### STUDENT AFFAIRS 08-09 ANNUAL REPORT DATA

<table>
<thead>
<tr>
<th>IMPORTANT:</th>
<th>Please submit by July 20, 2009 and be sure to read the form instructions. As you prepare this be sure to refer to last year’s annual report and your department’s 2008-09 Planning Document.</th>
</tr>
</thead>
</table>
|            | Annual report, 2007-08  
|            | http://www.memphis.edu/studentaffairs/annualreport0708.htm |
| Department/Sub-Department Name: | University Center/Rose Theatre |
| Location: | Rose Theatre 104 |
| Phone Number: | 901-678-2032 |
| Web Site: | www.memphis.edu/uc |
| Department Annual Report web link (if applicable): | n/a |
| Director Name: | Bob Barnett |
| Director Email: | bob.barnett@memphis.edu |
| Number of Full-Time Staff: |  |
| 1. What is your BHAG? |  |
| | To utilize the opportunities created by the construction and opening of the new University Center to build community on the University of Memphis campus. |
| 2. Because different departments approach learning objectives in different ways, you can complete this section in one of two ways: |  |
| 1. | You may list the primary plans and projects you undertook in 2008-09. For each project list outcomes, including at least one student learning outcome, along with assessment data. |
| -OR- |  |
| 2. | You may list your student learning outcomes for 2008-09. For each student learning outcome list primary plans and projects that supported that outcome, along with assessment data. |
The University Center has identified the following desired learning outcomes:

Through training, evaluation, and staff intervention, we desire our students we interact with through employment, volunteerism, or program participation to develop and/or improve their:

- Communication Skills
- Leadership Skills
- Customer service skills
- Problem-solving skills
- Multi-tasking
- Conflict-resolution skills
- Time-management skills
- Honesty/integrity
- Self-confidence
- Appropriate assertiveness
- Strong work ethic
- Working with diverse populations

Through our policies, procedures, staff interactions, and the environment we create, we also desire our students users learn/improve:

- Event-planning skills
- University and UC/Rose Theatre policies
- Campus and Departmental policies

During the 2009 fiscal year, based on anecdotal evidence, I believe we have made significant progress towards achieving those outcomes, especially in regards to our student employees. However, we still have not created a workable system for assessing those outcomes. I have joined the assessment group that S. Blaisdell has started and will continue to work with her to develop appropriate assessment tools.

Below you will find some quotes from some of our FY 2009 student workers regarding what they learned as a University Center student employee:

I learned…

“first and foremost to listen and then find productive solutions to conflict.” (Caren Carson)

“to pay attention to my surroundings and the proper approach to relate to customers.” (Lennio Davis)

“to take control of situations and be the example for the team without being asked.” (Darrell Lewis)

“how important it is to show respect and humility when communicating with others.” (Joseph Jackson)

“that my integrity is my reputation- being honest helps build and maintain positive relationships with others.” (Caren Carson)
“to be outspoken and overcome shyness with new people.” (Joseph Jackson)

“My employment with the UC has definitely improved my communication skills, customer service ability, and helped me work better with different kinds of people.” (Patrick Moseley)

3. **Address the reasons for any primary plans and projects in your 2008-09 planning document that were not undertaken or achieved.**

See #6

4. **If applicable, provide detailed utilizations numbers for 08-09 (e.g. counseling sessions, cases, students housed, children cared for, student visits, tests administered, students tutored, interviews hosted, internships posted and filled, etc.)**

RESERVATION OCCURRENCES IN UC/PAN from 07/01/08-06/30/09

University Departments and Student Organizations- 1835

External Groups- 15

SUBTOTAL- 1850

RESERVATION OCCURRENCES IN RTH from 07/01/07-06/30/08

University Departments & Student Organizations- 151

External Groups- 55

SUBTOTAL- 206

Other reservations processed for groups outside of UC/PAN/RTH- 1207

GRAND TOTAL- 3822 (total # of event occurrences processed by UC/RTH Staff)

These figures represent somewhat of a decrease from last year’s numbers, but may be actually be a result of the way we cannot track certain kinds of event information in Resource 25. I am hopeful that new scheduling software will enable us to track our events more accurately and with greater nuance.
## Cultural Event Tickets Distributed to Students

A total of $24,387.50 was spent to provide student tickets to the following cultural attractions in the Memphis community:

