



ANNUAL REPORT

2023—2024

STAMP



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# Overall Accomplishments

## RENOVATIONS & UPGRADES

STAMP Facilities and Information Technology units worked over the past year to enhance the physical and technological systems in the building.

### FACILITIES

Stamp Facilities staff members took the lead in the construction of Panera Bread, which officially opened on May 1, 2024 to the delight of the UMD community. Facilities completed many projects, including renovations or redesigns in the President's Lounge and Coffee Bar Lounge, Colony Ballroom, Hoff Theater, North Lobby Lounge, M&T Bank Lounge, West Reading Room Lounge, and the Main Lobby.

The remaining lounges in the STAMP will undergo complete renovation by the end of Fall semester 2024. Other in-process and upcoming projects include the final stages of the renovation of the Grand Ballroom, elevator rehabilitation, new lighting projects in the Grand and Colony Ballrooms, renovations to the facilities suite, and an upgrade to the STAMP HVAC system.

## INFORMATION TECHNOLOGY (IT)

STAMP IT completed its goal to purchase and deliver over 100 laptop computers for all professional staff, replacing desktop computers and contributing to a more efficient hybrid work environment. They also upgraded the security in their systems and consolidated websites to the StampUnion server where all STAMP web applications are housed.

In addition to supporting the department's technological needs, STAMP IT has also assisted with the creation of the Division of Student Affairs' central inventory database and helped to develop several modules for the new UMD mobile app.



Highly Anticipated Panera Bread Opens



Newly Renovated West Reading Lounge





Showing  
Maryland Pride  
at Homecoming  
2023

## SERVING OUR STUDENTS

### ACTIVITIES

The Activities team continues to support students by providing opportunities to engage in a variety of programming, events, and services. The Student Government Association (SGA) Advisory Group, which was formed to support the advising of SGA and to address some challenges that arose during the prior year's elections, launched new programming, including a leadership mentorship initiative and a weekend retreat focused on leadership and skill development. Activities staff also launched the Student Organization Resource Center (SORC) ELMS course to serve as the sole source of information for student organizations, which includes a new officer training and a curated online resource library, which was successfully completed by 1,736 student leaders. This initiative was a part of the Student Organization Development Framework (SODF), a comprehensive framework developed in collaboration with Leadership & Community Serving-Learning (LCSL) staff to equip student organizations with a roadmap for success and empower them with knowledge, ultimately resulting in a thriving student-led campus community.

STAMP program staff planned nine highly successful STAMP Flagship events with attendance numbers reaching great heights for events like First Look Fair, All Niter, and New Student Welcome. Further, the Activities team centered DEI in their work by attending sessions on neurodiversity and Universal Design for Learning, and staff are working to identify strengths and opportunities for improvement with accessibility and disability inclusion in their individual areas.



Veteran's  
Football Game  
2023

### ENGAGEMENT

The Student Engagement staff provide community and involvement opportunities for non-traditional students. This unit hired and onboarded three new professional team members in the past year. The staff members quickly embraced their new roles and hosted various programs for their respective communities as well as two events that were collaborative across the entire unit. Highlights include the Student Engagement Open House, Veteran Student Life's STEM tutoring program, and appreciation weeks hosted by Transfer and Off-Campus Student Life (TOCSL) and Grad Student Life (GSL).

Staff in Immigrant and Undocumented Student Life collaborated with the Division of Student Affairs to secure a new scholarship that provides financial support with preference given to documented or undocumented immigrant students. Staff also collaborated with the Graduate School and the Office of General Counsel to update existing fellowships and awards to be inclusive towards students who are undocumented or are not U.S. citizens.



### LEADERSHIP & COMMUNITY SERVICE-LEARNING (LCSL)

Across its 7 program areas, LCSL staff engaged over 1,600 participants in over 56,000 hours of leadership and service learning in the 2024 fiscal year. They secured over \$235,000 in external funding from grants and fundraising efforts for collaborative initiatives, partly due to their new strategic outreach methods to deepen engagement with community stakeholders, which included strategic year-round outreach to campus partners; conducting a strategic communications audit; streamlining LCSL presentation requests; and expanding LCSL's participation in other campus initiatives.

The TerpsVote initiative brought the National Student Vote Summit to campus, which was attended by over 200 students, staff, faculty, and nonprofit leaders from across the country, and the UMD nonpartisan democratic engagement action plan received ALL IN's Highly Established Action Plan Seal, the highest recognition for student voting efforts on college campuses.



