



University Commons and Student Activities UPIC Annual Report 2003-2004

As the community center for the University of West Florida, The University Commons serves many constituents. First and foremost, we serve students through a variety of operations, services, programs, and activities essential to the quality of campus life. Many of these same functions also serve the needs and interests of other essential constituents including faculty, staff, parents, and community.

The overarching purpose of the University Commons is to provide both a place and a program, managed according to theoretical and practical student development principles, that supports a vibrant campus life. The University Commons provides a place for gathering, a place for business, and a place for amenities. The University Commons also provides a program of activities and organizations that encourage students to become engaged in the life of the institution.

Program Administration

One of the primary goals of the University Commons is to produce entertainment, cultural, recreational, and educational programs for the University of West Florida. The **Campus Activity Board (CAB)**, the **Homecoming Committee**, the **Gamesters Series**, and **Web Spinners** are established to support this goal. In addition, the University Commons provided leadership for several collaborative programs and activities: **Fall Frenzy**, **Welcome Week**, **Lagniappe**, **College Bowl**, and **Parents and Family Weekend**.

The University Commons managed or participated in the production of 113 student program events with a total attendance of 27,082.

Campus Activities Board

In 2003-04, the Campus Activity Board produced a total of 72 events while lending their programming and promotional expertise to various University groups and programs. The seven member Executive Board including president, vice president and five committee chairpersons enjoyed the support of two graduate assistants in the newly created Student Personnel Administration Masters Program in addition to information, guidance and encouragement supplied by their professional advising staff. Goals for the year included planning, producing and evaluating events while also focusing on the recruitment, development and retention of student members. With the help of a Graduate Assistant, CAB, conducted several on-line programming surveys. Information collected was used to modify and enhance programming and promotional efforts. The experience gained will help CAB build a comprehensive assessment program. The CAB Executive Board Member of the Year award was presented for the second consecutive year to the E Board member whose performance in office exceeded his/her responsibilities

CAB activities are organized into five program committees:

- **Catch A Rising Star (CARS) Series** produces a wide variety of contemporary entertainment, especially comedy and popular music.

CARS sponsored 23 events with a total attendance of 5,089

- **Spectrum Productions** includes a broad range of programs in the lively arts ranging from jazz to modern dance to professional theater.

Spectrum sponsored 4 events with a total attendance of 920.

- **Cinemagic Series** presents a wide variety of films each year including foreign films, classics, and first-run movies.

Cinemagic sponsored 32 events with a total attendance of 4,664.

- **Special Events Series** includes some of the more popular programs sponsored by CAB such as Twister, Clue, The Roommate Game, and Two Steppin' Tuesday.

Special Events sponsored 9 events with a total attendance of 2,285.

- **Center Stage** is responsible for producing student talent events including the Fall Talent Show, Lip Sync Competition, and Karaoke.

Center Stage sponsored 15 events with a total attendance of 2,950.

Other Student Programs

The **Homecoming Committee** includes student leaders appointed by various campus departments. The committee plans and produces a week long homecoming celebration each year. This year's celebration featured a live concert by Nappy Roots; an appearance by comedian and Taco Bell spokesperson, Daniel Tosh; a Campus Carnival; Two Steppin' Tuesday; the film, "Lilo and Stitch;" a Luau featuring Hula Dancers; a parade and tailgate party before the men's and women's soccer games; and a fireworks display and crowning of Mr. and Ms. UWF during half time. The Homecoming Committee also raised more than \$4,500 in the annual charity coin drive. Argofest 03-04 events generated higher than expected levels of enthusiasm and student support.

Argofest included 12 events with a total attendance of 6,598.

The **Gamesters Series** provides student-union-style recreation programming such as card game tournaments and other indoor recreation activities.

The Gamesters Series offers alternative recreational programming and an opportunity for students to meet and interact with new people. Winning participants may qualify for the regional and national recreational competitions sponsored by Association of College Unions International (ACUI). Our second place female table tennis winner, Liz Wilkes, placed second in the women's expert division at the ACUI national tournament held in San Francisco, CA. The Gamesters Series continues to solicit suggestions for improvement and offers diverse gaming adventures. Ideas for the upcoming year include biweekly competitions and college football nights in the Argos Grill and Game Room.

The Gamesters Series produced 7 events with a total participation of 283.