<table>
<thead>
<tr>
<th>Cultural Event</th>
<th># Distributed</th>
<th>Price per</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playhouse on the Square/Circuit</td>
<td>1200 Tickets</td>
<td>@ $8.75</td>
<td>$10,500.00</td>
</tr>
<tr>
<td>Concerts International</td>
<td>100 Tickets</td>
<td>@ $10.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Ballet Memphis</td>
<td>200 Tickets</td>
<td>@ $7.00</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>Pink Palace- IMAX</td>
<td>50 Tickets</td>
<td>@ $6.50</td>
<td>$325.00</td>
</tr>
<tr>
<td>Pink Palace- Museum</td>
<td>12 Tickets</td>
<td>@ $6.50</td>
<td>$162.50</td>
</tr>
<tr>
<td>(13 remaining)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pink Palace- Planetarium</td>
<td>15 Tickets</td>
<td>@ $4.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>(10 remaining)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brooks Museum</td>
<td>25 Tickets</td>
<td>@ $3.00</td>
<td>$150.00</td>
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<tr>
<td>(25 remaining)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Civil Rights Museum</td>
<td>60 Tickets</td>
<td>@ $8.00</td>
<td>$1,200.00</td>
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<tr>
<td>(90 remaining)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theatre Memphis</td>
<td>800 Tickets</td>
<td>@ $5.00</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Malco Theatres</td>
<td>50 Tickets</td>
<td>@ $6.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>“The Marriage Counselor”</td>
<td>125 Tickets</td>
<td>@ $42.00</td>
<td>$5,250.00</td>
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<tr>
<td>GRAND TOTAL</td>
<td>3265 Tickets</td>
<td>----------</td>
<td>$24,387.50</td>
</tr>
</tbody>
</table>

A total of 2,663 of the 2775 tickets purchased had been used as of 6/3/08 (This compares to 2,782 of 3,265 purchased last year). The remaining tickets are still available to eligible students until their expiration date passes. Brooks Museum tickets have no expiration date. The average cost per ticket distributed was $8.34.

We did have greater demand than we were able to supply for Playhouse on the Square/Circuit Tickets and Theatre Memphis, but were unable to acquire additional tickets late in the season. Also, at the beginning of this year, we had a surplus of tickets from the prior year that enabled us to buy fewer tickets. However, we depleted that surplus this year.
5. **Report any additional data that demonstrates how your department supports the persistence and graduation of students.**

Although we believe that our student employment program increases persistence to graduation, we currently do not collect that data. We will work to do so in the future.

6. **If your planning document for 08-09 included departmental goals apart from student learning outcomes, please list them and briefly discuss progress made toward each goal, along with any appropriate supporting data. Also address any departures from your plans.**

**GOAL #1: Create and manage a series of campus-wide work groups designed to build community, generate excitement about and increase support for the University Center project while developing the plans and infrastructure necessary to open and operate the facility.**

The University Center work teams have been largely successful. Though several have dissolved due to issues related to overlap in their initial charges, most have accomplished their goals are in the process of doing so. Some highlights:

**Student Employment Team**
- Developed comprehensive philosophy and plan for student employment
- More than 300 individual applied for about 30 open positions
- Hiring is largely complete for the fall semester with intensive training planned beginning in August

**Budget and Finance Team**
- Plan for reorganization and adequate budget support recommended and implemented

**Event Planning and Reservations Team**
- Set customer service standards and philosophy for the UC scheduling operation
- Created plan for charge structure

**Communications and Marketing Team**
- Marketing plan recommended, some items implemented
- UC video produced & linked to UofM homepage and UC web site

**Student Involvement Zone Team**
- Provided input on names and furniture selections
- Preparing plan for student org office allocation process

**Learning Opportunities Team**
- Created learning philosophy statement for the UC
- Provided creative list of ideas for incorporating learning into the building

**Policy Team**
- In process of reviewing a number of UC related policies and procedures
- Will make recommendations to University Policy committee during the fall semester

The Development Team was incorporated into the existing Student Affairs LEAD team. Unfortunately, little progress has been made in selling naming opportunities in the building. The First and Enduring Impression committee largely disbanded over issues related to understanding their charge and its relationship to the Learning Opportunities Committee.
The Grand Opening Team will reformulate in the fall semester with a new group of students and SAC to help plan the student oriented grand opening events. The Building Operations Team and Moving Transition teams are also reformulating following several staff departures, but will be very active in the coming months.

GOAL #2: Create brand new websites for the University Center and Rose Theatre that better reflect our emphasis on building community.

The UC, Rose, and New UC websites have been much improved since last year, but still are not near where they need to be. This is largely the result of a shortage of staff to actually develop the content that needs to created to make these sites useful. Allecia Powell in Marketing and Communications has been very helpful in updating our sites and remains ready to take them to the next level. She just needs the new content.