## MULTICULTURAL INVOLVEMENT & COMMUNITY ADVOCACY (MICA)

MICA has been working with the Division of Student Affairs to discuss the development, programming and philosophical directions of the new cultural centers, which will open in the Spring of 2025. This unit hired and onboarded five graduate assistants and two full-time staff members, including the first full-time coordinator to support the University's Native and Indigenous community. Another noteworthy first—the inaugural Southwest Asian and North African (SWANA) Heritage Month was a huge success.

Additionally, MICA involvement areas received over \$56,000 in programmatic co-sponsorships and organized a plethora of programs that were collectively attended by thousands of students, including welcome events for each respective area, Heritage Months, galas and graduation celebrations, collaborations with academic departments and campus partners, site visits in the community, and the first Queer Student Leadership Retreat.

## ENGAGING OUR COMMUNITY

### EVENT & GUEST SERVICES (EGS)

EGS has been busy managing the highest number of reservations held in the STAMP since the start of the pandemic. In the 2024 fiscal year, they hosted 6,231 bookings in event spaces in the STAMP, as well as some classroom and outdoor spaces, which is nearly 1,000 more bookings than FY23 and over 2,000 more bookings than in FY22.

EGS staff also improved their internal systems by focusing on intra-unit knowledge development, training and empowerment of student employees, and welcoming Event AV staff into the EGS unit. Event AV was previously housed under Stamp IT.

**SWANA Heritage Month 2024**  
Henna Workshop in Studio A



### MARKETING & COMMUNICATIONS

The STAMP Marketing & Communications team plays a critical role in bringing people to the Stamp and promoting initiatives and events hosted across various STAMP units. In the past year, Marketing & Communications has published a total of 1,860 posts across its social media platforms, which generated a total of 1.4 million impressions—the most popular of which were a surprise construction walkthrough of Panera Bread and a story on finals offerings for the Greg Heffley statue.

They also leveraged the UMD App and text-based outreach to promote STAMP programs, events, and activities that resulted in significantly increased interactions from target audiences, both in-person and on social media. Due to their creative and innovative efforts, professional and student staff from the Stamp Marketing & Communications team captured multiple awards in the [ACUI Steal This Idea 2024](#) national competition for excellence in marketing and communications design.



**ACUI 2024**  
Black History Month Campaign 2023



**ACUI 2024**  
AllNiter Custom Enamel Pins

**ACUI 2024**  
LGBTQ+ History Month Campaign 2023





## CENTERS

The Centers (TerpZone, Studio A & STAMP Gallery, and the Memorial Chapel) excel at engaging the campus community and the units have seen increased revenue and reservations in the past year.

**TerpZone** had approximately 82,000 visitors throughout the academic year and hosted 225 reservations for student organizations, campus departments, and the College Park community, with a total gross revenue of \$238,580. Foot traffic is expected to increase in upcoming years since TerpZone facilities are being creatively renovated, including updated lighting for Cosmic Bowling, newly felted billiard tables, and an anticipated new game room and soft furniture in the bowling seating area.

**Studio A & STAMP Gallery** received a record \$17,600 grant from the Maryland State Arts Council, which supported programs like a new Artist-in-Residence Program, hugely popular Maryland Day activities, and free artist-led educational workshops. Studio A's



classes, reservations and DIY kit sales, and summer art camp brought in more than \$140,000 in revenue. Additionally, the STAMP Gallery hosted various exhibitions throughout the year that featured artworks by dozens of artists and were appreciated by thousands of visitors. Studio A & STAMP Gallery staff also developed a new tour for the Contemporary Art Purchase Program collection, which has been provided at the Fall and Spring Welcome Weekends, NextNow Festival, STAMP staff events, and various academic classes.

**Memorial Chapel** hosted numerous events ranging from its annual Honor and Remember Veterans Day celebration to interfaith and regular contemplative programming, as well as 1,475 bookings from weddings and reservations, which generated approximately \$150,000 in revenue. Another highlight of the year was the completion of the Memorial Chapel Listening Garden, which grew out of initial designs prepared by an undergraduate student landscaping class and partially funded by a student facilities fund grant, aims to teach the art of listening to each other, listening to yourself, and listening to nature.



