STUDENT AFFAIRS ANNUAL REPORT DATA 05-06

Department Name  University Center/Rose Theatre

Location  208 University Center

Phone Number  678-2031

Web Site  http://www.memphis.edu/uc

Department Annual Report web link  N/A

Director Name  James C. Cox

Director Email  jcox4@memphis.edu

Number of Full-Time Staff  5

Mission  The University Center and the Michael D. Rose Theatre Lecture Hall are two of the most notable emblems of student life for all members of the University community. Together, these two facilities house a wide variety of services, organizations, and programs that support and enhance the University’s mission of promoting learning. The facilities are a vital part of the extended educational programs of the University that serve as laboratories for citizenship and unifying forces in the life of the University, cultivating enduring regard for and loyalty to the University.

Major departments/functions/offices/responsibilities - brief listing

--Operations-University Center: Assistant Director oversees the complete operation of the University Center.

--Scheduler: Program Services Specialist schedules all areas of the University Center, Alumni Mall, Student Plaza, Clock Tower and all student activities across campus.

--Utility/Maintenance/Setup Attendants: Provide physical set ups for all rooms in the
University Center.

---Operations- Rose Theater: Manager and Assistant Manager oversee the complete operation and technical assistance of the Rose Theatre.

**3 main departmental goals and related accomplishments/results for 05-06**

**Goal #1** To provide event planning consultation to student organizations, university departments, and external groups.

**Results/Accomplishments #1A** University Center and Rose Theatre staff members presented at the Synergy retreat, Greek Affairs retreat, and conducted scheduling seminars to advise students of the scheduling policies and procedures. In addition, individual meetings were conducted throughout the year to assist university community members with scheduling and event planning.

**Results/Accomplishments #1B** Revised Form B to ensure that the form is user-friendly and accurately captures the needs of students.

**Goal #2** To provide students an opportunity to experience social and cultural activities in the greater Memphis community by offering discounted tickets.

**Results/Accomplishments #2A** 92% of tickets purchased were sold or distributed to students during the 2005-2006 academic school year. Students reported using the University Center and Rose Theatre websites to access availability of tickets. In addition, through collaboration with academic departments, students were informed of upcoming events and utilized tickets for extra credit incentives.

**Results/Accomplishments #2B** Through student recommendation, the department purchased an additional 80 tickets for Summitt Management’s play “Madea Goes to Jail.” The tickets were sold within one day. Although there were additional requests for other plays, the department was unable to secure additional tickets because of budget constraints.

**Goal #3** To continue to develop a comprehensive training program for student employees.

**Results/Accomplishments #3A** On August 16, 2005, the department conducted a training workshop for all University Center and Rose Theatre employees. The topics covered included: Customer Service, Facility Policies and Procedures, Telephone Etiquette, Health and Safety, Crisis Management, and Importance of Departmental Assessment.

**Initiative #1:** To effectively and efficiently coordinate the moving of departments and student organizations from the University Center to Wilder Tower and Pan-Hellenic Building.

**Initiative #2:** To continue to develop a comprehensive training program for student employees that will increase students’ knowledge about facilities operations and prepare them to be productive citizens in the workforce.

**Initiative #3:** To finalize the new University Center architectural plan and hire a construction company.
Up to 3 student learning objectives and outcomes for 05-06

Student learning objective #1 After attending training and working in the University Center or Rose Theater, student employees will be able to effectively provide better customer service.

Assessment Method #1: A focus group was conducted on June 6, 2006 at the Rose Theatre with University Center and Rose Theatre student employees.

Outcome #1 Students reported that they had learned leadership, assertiveness, and problem solving skills, while working in the facilities. In addition, students indicated that they had improved their customer service skills.

3 main bragging points for department - Optional

Bragging point #1 The Rose Theatre purchased $5,508.78 in non-capitalized equipment and an additional $8,520.30 in other equipment. The equipment included microphones, a ladder, amplifier, lighting equipment, dvd/vcr players, runway, etc.

Bragging point #2 The University Center purchased $8,817.84 in non-capitalized equipment for the 2005-2006 academic year. The equipment included: laptop computer, LCD projectors, tables, and walkie-talkies. All purchase will be useful as the department prepares to provide services to student organizations in various facilities on-campus.

Bragging point #3 Three of the University Center staff members completed 54 credit hours during the 2005-2006 academic school year.

Revenue Producing Initiatives and Results: The University Center and Rose Theater charged fees to student organizations, university departments, and external entities for labor, lockers, equipment use, and facility rental.

Income generated by Rose Theatre for the 2005-2006 year:

Student Organizations - $5,572.00

University Departments - $2,894.00

External Entities - $17,154.25

Total - $25,620.25

Income generated by University Center for the 2005-2006 year:

Student Organizations - $2,119.63

University Departments - $3,068.50
Game Room (Video)- $4,129.63

Game Room (Pool)- $6,608.50

External Entities - $8,381.00

Lockers Sales- $380.00

Total - $24,687.26

Contact summaries for the 05-06 year as applicable - headcount counseling sessions, cases, programs help, students housed, children housed, children cared for, tests administered, interviews hosted, etc.

Reservations and Average Attendance for the University Center and Rose Theatre July 1, 2005-May 18, 2006

University Center 2005-2006 Avg. Attendance
Reservations

Student Organizations 1640 89
Administrative Departments 985 150
Academic Dept./Colleges 801 111
External Groups 236 61

Total 3662

Rose Theatre
Reservations

Student Organizations 121 361
Administrative Departments 168 239
Academic Dept./Colleges 57 246
External Groups 252 114

Total 598

Equipment provided to students and departments outside of the University Center:

Tables - 216
Chairs - 682
Sound Systems - 10
LCD Projectors - 26
Laptop Computers - 10
Projection Screens – 25
Banners placed inside and outside of the University Center

Total Banners # of Organizations # of Departments

Fall 05 29 12 2  
Spring 06 24 15 1  
Summer 06 0 0 0

Display Case usages in the University Center

Total Usage Organizations Departments

Fall 05 12 8 1  
Spring 06 10 8 1  
Summer 06 0 0 0

3 Main initiatives for 06-07

Initiative #1  To establish a renewal and replacement budget for the University Center that will provide the department with the ability to strategically purchase and upgrade equipment used in the facility.

Initiative #2  To effectively provide alternative programming and meeting spaces to student organizations during the construction of the new University Center.

Initiative #3  To continue to develop a comprehensive training programs for student employees by utilizing technology to provide training to student employees.