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The Boise State Student Union

serves as the center for campus

life providing educational,

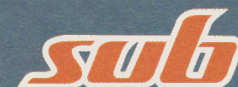
cultural, social, recreational,

and leadership programs and

services that are integral

to the academic experience.

ANNUAL REPORT 03-04



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& Community Building

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“When I was in high school we had a place where we went for lunch. It was called "Neutral" to symbolize that anyone could go there. That is how I see the Student Union Building. It is a place where everyone feels comfortable. It is probably the most cosmopolitan place in all of Idaho.” —Dr. Shelton Woods, Associate Dean, College of Social Science & Public Affairs

- Encourage civic responsibility and participation in service.
- Provide programs and services that expand competencies, enhance understanding and promote personal growth.
- Demonstrate a commitment to the visual and performing arts, cultural diversity and intellectual development.
- Provide a forum for unifying a diverse campus community.
- Exemplify a customer orientation and provide convenient, useful services in a clean and friendly environment.
- Provide meeting and event space for student organizations and the campus community.
- Provide an environment that is conducive to innovation, learning, empowerment, and creative thought.
- Serve as a point of outreach to the greater community.

The mission of the Student Union is to serve as the center of campus life by providing educational, cultural, social, recreational and leadership programs and services that are an integral part of the academic experience. We accomplish this through the many programs and organizations available; opportunities range from service on campus committees to listening to live music on the patio. It is the students who are the motivating force of Boise State's Student Union and Activities.



“The Student Union to me is like coming home. It is full of friendly, helpful people and I always feel welcome.”

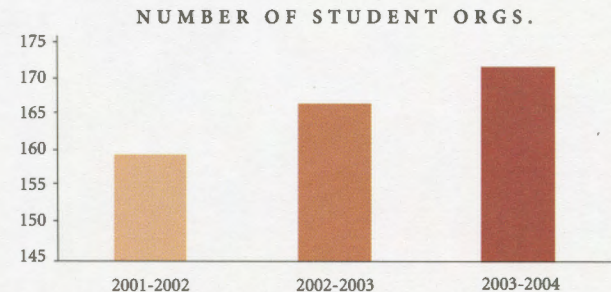
—David Morrisr, ASBSU President, 2004-05

Student Activities

- An expanded Welcome Week program, including services at the Canyon County Center, was offered during the first week of the fall semester.
- The Coffeehouse Concert Series, a new Thursday evening program, featured local and regional performers.
- Dr. Robert Kustra was the keynote speaker at the 16th annual Leadership Quest student conference.
- The State Board of Education approved a \$1.50 student fee to support the annual Martin Luther King, Jr./Human Rights Celebration Week.
- Poetry Slams were presented twice: 23 readers during fall semester and 9 during spring.
- Mahi Takazawa was hired as the new Student Activities Program Coordinator.
- A leadership library was established with 163 resources available for checkout.
- With the increase in Student Organization web resources, the Introductory Letter Program was discontinued.
- The number of Student Organizations receiving matching funds decreased by 11 from 101 organizations in FY03 to 90 in FY04. This decrease is also reflected in the total dollar amount of matching funds: \$165,989 in FY03 to \$150,610 in FY04, a 10% decrease. This decrease was a result of the creation of the new dedicated Sports Clubs fee to support these organizations.

Student Organizations

- 19 new organizations were recognized, increasing the total to 171.
- New resources, including How to Plan a Retreat, were added to the web site.



FY 2005 GOALS

Implement a campus-wide Bronco Welcome program for fall semester by using models from similar institutions.