## ONBOARDING & DEVELOPMENT OF STAMP STAFF

### ADMINISTRATIVE OPERATIONS (HR & BUSINESS)

To accomplish the departmental goal of onboarding, reboarding, and development of all STAMP staff, Administrative Operations (Admin Ops) staff created an onboarding dashboard on SmartSheet, improved efficiency of workflows, facilitated trainings on finances and administrative responsibilities, and increased efforts on community building and staff recognition.

They also organized a Student Employee Leadership and Career Development Retreat for student employees, held the first Facilities Appreciation Day to celebrate our housekeeping and maintenance staff, and completed the pilot year of STAMP-wide committees. Admin Ops also developed a partnership with University Human Resources to bring UMD's New Employee Orientation to STAMP to introduce new faculty and staff to the heart of campus. Their efforts resulted in 8 new full-time hires and an overwhelmingly positive reception for the new onboarding and recognition initiatives.

## CLIMATE

### RESEARCH & ASSESSMENT

The STAMP Research & Assessment Unit worked on several projects to assess and improve the climate in STAMP and the greater UMD campus. The STAMP Climate Survey was completed by 81 staff members from various positions across all Stamp areas and will be used to inform the revision of the STAMP Strategic Plan. Research & Assessment also conducted a needs assessment of Southwest Asian and North African (SWANA) students on campus to identify how STAMP efforts can best support them. The unit also presented on sense of belonging at UMD over the years at the 2024 Maryland Student Affairs Conference.

## Other Accomplishments



### External Departmental Review

As part of a larger divisional initiative, Stamp recruited a team of national experts on college unions to conduct its External Review. STAMP hosted the External Review Team (ERT) on campus in April 2024, which met with individuals from every STAMP unit as well as UMD students and campus partners. The ERT is in the process of drafting their report, which will be used alongside the Internal Departmental Report, produced in the previous year, to inform the operationalization of the new DSA Strategic Plan.



### Terps After Dark

In its ninth iteration, departments across campus collaborated to organize 55 events that were attended by approximately 20,000 students. Of those attending Terps after Dark events-- the majority were new students, including 48% of those that were undergraduate students and 59% of graduate attendees.



### The First-Generation Student Success Project

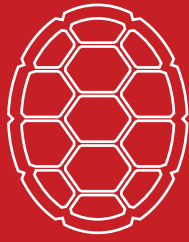
The First-Generation Student Success Committee (FGSSC) identified their aspirational goal to guide their work: First-generation students will thrive at UMD-College Park, and achieve their personal and academic goals. With this mindset, they expanded the 2023 National First-Generation College Celebration Day to feature 12 events sponsored by 9 departments that spanned an entire week and resulted in the formation of the First-Generation Student Association. FGSSC engaged in robust outreach initiatives and distributed an electronic newsletter to all first-generation undergraduates-- nearly 6,000 students-- the first-time all first-gen students have been reached as a cohort. FGSSC also compiled a report about first-gen students' experiences at UMD, along with a number of recommendations for next steps so that UMD might advance and scale first-gen students' success.



### Expressive Activity Event Monitors

Stamp Event & Guest Services facilitated the Event Monitor system for expressive activity events, which brought together colleagues from across campus to provide safe and organized management of planned protests on campus. Their efforts were critical in the response to campus free speech events related to world and national issues this past academic year.





# STAMP Highlights

**6,231**  
event bookings  
in STAMP  
for FY24



STAMP received a record **600** applicants for the **67** scholarships offered & was able to award a total of **\$353,600.25** across **121** winners

**771** Active  
Registered Student  
Organizations



**SORC** saw a **50%** increase in the total number of approved new & reactivated student organizations from FY22 to FY24, from **94 to 141**



**34 hours** of  
engagement per  
student in  
**LCSL**



**LCSL** secured over **\$235,000** in external funding from grants & fundraising efforts for collaborative initiatives



**7** new staff members hired and onboarded

**35,000**  
total followers  
across all  
of STAMP'S  
social media  
pages



**175+** multi-layered marketing campaigns & **55,000+** branded promotional pieces produced, designed, & distributed by the STAMP Marketing team

**Studio A** had **54** classes with **568** students participating in them



Within nine months of the **SORC ELMS** course being launched in Sept. 2023, **1,736** student organization leaders successfully completed the officer training course. The total percentage of student organizations registrations being denied for noncompliance dropped to **6%**

**415+** contracts were signed for STAMP programs & all student organizations' activities & programs

**SEE** organized **96** events, the most popular of which was SEE Presents: Art Attack XL ft. Smino which yielded **1,145** attendees