Web Spinners is a group of student volunteers working to assist in the development of World Wide Web sites for student activities and organizations.

Due to the nature of this group and its persistently casual structure, Web Spinners experienced difficulty in coordinating its activities. In an effort to alleviate some of the operational difficulty experienced in previous years,

group leadership has begun to design new organizational procedures to track incoming jobs from intake through the completion of the design process.

Web Spinners produced, maintained, updated or assisted with more than 23 web sites related to student organizations and activities.

Collaborative Programming

Fall Frenzy is a cooperative program between the University Commons, Recreation and Sports Services, and the Office of Residence Life. Event coordination rotates among the three co-sponsors. UCSA coordinated the event in 2003-04, and next year, Recreation and Sports Services will take the lead. For the second year, Fall Frenzy, a festival type program, was held at the Tennis Complex on a Friday evening in early fall. Designed to provide new and returning students a variety of fun activities, to encourage interaction, and to provide opportunities for involvement, Fall Frenzy program components included free food, music, recreational sports exhibitions, fun competitions, the Club Fair and a number of special attractions.

This year more games like golfing, mechanical bull, and inflatables were offered. The Club Fair component can still be improved, but organizational participation increased over previous years.

Fall Frenzy attracted an estimated 575 people.

Welcome Week and Beyond is a University-wide programming effort planned by a committee of representatives from both Student Affairs and Academic Affairs. The purpose of Welcome Week is to provide a selection of fun and interactive programs that inform students about involvement opportunities, and a mechanism for new students to meet both current and other new students, faculty, and staff during the first week to ten days of the fall term.

Evidence suggests that Welcome Week has become part of student culture at UWF. It appears that returning residential students made the choice to arrive on campus earlier and in larger numbers than ever before. This year's Welcome Week consisted of eight major events which included the following: Late Nite at the Rec; Argo Glow at the UC Great Hall; Picnic on the Patio; Student Services Expo; Ice Cream Social; Habitat for Humanity work day; Toobin Trip; and Argo Aloha. The committee is committed to continuing to grow and expand the scope of the program while maintaining the focus on activities and involvement.

The 8 major events of Welcome Week 2003-04 attracted approximately 3,333 people.

Lagniappe (a Cajun term meaning a little bit extra) is a cooperative student development lecture series featuring speakers on academic, professional, and personal leadership and success. The Lagniappe Series is an effort of the University Commons, Residence Life, and the Campus Alcohol and Drug Information Center. In addition, we worked with the Associate VPSA's Office on a special program targeting Greeks and with Intercollegiate Athletics to provide and then to emphasize an opportunity for improving leadership skills among members of the student body, especially athletes.

The Lagniappe Series featured two speakers during 2003-04. Dr. Lori Hart Ebert was a featured presenter at the Greek New Member Retreat in early fall. Her interactive presentation entitled, "Making Greek Great Again," was timely and well received by an audience estimated at more than 350 members of social Greek organizations. Jacquett C. Wade, Assistant Director of Penn State's AT&T Center for Service Leadership, presented a lecture entitled, "Batter Up." Ms. Wade's presentation was aimed at empowering her audience to "be part of the solution to issues we all face as opposed to simply complaining about the issues." The unusual Super Bowl scheduling caused an unfortunate but unavoidable conflict with this program.

The Lagniappe Series included 2 events with a total attendance of 385.

College Bowl Every year, 300 schools all across America compete in the College Bowl program. This long-running academic competition pits students against each other in a fast-paced game of wits. A Varsity Team, composed of the best players from our local UWF tournament, is eligible to compete at the regional level, and winners at the regional level are in turn eligible to compete at the national level. College Bowl is a cooperative venture between the University Commons and the University Honors Council.

Seven teams participated in the campus tournament held in October 2003. After training together for several months, the UHF team traveled in February 2004, to the University of South Alabama where they took sixth place out of the eighteen teams that participated in the regional competition.

Parents and Family Weekend is planned to welcome the families (and friends) of UWF students to the University. During the 03-04 academic year, responsibility for this program was transferred to Student Transition Programs.

