning Center, College of Arts and Humanities, the Reed-Yorke Health Professions Advising Office, and the Mental Health Week Coalition (LCSL)

SUPPORTING STUDENT AFFAIRS DIVISION & DEPARTMENTS

Stamp Staff have continued to support other divisional departments during some transitions and staff shortages (e.g., IT staff working in the Health Center; HR staff working in the Health Center, Student Conduct, Dean of Students Office and Vice President's Office).

Issues / Challenges

UNIVERSITY PROCUREMENT AND TRAVEL DELAYS

Continued delays in University Procurement has perpetuated delays in projects and longer wait times for purchases and equipment. The new travel software (Concur) also did not take into account student travel and required a group of colleagues from across campus to create a temporary fix for the spring semester and a long-term strategy for the coming academic year. Also, transitions to new university software platforms have required training staff on new processes, including Concur and WorkDay.

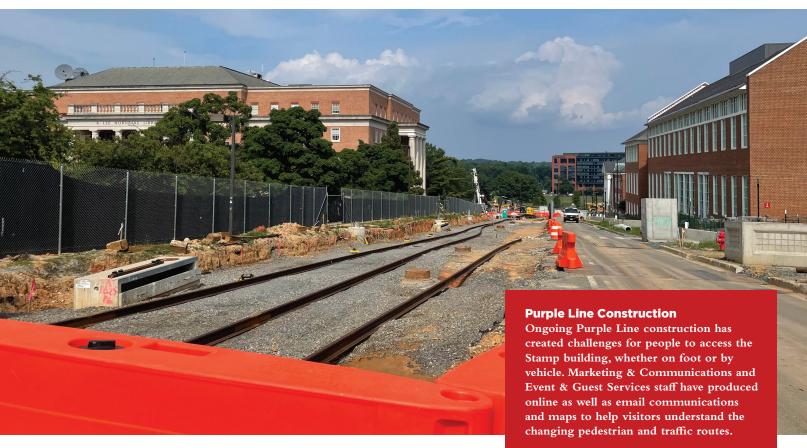
STAFF TURNOVER AND RETENTION

Staff turnover and retention continues to be a concern. Searches in FY23 included nine non-exempt positions (hired five), 10 exempt positions (hired seven), and had seven failed searches (four in the non-exempt trades positions and three exempt roles). The number of failed searches, almost 37 percent, significantly exceeds those of prior years.

DINING CHANGES

Changes in dining offerings in the Stamp were seen with the unexpected closing of the Roy Rogers restaurant in the Food Court at the end of the fall semester. Conversations are in progress with Dining Services to determine next steps for a new offering. After many delays, progress has been made for the construction of Panera Bread, which is set to begin this summer with an anticipated opening in November 2023.







Goals 2023-2024

ONBOARDING AND DEVELOPMENT OF ALL STAMP STAFF

In alignment with the university's strategic commitment, "We invest in people and communities," all Stamp units will continue our ongoing goal related to the Stamp Climate Study action item of supporting staff to further integrate a consistent, streamlined onboarding process for all levels of staff. Individuals new to the department will begin to learn policies and procedures; Stamp history and cultivate a greater sense of belonging within the Stamp community.

EXTERNAL DEPARTMENTAL REVIEW

As part of a larger divisional initiative, Stamp completed an internal departmental review process with the primary purpose of program improvement and planning. Next year, the final internal review report will be shared with a team of external reviewers who will participate in conducting a comprehensive on-site external review of Stamp's programs and services. All Stamp stakeholders will be expected to participate in various ways in the external review process throughout the year. In the following year, findings and recommendations from the internal and external reviews will be used to advance our future work and inform our best practices.

INTERNAL SYSTEMS AS A FOUNDATION FOR OUR WORK

An organization needs a solid foundation to support its overall mission and goals as well as its day-to-day operations.

Parts of this foundation include modifying/creating appropriate internal systems and structures (e.g., EMS, Smartsheet, Google Drive). Training will be provided for new institutional platforms (e.g., WorkDay, AssetWorks). When platforms are launched, staff will integrate into their work.

DIVISIONAL/ UNIVERSITY INITIATIVES & COMMITMENTS

Stamp stands ready to fully engage in divisional initiatives and commitments that are shared, and to integrate them into current and future plans. These include priorities from DSA's <u>Vision/Mission/Values</u>, <u>Learning</u>, co-curricular Learning Outcomes, DEIJ strategic plan, and strategic priorities identified in the <u>UMD Strategic Plan</u>.