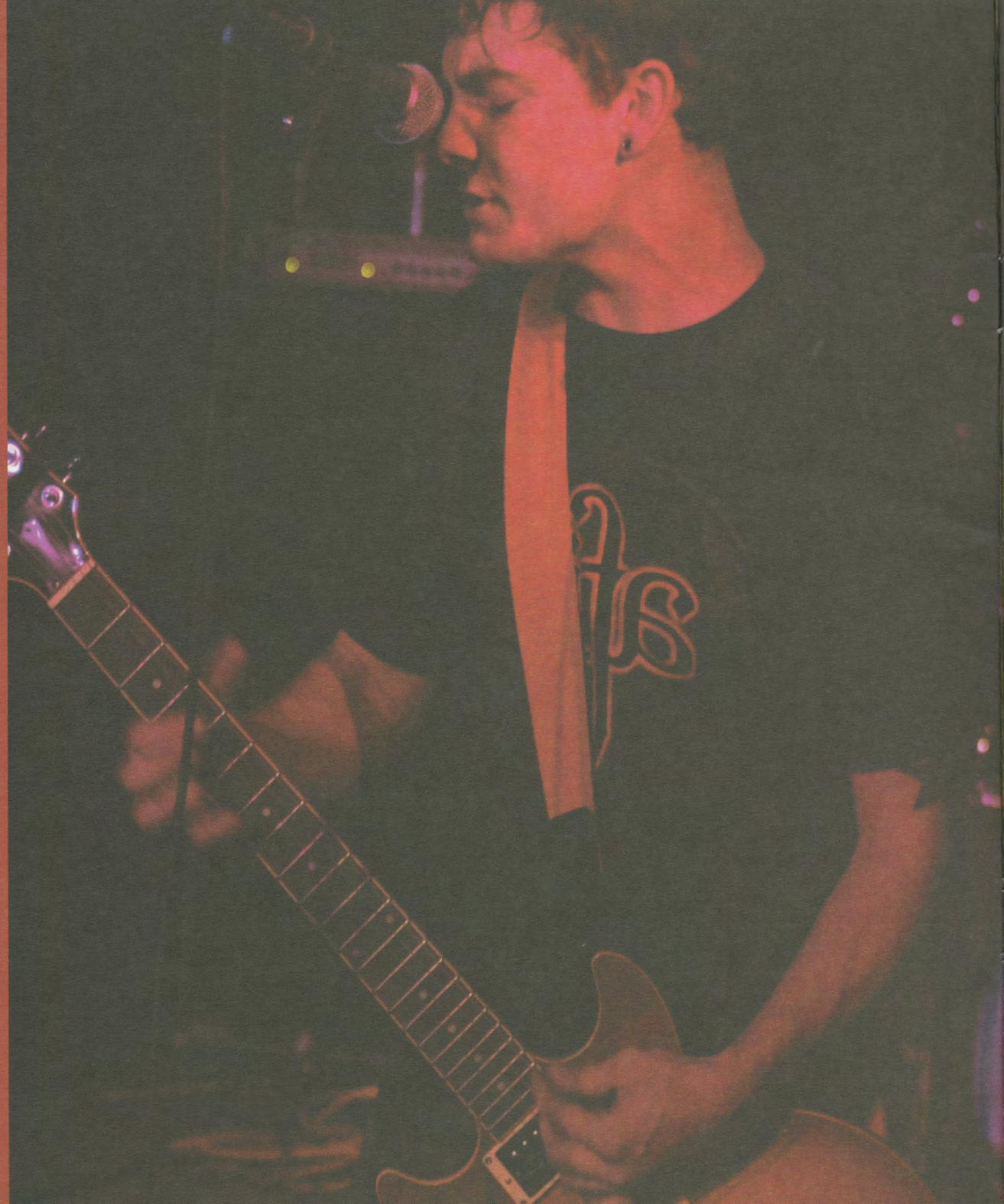
Establish a program for all football away-games.

Create advisor-training programs for first-year organization advisors.

Enhance Games Center programs and marketing initiatives to increase usage.