GOAL #3: Continue to Manage Construction Project with support from Dean of Students, VP of Student Affairs, and Campus Planning Department.

As of this writing, the UC remains on time and on budget. During the past year an inestimable amount of time has been spent by individuals in this department reviewing plans, providing direction, facilitating input, and inspecting the actual construction site. Many problems that would have otherwise gone unnoticed have been brought to light through the attention we have paid to this process, sometimes at the expense of other important things. In the end, although there will certainly be items that we failed to catch or would wish to change, we believe that we will have a better building for the tremendous effort expended.

7. List any revenue producing initiatives and results:

**University Center Revenue 2008-2009**
- On-campus facility & equipment rentals and labor charges - $659
- External facility & equipment rentals and labor charges - $3178
- Locker Sales - $205
- Total - $4,042*

**Rose Theatre Revenue 2008-2009**
- On-campus facility & equipment rentals and labor charges – $36,739
- External facility & equipment rentals and labor charges - $32,269
- Total - $69,008*

* This is slightly less than last year's Rose Total of $73,030. However, last year's total included a large amount of “catch-up” billing from the previous fiscal year. This year, we actually had two, large, FY 2009 invoices totaling approximately $8,000, pay AFTER July 1. Including those payments, which have been booked on the 2010 fiscal year, we would have exceeded last year's total by more than $4,000.
8. **Individual staff and student accomplishments:**

Caren Carson, student event scheduler, won a spot in Teach for America following her December graduation. She will begin her assignment in Forrest City, Arkansas in August.

Ron Crawford, Assistant Manager of the Rose Theatre was nominated for the Division of Student Affairs 2009 Pyramid Award.

Lauri Lea McDaniel, Rose Theatre Manager, completed the Association of College Unions International: Indiana Professional Development Seminar.

<table>
<thead>
<tr>
<th>9.</th>
<th><strong>Additional bragging points for department – list anything else that top administrators should know about your area:</strong></th>
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<tbody>
<tr>
<td></td>
<td>Completed more than $130,000 of replacement and revitalization projects in Rose Theatre including the much-needed replacement of the main theatre curtains, new carpeting in the Entertainment Lobby, a new digital sound-board, and updated “intelligent” lighting.</td>
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<tr>
<td></td>
<td>Continued to work with the designers, contractor, and other campus departments to manage the construction and furnishing of the University Center which continues to be on time and on budget as of this writing.</td>
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<td>Implemented multi-team structure to aid with the opening of new university center. While some teams have not been as productive as hoped, over half have either completed their tasks or are where they need to be in their planning.</td>
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<td></td>
<td>We successfully hosted high-profile campus and community events such as: Chinese and Lunar New Year celebrations; Nobel Prize winner, Jody Williams; Noi Japanese Theatre Troupe; Cornell West; Memphis Eight Recognition and Panel (Black History Month); Vickie Palmer; Hilton Corporation Employee Meeting; Tennessee Philological Society Annual Conference; The Obama Phenomenon (with Rev. Jeremiah Wright); along with a host of annual campus events such as New Student Orientation; Freshman and Faculty Convocations; Career, Graduate, and Housing Fairs; and various honors events.</td>
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</tbody>
</table>
10. **You may paste any complimentary emails or other attributable quotes that reflect well on your department here.**

Just one example of positive feedback we have received during the past year:

**From:** Scott French [mailto:Scott.French@hilton.com]

**Sent:** Friday, February 27, 2009 2:57 PM

**To:** Bob Barnett (rbarntt1)

**Subject:** The Hilton Meeting

Bob,

I want to let you know how pleased we all were with your team’s performance and the Mike Rose Theater! Both Ron and Lauri Lea were fantastic coordinators and technicians. Lisa in Tiger Catering came through with exactly what we requested as well. Everyone hit their time marks as well. The U of M security handled themselves very professionally as did your student assistants. Our executive team was very complimentary on how smoothly the event flowed and how well the technical AV performed. On a personal note, your team created a high sense of confidence in me from the first contact via phone to their active involvement throughout the event to ensure success. You and your team are fine example of a high performance customer service team. We will not hesitate to contact you in the future regarding any company events suitable to your venue.

Please express our sincere appreciation to all your team members involved and the U of M security team.

Scott French, SPHR
Director, Human Resources
Memphis Operations Center
Hilton Hotels Corporation
scott.french@hilton.com
(901) 374-5526

11. **Submit any photos that portray your department’s 2008-09 activities by placing them in your O Drive and notifying Rachel of the location.**

**O:\Annual Report Pics- 2009**