**974** people  
attended STAMP'S  
Homecoming  
Terp  
Carnival



**7** exhibitions & **2,956** visitors at the **STAMP Gallery** over the academic year



**STAMP IT**  
resolved **1,413**  
help desk  
inquiries





## Numbers from STAMP'S Door Counters\*

- Total foot traffic of **1,988,898** based on door counters in STAMP for FY24
- A remarkable **21,702** people visited STAMP on Maryland Day 2024
- **13,799** people visited STAMP on February 8 for Second Look Fair, which is **4,624** more than the foot traffic STAMP gets on an average Thursday in February
- On August 28, **17,188** people visited STAMP to kick off the first day of the new school year
- Mondays were the most popular day for people to visit STAMP, with a total of **325,484** visiting throughout the course of FY24

\*STAMP'S door counter system uses cameras to count raw foot traffic into the building. As a result, people may be duplicated in the counts if they entered STAMP, left and came back.

## Challenges



### STAFFING

Staffing continues to be one of the greatest challenges across STAMP units. Various units experienced staff turnover and vacancies, both in student employee and full-time positions, resulting in difficulties with coverage and demanding workloads.



### OUR CRITICAL ROLE

Because of STAMP's close affiliation with student organizations and work in event management, STAMP staff have been asked to take charge in a variety of new initiatives to address freedom of expression events and overall climate on campus. In addition to facilitating and staffing the Event Monitor system for expressive activity events, STAMP staff are at the forefront when it comes to supporting students who are affected by national and global issues. STAMP staff members truly care about students and work tirelessly to serve the UMD community even though they are asked to go above and beyond, which inevitably takes a toll on their wellbeing.



### FINANCIAL

Though many of STAMP's revenue generating units have rebounded from pandemic deficits, budget adjustments have not maintained pace with inflation. Further, the costs associated with labor, food, hiring speakers and performers, and other goods have increased exponentially. As a result, units are struggling to stretch their budgets to maintain operations and continue to provide top tier programming and services.



### TRANSITIONING TO WORKDAY

STAMP HR staff had been diligently working in anticipation of the transition to Workday in Fall 2023. However, the delay of Workday required moving back to using existing systems and also expending time and energy in fixing issues with those systems that were supposed to have been retired due to the Workday transition. The newly scheduled launch of Workday in Fall 2024 will require staff members to learn the new program, but will ultimately enable business and HR operations to run more efficiently.



# Goals 2024-2025

## CULTURAL CENTERS

### DSA Commitment: We Put Students First

STAMP staff have been crucial in the planning of five new Cultural Centers that promote belonging and affirm the diverse histories and experiences of students who identify with the Latinx, Native & Indigenous, Disability, Multi-racial & Biracial, and Asian Pacific Islander Desi American communities. In partnership with students and key campus partners, Stamp is committed to developing the vision, mission, goals, procedures, and policies for the successful opening and operations of the Cultural Centers to serve student and campus communities.

## EXPRESSIVE ACTIVITY EVENTS

### DSA Commitment: We Create Caring and Inclusive Communities

The 2024-2025 academic year is expected to yield student protests and expressive activity events given national and global issues, as well as the upcoming presidential election. STAMP will continue to lead and expand the training and deployment of expressive activity response team members. STAMP will also work with venue managers in the modification of facility use policies and procedures that are in compliance with any new institutional policies. These efforts will help cultivate “a supportive and respectful climate that values differing perspectives and experiences,” a Divisional goal under the We Create Caring and Inclusive Communities Strategic Commitment.

## OPERATIONALIZING DIVISIONAL AND UNIVERSITY INITIATIVES

### DSA Commitment: We Invest In Our People and We Thrive as One Division

A key priority of the upcoming year is to operationalize the Division’s new Strategic Plan to STAMP’s mission, goals, and day-to-day operations. Findings from the Internal and External Departmental Reviews and STAMP Climate Study will also be used to inform these changes. Additionally, Stamp will incorporate the new UMD Co-Curricular Learning Domains into the Student Organization Development Framework (SODF), student employee training, and student programming and involvement opportunities. All of STAMP’s efforts will continue to be guided by the [University’s Strategic Plan](#), which strives to move “Fearlessly Forward in pursuit of excellence and impact for the public good.”