STUDENT INVOLVEMENT & COMMUNITY BUILDING

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“The Student Union facilitates community on campus by extending the college experience to important areas outside of the formal classroom.” — Robert Green, ASBSU Associate Justice, 2004-05

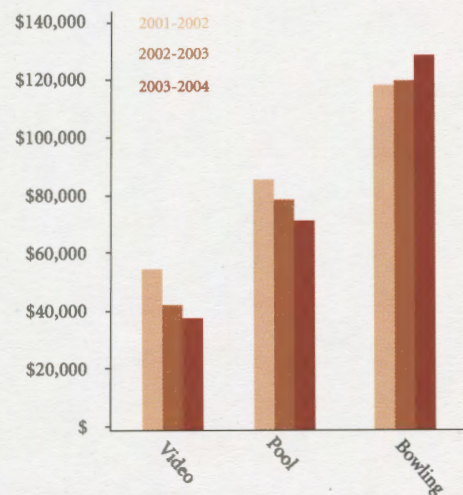
Student Union Board of Governors/SUBOG

- The board unanimously supported FY05 rate increases for meeting and event rooms.
- SPB and VSB were given approval to use contingency dollars to support new and expanded programs.
- Under the leadership of the chair and vice-chair, the meeting format was modified to permit additional opportunities to learn about Student Union programs and services.
- Refurbished 10 billiard tables and completed installation of new synthetic bowling lanes.
- Bowling revenues increased by 7%, billiards decreased by 10%, and video games decreased by 12%.

Games Center

- Hosted the annual Boise State Bowling Invitational Tournament, and the Association of College Unions International Region 14 Recreation Tournament.
- Hosted five high school all-nighter programs in May, and one all-nighter each semester for Boise State students.
- Managed a weekly billiards tournament during the spring semester.

GAMES CENTER REVENUE



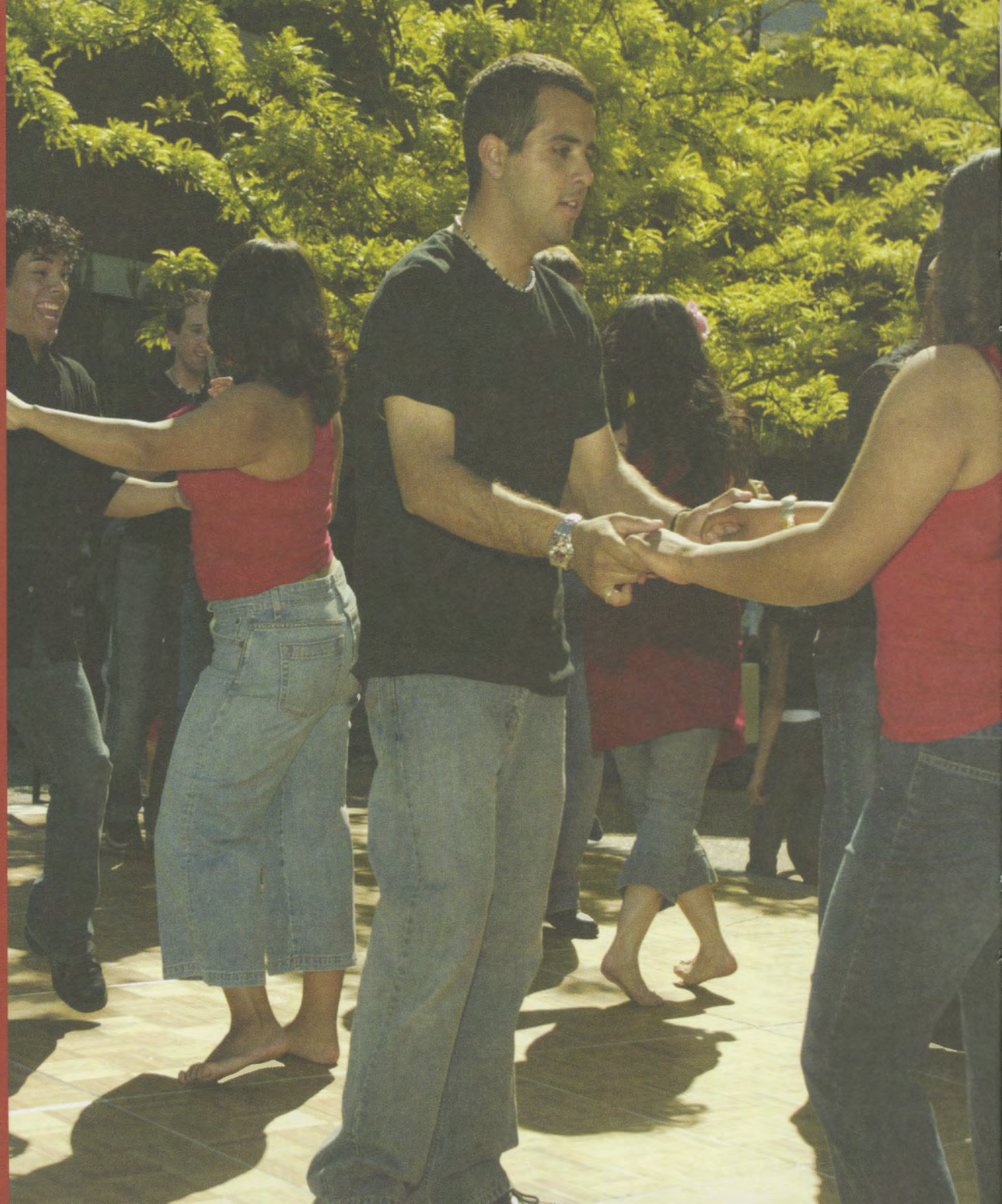
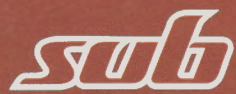
FY 2005 GOALS