Student Development

A second key area of the Student Programs and Activities division of the University Commons is Student Development. Student Development included **Student Involvement, Greek Affairs, Leadership Services, and Diversity Programming**. During the 03-04 academic year, responsibility for Greek Affairs was transferred to the Assistant Vice President for Student Affairs. Information on that program can be found in the UPIC report entitled **Greek Affairs Strategic Plan**

Student Involvement

The University Commons and Student Activities department is responsible for the official registration of student organizations and their events. Student organizations are registered in six categories: academic, special interest, professional, religious, Greek life, and honor societies. UWF hosts approximately 100 Registered Student Organizations (RSO's) with a combined membership of approximately 3,000. The Club Council was convened twice at the beginning of each semester during the 2003-04 academic year. Increased attendance at the spring meetings was attributed to adjustments made in meeting times and the inclusion of an officer transition presentation in the agenda. A number of wall mounted display cases were acquired for use by RSO's and drawings for display space were held at each Club Council meeting. Those in attendance were surveyed to identify areas for improvement to our interface with RSO's.

During **Festival on the Green**, Registered Student Organizations were allowed to set up tables to promote their organizations. Twenty-four student organizations participated. The tables had a variety of displays and activities, from henna body art to a snow cone machine.

RSO's sponsored 2,979 events providing entertainment and helping to foster a sense of community on campus.

Leadership Services

Leadership training was provided for officers and members of Registered Student Organizations and other interested campus leaders in part through the Leadership Symposium. Co-sponsored and planned by staff members and Graduate Assistants from UCSA, Recreation, Athletics, CLOVE and Housing, this half day workshop focused on diversity in student leadership and strategic planning for student organizations. A total of 39 students attended the symposium.

Additional leadership training was provided via the Lagniappe Series described elsewhere in this report, and web-based resources developed and maintained by the Student Involvement Graduate Assistant.

The **Annual Student Affairs Student Leadership Awards Banquet** recognizes those student leaders and organizations who have demonstrated excellence in what they do. In addition, the University Commons and Student Activities Office coordinates the Who's Who selection process. Eight students, two organizational advisors, and three student organizations were recognized for outstanding service to the University at the 16th Annual Student Leadership Awards program. The Linda O. Dye Award honoring Vice President Emeritus Dye and the Kenneth L. Curtis Award were also presented during the program. Other special awards were presented by the Campus Activity Board, Recreation and Sports Services, and CLOVE at this program. Sigma Alpha Mu Fraternity presented its annual memorial scholarship awards for the top GPA's in the Greek system.

Diversity Programming

Diversity Programming goals were addressed in two fashions. First, CAB committees were encouraged to continue to be deliberate in including diverse themes and artists in their program series. Second, student organizations were offered promotional support (graphic design and printing for posters, flyers, etc.) for their programs which included diversity themes.

The following CAB programs were identified as contributing to the diversity programming efforts due to the gender or ethnicity of the artist or the theme of the program:

- Open Mic Nights: (Diverse Audience and Contestants)
- Comedian: Troy Thirdgill: (African-American Artist)
- Karaoke Night: (Diverse Audience and Contestants)
- Concert: Nappy Roots: (African-American Artists)
- Talent Show (Diverse Contestants/Diverse Audience)
- Comedian: Elvira Kurt (Gay Female Artist)
- Student Poetry Slam: (Diverse Participants/Audience)
- Mums - Slam Poet (African-American Artist/Diverse Audience)
- Movie: Bad Boys II (African-American Leading Actors)
- Comedian: Wil Marfori (Disabled Artist)
- Band: The Return (Audience Ages Varied Widely)
- Lip Sync Competition (Diverse contestant base)

Diversity Program Promotional Activities – **The program served 10 events at a direct cost (printing) of \$2,019.48 plus indirect costs (design time) of approximately \$500.00:**

- Hachioji Kuruma Ningyo Puppet Theatre (Jikei-American Center)
- Chandi Raat Classical Indian Dance (South Asian Student Association)
- Native American Festival (Office of Multicultural Studies)
- MSA Night: The Purpose of Life (Muslim Student Association -MSA)
- International Culture Exchange (International Students Association - ISA)
- Salsa Lessons & Contest (Hispanic Student Association and International Students Association)
- UWF International Indoor Soccer Tournament (Hispanic Student Assoc., ISA & MSA)
- Drum Dance Class (Center for Fine & Performing Arts)
- Jesus Jam (Intervarsity Christian Fellowship)

Facility Services

The University Commons vacant Senior Custodian position was filled in June by Mr. Tony Malone; his expertise and energy have been greatly welcomed and appreciated. Two full-time Senior Custodians, one day shift and one evening/weekend shift and two part-time student OPS employees maintain one of the largest and busiest facilities on campus. The staff continues to maintain a high standard of cleanliness with limited resources.