## TRANSITION TO WORKDAY

### DSA Commitment: We Align Practices With Values

STAMP will establish processes and procedures to ensure the transition to Workday runs smoothly, including training staff on interacting with the new platform and updating systems to meet departmental needs in the new environment. We will implement sustainable methods to integrate adjustments made after the most recent audit of STAMP’s financial practices, and all staff members will engage in the appropriate processes to maintain operational continuity and effectiveness. We will also inform student organizations about how the transition to Workday will impact student organizations and train them on any changes required for the purchasing process.





# STAMP

## Organizational Chart

### Director: Marsha Guenzler-Stevens

Administrative Coordinator (split): Kelsey Diggs  
Special Projects Coordinator: Kedric Elmore

### Administration

Associate Director: Kalia Patricia

### Administrative Operations

HR/Business Coordinator (split): Kelsey Diggs

### Training, & Development

Coordinator: Marinel Martinez-Benayrko

### Business Office

Business Manager: Sharon Tharkur  
Business Manager: Alison Barlow

## Leadership, Engagement, Advocacy & Diversity

Associate Director: Bridgette Behling

### Leadership & Community

#### Service-Learning

Assistant Director: Courtney Holder  
Administrator: Pamela Gouws  
Coordinator: Kamrie Risku (Curriculum/Partnerships)  
Coordinator: Naomi Cohen (Social Action/Engage)  
Coordinator: Breana Echols (Community Engagement)  
Leadership Manager: Brittany Davies  
Coordinator: Myles Alexander

### Multicultural Involvement & Community Advocacy

Assistant Director: Brandon Dula  
Administrator: Erica Simpkins  
Program Manager: Jennifer Enriquez  
Coordinator: Hana Zewdie  
Coordinator: Justine Suegay  
Coordinator: Alex Mullen  
Coordinator: Kyrsha Balderas

## Facilities, IT, Event & Guest Services

Associate Director: Mark Neal

### Facilities & Maintenance

Assistant Director: Paul Jacobus

#### Maintenance

Maintenance Supervisor: Bobby Smith  
Multi-Trades Chiefs:  
Gavin Du, Steven Whipple, Adam Samonisky

#### Housekeeping

Housekeeping Chief: Letticia Teckham  
Housekeeping Supervisors: Dina Hernandez & Blanca Zelaya  
Housekeeping Leads: Dieudonne Noel, Ding Weng, Timmy Nguyen, Tigest Gebrehiwot  
Loading Dock Manager: Curtis Shade  
Housekeepers: Maria Alvarez, Cinythya Borgan Cruz, Tengne Betru, Ernst Boursiquot, Ana Campos Lemus, Marie Castor, Maria Cea, Fritz Chadic, Maricela Coredero, Silvia Cruz, Roxana Cruz Ramos, Yordanos Eshete, Lemlem Giday, Karina Larios, Kadry Kallon, Beletu Legese, Ema Lopez, Juan Lopez-Lazo, Lizbeth Lucero, Saaad Mualim, Addison Powell, Ying Zhang

### Event & Guest Services

Assistant Director: Susan Canady  
Administrator: Crystal Miller  
Coordinator: Eric Martin (Event Services)  
Manager: Mark Salazar (Event Support)  
Manager: Josh Smith (Guest Services)  
Coordinator: Rob Gewain (AV Coordinator)  
Coordinator: Chris Hegwood (AV Equipment)

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

### IT Services

Assistant Director: Stephanie Payne-Roberts  
Coordinator: Wyatt Clough (Helpdesk)  
Coordinator: Myco Paulo (Web Services)  
Coordinator: Bilal Wright (Network Assistant)

## Strategic Communications & Partnerships

Associate Director: Donna Lim

Administrator: Michelle Reese

### Centers

Manager: Mike Goize (TerpZone)  
Manager: Tara Youngborg (Studio A & Gallery)  
Manager: Denise McHugh (Memorial Chapel)

### Assessment & Research

Assistant Director: Pearl Lo

### Marketing & Communications

Assistant Director: Eva Quintos Tennant  
Coordinator: Bree Caudill (Marketing & Graphic Design)  
Coordinator: Whitney Schepf (Multimedia Design & Social Media)

Note: This organizational chart depicts how positions were staffed for the majority of FY24 and therefore is not up-to-date on recent staffing changes.

■ Operations  
■ Programs





DIVISION OF  
**STUDENT AFFAIRS**

ADELE H. STAMP STUDENT UNION  
CENTER FOR CAMPUS LIFE