Establish a day long Greek Life training workshop.

Add the history of the Student Union to our web pages.

Expand Student Life calendar coordinating meetings to include all major event planners/venues.

STUDENT INVOLVEMENT & COMMUNITY BUILDING



“Boise State's Student Union is a great place to eat, meet, learn and relax!” — Chris Rosenbaum, Budget Director

Student Programs Board/SPB

- The Second City comedy group performed to a sold-out crowd in the Special Events Center.
- Comedian David Spade was selected as the opening performer for the 2003 Homecoming.
- Two “sneak preview” movies were presented.
- 54 events were offered with an estimated total attendance of 15,900, a slight decrease from 58 in 2002-03.
- The Board reorganized and eliminated the Comedy and the Performing Arts coordinator positions, replacing them with Annual Events and Assistant Director for Marketing.
- The number of students utilizing attorney services increased by 11 for a total of 422.
- Faculty Senate officially approved the Diversity Requirement for the Core Curriculum, an initiative ASBSU has championed for several years.
- 64 pieces of legislation were introduced to the Senate, a 37% reduction from 2002-03.

Volunteer Services Board / VSB

- The Board reorganized and eliminated the Comedy and the Performing Arts coordinator positions, replacing them with Annual Events and Assistant Director for Marketing.
- In spring 2004, a total of 1,702 students voted during officer elections; fall elections were eliminated by a constitutional amendment in spring, 2003.
- 17 students participated in an Alternative Spring Break service week in San Diego.
- Blood Drive projects collected a total of 285 pints, an increase of 38% from 2002-03.
- The total number of volunteers participating in sponsored projects increased from 1,203 to 1,446, approximately a 20% increase from the previous years.

Student Government / ASBSU

FY 2005 GOALS

Create a new Student Organization information database.

Continue to develop the weekly Coffeehouse Concert Series.

Administer an outcomes-based assessment for leadership experiences of student leaders as part of the department's assessment program.

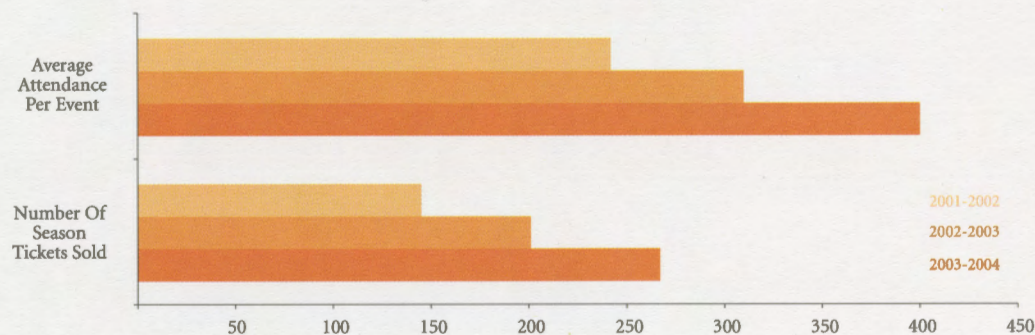
The Art Gallery promotes respect for the visual arts by featuring student, local and national traveling exhibits, and is always free for public enjoyment. The Permanent Collections comprise a multicultural, mixed media presentation of work that is rich in color, texture and form, and diverse in subject matter. The Special Events Center is home to the Idaho Dance Theatre, Boise State Theater Arts & Music performances, SPB Film Series, and the Classic Performances Series. The auditorium seats 435 with state-of-the-art lighting and sound systems, and a 35mm film projector.