STAMP

Organizational Chart

Administration

Director: Marsha Guenzler-Stevens HR/Business Coordinator (split): Kelsey Diggs Special Projects Coordinator: Kedric Elmore

Administrative Operations

Assistant Director: Kalia Patricio

HR/Business Coordinator (split): Kelsey Diggs

Training & Development

Coordinator: Marinel Martinez-Benyarko

Business Office

Business Manager: Sharon Tharkur

Business Manager: Ali Barlow

Leadership, Engagement, Advocacy & Diversity

Associate Director: Bridgette Behling

Student Engagement

Leadership & Community Service-Learning

Coordinator: Kamrie Risku (Coord. - Curriculum/Partnerships Coordinator: Breana Echols (Coord. - Comm. Engagement) Coordinator: Naomi Cohen (Coord.- Social Action/Engage) Leadership Manager: Brittany Devies Assistant Director: Courtney Holder Administrator: Pamela Gouws

Multicultural Involvement & **Community Advocacy**

Coordinator: Myles Alexander

Assistant Director: Brandon Dula

Coordinator: Hana Zewdie (Multi-racial & Native) Program Manager: Jennifer Enriquez Coordinator: Justine Suegay (APIDA) Coordinator: Alex Mullen (LatinX) Administrator: Erica Simpkins

Housekeeping Painter: Adam Samonisky

Housekeeping Supervisors: Dina Hernandez & Blanca Zelaya Lemus, Karina Larios, Kadiry Kallon, Beletu Legese, Ema -opez, Juan Lopez-Lazo, Suaad Mualim, Addison Powell, Maricela Coredero, Silvia Cruz, Lemlem Giday, Karina Housekeeping Leads: Dieudonne Noel, Ding Weng, Ernst Boursiquot, Marie Castor, Maria Cea, Roxana Ramos, Will Ramirez, Ying Zhang Housekeeping Chief: Letticia Teckham Loading Dock Manager: Curtis Shade Timmy Nguyen, Tigist Gebrehiwot Housekeepers: Tengne Betru,

Coordinator: Rocio Fregoso-Mota (Undocumented Students) Coordinator: Lorae Bonamy-Lohve (Graduate Students & Coordinator: Vacant (Transfer & Off-Campus Students) Coordinator: Kat Robinson (Veteran Students) Assistant Director: Laura McCulley Administrator: Samiyah Johnson

Grad Legal Aid: Zac Mundy & Debbie Mikutsky Graduate Student Gov.)

Student Activities

Business Manager: Valerie LaHoud (SORC) Student Legal Aid: Syndy Shilling & Vacant Stu. Program Manager: Laura Hood Coordinator: Olga Rozman (SORC) SEE Coordinator: Abby Callas Assistant Director: Joe Calizo Coordinator: Foster McDaniel SIS Manager: William Post

Event & Guest Services

Facilities, IT, Event & Guest Services

Associate Director: Nicole Miskimon

Facilities & Maintenance

Assistant Director: Paul Jacobus

Maintenance Supervisor: Bobby Smith

Multi-Trades Chiefs:

Maintenance

Gavin Du, Steven Whipple

Coordinator: Eric Martin (Event Services) Manager: Mark Salazar (Event Support) Manager: Josh Smith (Guest Services) Assistant Director: Susan Canady Administrator: Crystal Miller

Manager: Joshua Poston (Event Services) Events Coordinator: Linda White (Events)

IT Services

Assistant Director: Stephanie Payne-Roberts Soordinator: Bilal Wright (Network Assistant) Coordinator: Rob Gewain (IT Coordinator) Coordinator: Chris Hegwood (Multimedia) Coordinator: Myco Paulo (Web Services) Coordinator: Wyatt Clough (Helpdesk)

Strategic Communications & Partnerships

Associate Director: Donna Lim Administrator: Michelle Reese

Centers

Manager: Tara Youngborg (Studio A & Gallery) Manager: Denise McHugh (Memorial Chapel) Manager: Michael Golze (TerpZone)

Assessment & Research

Marketing & Communications Assistant Director: Sophie Tullier

Assistant Director: Eva Tennant Coordinator: Whitney Schepf Coordinator: Bree Caudill

STAMP work is supported by:

Student Affairs Development & Alumni Engagement

■ Operations

Development Programs