University Commons Reservations and Productions

University Commons facility scheduling and event services are coordinated and delivered jointly by the UC Reservations and Conference Services Office and the UC Productions staff. Two graduate assistants selected from the Educational Leadership Master's program with College Student Personnel Services specialization have been employed by this office. This employment should provide our GA's with experiential knowledge and understanding of conference services and facilities management.

Facility reservations and related event/technical services are provided for UWF student organizations in all campus facilities. Facility reservations are provided for UWF departments in the University Commons and event/technical services for UWF Departments (for non-instructional/class events only) are provided in all campus facilities.

Reservation Services

Student organizations can reserve any available space in the University Commons or in any other campus facility by contacting the Reservation and Conference Services Office. The Reservations Office serves as a one-stop-shop for student groups making reservations, initiating appropriate permission forms, and processing work orders and service requests necessary for the event or activity. University departments can reserve any available space in the University Commons by contacting the Reservations Office. Generally the Reservations Office does not assist departments with reservations for facilities other than the University Commons.

The increased usage of facilities has provided a unique challenge to our staff and resources. Updates and improvements in the electronic reservation system have assisted in providing more efficient and effective service to our customers. Continued efforts to streamline the reservation process have been initiated.

Facility bookings increased by nearly 17% with 52% being student organization bookings, 44% being University department bookings, and 4% being off-campus customers.

Conference Services

Facility Rental

Services are also provided for off-campus users through our facility rental operations. These services include reserving space; providing or arranging for set-up, strike and technical services; coordinating food service activities; and providing decorating or other special services. Internal fees are remitted to various departments such as Plant Operations, Residence Life, and University Dining Services.

The number of bookings for off-campus customers increased by nearly 19%. While full financial reports are not currently available, to date the facility rental program has generated nearly \$63,000.00 for University Dining Services and almost \$6,000 for the Department of Fine and Performing Arts.

Evaluation forms and self-addressed return envelopes are inserted with the invoices that are mailed for off-campus-sponsored events. Rate of Performance: 1 = very poor, 2 = poor, 3 = acceptable, 4 = good, and 5 = very good. The survey responses continue to indicate a high degree of customer satisfaction with this program/service. The mean of all responses was 4.56.

Camps

Three basic types of youth camps are produced: UWF-sponsored camps, coaches' contract camps, and contract camps. UWF camps are those planned and executed by the University's faculty, staff and/or students. We promote these programs and administer all aspects of their operation. Coaches' contract camps are those owned and operated by UWF athletic coaches as independent contractors but with designated reduced rates. Contract camps are those programs run by off-campus entities and operated (typically) as profit making enterprises.

A total of 19 camps were hosted with an aggregate enrollment of 812.

Production Services

University Commons Production Services provides facility and technical support for all activities in the Commons plus special events at other campus locations. UC Productions coordinates with Reservations and Conference Services to provide for the needs of non-University sponsors according to established fee structures and rentals.

New equipment acquisition, along with increased maintenance, continues to aid in improving Production Services' ability to provide quality audio/visual support for on and off campus customers.

The Event Crew and Building Manager positions are filled with high caliber, motivated students. Training for these positions, technical and other, has been stepped up with more one-on-one attention and longer probationary periods. Crew meetings are held more often for training and to address any necessary issues in a timely fashion.

Scheduled events have increased again this year and the Production Services department has met the challenge.

While Facilities Maintenance work orders increased, Production Services continues to receive approximately 94% of the work orders. Seventy-seven percent of the Facility Management work orders processed were for student organization activities, most for events outside of the University Commons. Six percent of the Facility Management work orders processed were for University Departments, most for events inside the University Commons requiring additional furnishing or equipment not in the UC's inventory. Seventeen percent of the Facility Management work orders processed were for rental events in various locations. Forty-eight percent of the UC Production Services work orders processed were for University departments. Forty-seven percent of the UC Production Services work orders processed were for student organizations. Five percent of the UC Production Services work orders processed were for rental events.