FY 2004 ACCOMPLISHMENTS AND TRENDS

- For the first time, the Art Advisory Board sponsored the Idaho Statewide Juried Exhibition with guest juror Sarel Mitchell.
- The Richard Libby Collection grew by three gifts, and local photographer Peter Sacks donated to the Student Union Collection.
- Season ticket sales for the Classic Performances Series increased for the fourth year to 267, exceeding the FY04 goal of 250.
- Student participation increased at Guest Artists' Master classes.
- Equipment upgrades in the Special Events Center included new speakers, new theater lighting instruments, and a new data projector.
- The Special Events Center main entrance was remodeled with new stairs and ramp to provide accessibility for all patrons and to increase security in the backstage area.
- The Theater Arts department now offers Tuesday/Thursday acting classes in the Special Events Center auditorium.

CLASSIC PERFORMANCES SERIES



FY 2005 GOALS

Finalize loading dock plans with construction to be completed FY05.

Establish a new cultural/ethnic performance series to be administered by Student Activities staff.

Increase Classic Performances Series ticket sales by 10%.

The Student Involvement staff continued to provide out-of-classroom opportunities with academic departments and offered graduate assistantships and undergraduate internships to complement course work. Such programs help strengthen University relations and provide valuable real-world experience for each student. The following departments participated: Applied Technology, Art, Communications, Business, Graphic Design, English, Political Science, Psychology, Sociology and Theater Arts.



“When alumni tell me stories about their days on campus, so many of them are centered around events or activities at the Student Union Building. It is a place where learning occurs, lifelong friendships blossom, and lasting memories are created.” — Lee Denker, Executive Director, Alumni Association

Graduate Assistantships

- Three graduate assistantships were created for Student Activities, Student Organizations and the Women's Center. Selected individuals were involved in program development, research and advising while working towards degrees in History, Technical Writing and Social Work.

Undergraduate Internships

- 28 students were involved in undergraduate internships. Students—whose work included everything from writing to graphic design to stage production—were evaluated by a staff member and graded by department faculty. Up to three credits a semester were earned for completed work.

- The first annual two-day conference “Point of View” was held in November. Faculty and students researched and presented the topic “Mass Media and Pop Culture.”
- Martin Luther King, Jr./Human Rights Celebration presented 12 workshops with faculty representing the Management, History, Political Science, Sociology and Education departments. Also featured was Professor Howard Berger from Albertson College.
- The play *for colored girls who have considered suicide when the rainbow is enuf* was produced with the support of the Theater Arts and Education departments, and the Women's Center. Three performances were presented during Women's History Month.

FY 2005 GOALS

Increase number of undergraduate internships.

Develop summer graduate and undergraduate internships in cooperation with the National Association of Student Personnel Administrators and the Association of College Unions International

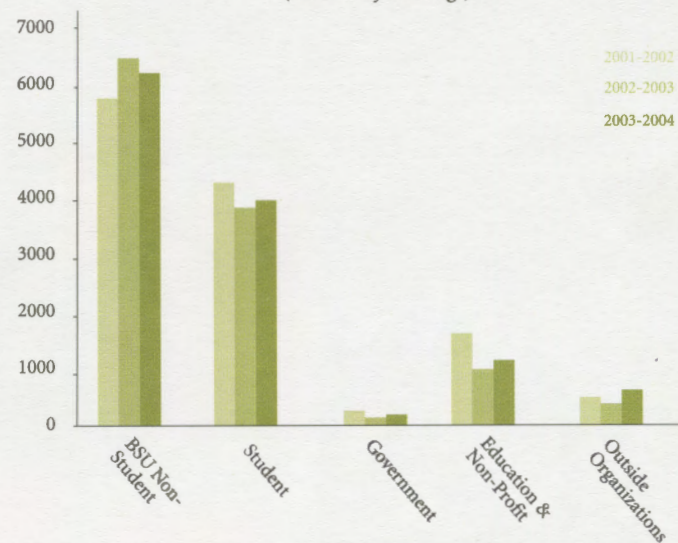
When the Student Union opened in 1942, approximately 300 students were enrolled at Boise Junior College. World War II was responsible for dwindling numbers, but when the war ended, the numbers started climbing--and they kept climbing. In the fall of 2003, the headcount was 18,447 at Boise State University. Throughout the years, the Student Union has continued to keep up with an ever-growing, ever-changing student body. Identity development, partnering with academic and administrative departments and long-term financial and facilities planning are key to the department's success.



“The cultural spirit and life that Boise State offers its own campus and the larger community are truly remarkable, and it’s largely because of the support of the Student Union and Activities that such a rich environment is allowed to thrive.” — Dr. Richard Klautsch, Department Chair, Theatre Arts

- The Cultural Center was relocated to the second floor of the SUB.
- A new brochure and a new logo were developed for the department.
- Created learning communities in Education, Business & Multipurpose classroom buildings by financially supporting the purchase of tables and chairs for first-floor lobbies.
- Al Robison was hired as the new Business Manager for the Student Union and Student Involvement
- The Student Union continues to supplement the budgets of the Women’s Center and Cultural Center with nearly \$50,000 of local funds support and nearly \$50,000 of in-kind support.
- The Director, Leah Barrett, was elected as the Association of College Unions International Region 14 Director and started her two-year term.

FACILITY USAGE BY ORGANIZATION
(number of bookings)