We surveyed departments and student organizations using the University Commons for special events asking them to rate our performance (1 being very poor, 2 being poor, 3 being acceptable, 4 being good, 5 being very good) more than six items. The survey responses continue to indicate a high degree of customer satisfaction with the service. Overall experience was rated at a mean of 4.66.

Central Ticket Services

The UCSA Business Services Manager is responsible for coordinating the issuance and sale of tickets for all user departments and programs requiring ticket services. The Business Services Manager also coordinates with

off-campus organizations for sale of their tickets on campus and is responsible for the acquisition, storage, issuance, sale and final accountability of all tickets sold by the UC Service Desk.

Full service ticketing was provided for forty-seven events or series including CFPA Theater and Music, Campus Activity Board, and Homecoming. Limited services were provided for Athletics and a number of other events and activities. Season Ticket services were provided for the following: The Music Hall Artist Series, Swimming Pool Passes (three semesters), ECAT Bus Passes, and Zoo Passes.

Argos Gameroom

The Game Room continues to be a comfortable place to relax and have fun. With the closing of the food service Grill during weekends and throughout the summer, minimal activity was realized in this area. It continues to be a popular venue for booking activities and special events. Updating and decorating the area has been a challenge due to budget constraints. However, local street and traffic signs acquired at no cost from the Escambia County Road Maintenance Department have been utilized to enhance the ambiance of the area. In progress is a plan to hang retired license plates donated by the students representing their home states; so far more than a dozen states are represented. Continued efforts to improve the area are being made.

Staff Activities

Ann McKinney

Committee Activities: Campus Activity Board (advisor); Web Spinners (advisor); Food Advisory Committee; Wellness Council; HIV/AIDS Committee; Welcome Week Committee; Fall Frenzy Committee; Student Affairs IT Task Force; Chair, Student Leadership Participation & Recognition Committee; Managing Secretary Phi Kappa Phi Honor Society.

Attended National Association for Campus Activities Regional Conference.

Cheryl Ezell

Committee Activities: Orientation Planning Committee, Student Life Committee, Student Affairs Division Level Student Learning Outcomes Committee, Wellness Council, The Great Escape Committee (stress-relieving event scheduled prior to finals targeting students), Association of College & University Housing-International Conference Services annual meeting, Welcome Week Committee and Wellness Awareness Day.

Attended the National Intramural and Recreational Sports Association annual conference, and the Association of College & University Housing-International Conference Services annual workshop. Volunteer, Festival on the Green and Chair, 40 Days of Purpose Special Events at Windy Hill Baptist Church.

Joy Tompkins

Committee Activities: Campus Activity Board (advisor), Homecoming (advisor), Fall Frenzy (Chair), Welcome Week and Campus Life Assessment.

Attended the National Association for Campus Activities Regional Conference & National Convention.

Vicki Westcott

Committee Activities: Electronic Message Enhancement Project, Step Up Florida Campaign sponsored by Escambia County Health Department, Heart Walk, Search Committee for University Commons Senior Custodian.

Attended the Association of College & University Housing-International Conference Services annual workshop.

Matthew McKinney

Attended the Association of College Unions International Regional meeting in Biloxi, Ms, Fall 2003.

Training: University of West Florida's Certificate Program in Management.

Pat Smith

Attended Association of College Unions International (ACUI) Regional Leadership Team Meeting and ACUI Region 6 Annual Conference.

Served as Recognition Coordinator for ACUI Region 6 Steering Committee and Evaluations Coordinator for the Conference.

Alethea Hicks

Member, Student Affairs Web Task Force; Wellness Council; USPS Educational Leave Committee; Chair, SA Kudos Committee; SA Coordinator Search Committee.

Training: Banner PCard Correction Form Training, Banner Report Training for Department Users, CAS 101 - Selection Committee Basics, Ordering of Office Supplies Online

Barbara Kennedy

Committee Activities: Chairperson, OHR Search Red Cross Disaster Training; Student Activities Search - Custodian; EAP/ Drug Free Workplace; Student Affairs Excellence Awards; Police Department Search (2)

Training: Managing Upset Customers; Risk Management; Budget & Purchasing Workshop

Oliver McKinney

Committee Activities: Search Committee, Director for Printing Services; Welcome Week; Fall Frenzy; Campus Life Calendar.

Won two first place awards at the National Association for Campus Activities Regional Conference graphics competition.