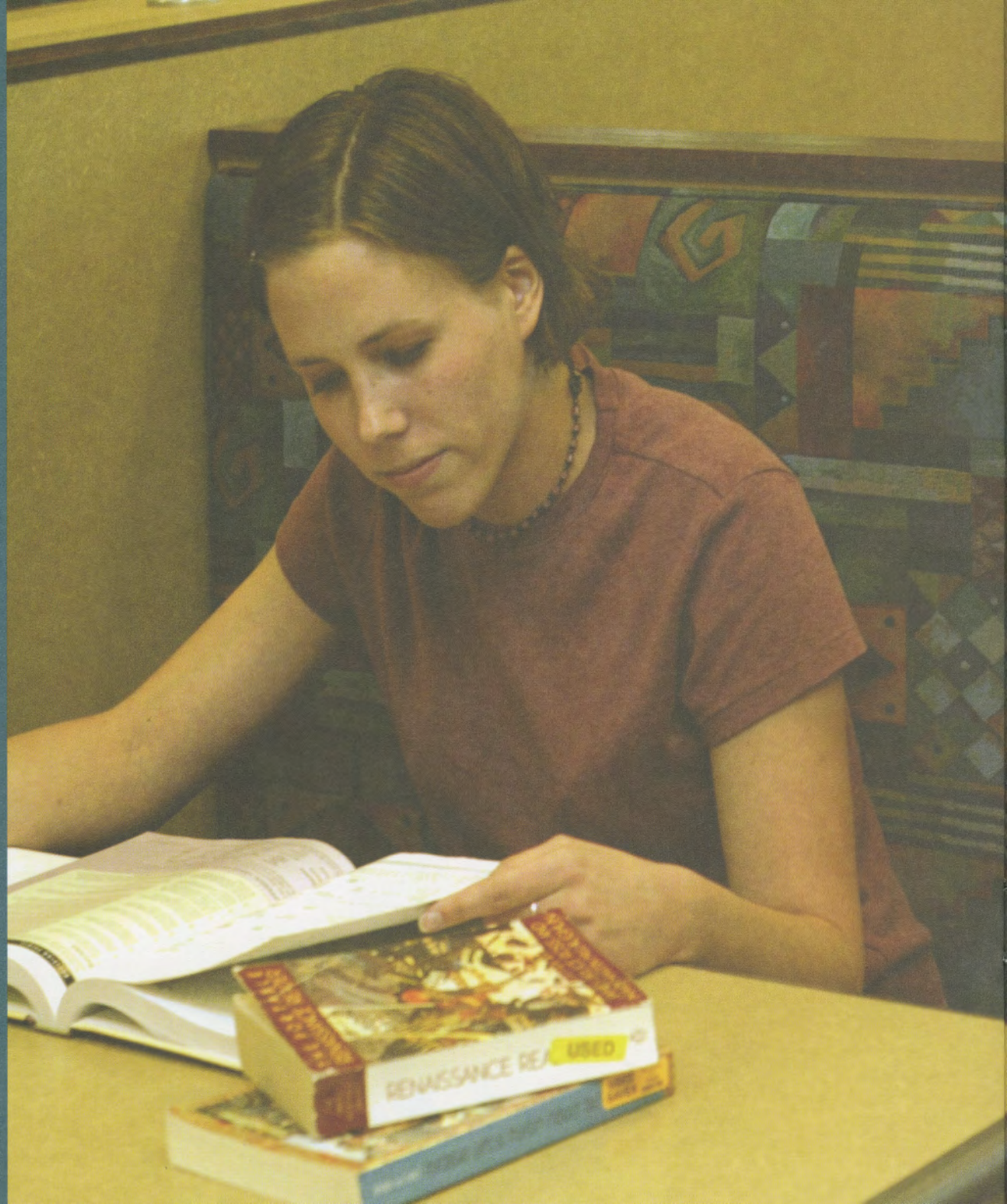
FY 2005 GOALS

Advocate for a student fee to expand the Student Union and proceed with architect selection and design development.

Add display cases and bulletin boards across campus to increase marketing and promotions.

Finalize long-term financial operations plan.

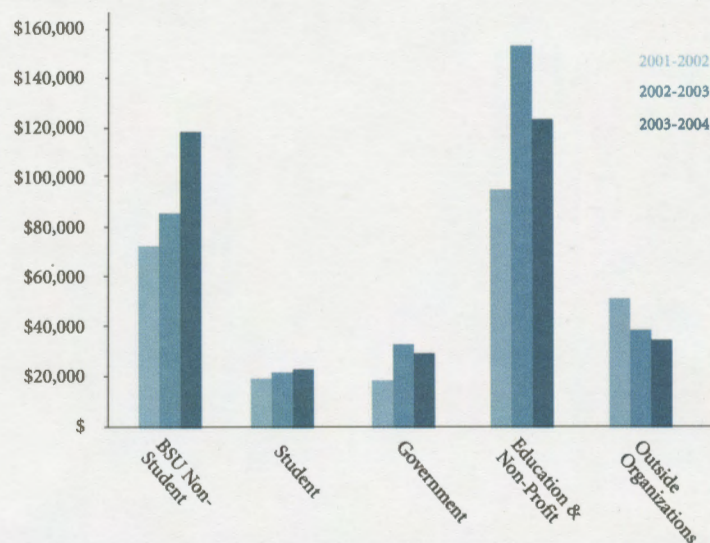
To help meet the demands of campus growth, the Student Union has undergone significant changes. For example, heavier use on the main floor, especially during evenings and weekends, requires more support from the facility and maintenance staff, therefore it was essential to increase custodial hours, upgrade equipment, and provide comprehensive training programs. The goal for the facility is to operate more efficiently and maintain a safe, clean and comfortable environment.



“The SUB is ‘the hub’ for so many aspects of campus life—providing educational, cultural, and social support and activities for everyone in the BSU community: students, staff, faculty, and families.” — Dr. Shelley Lucas, Assistant Professor, Kinesiology

- Upgraded six meeting rooms with new carpet, wall coverings, chair rails, presentation boards, and transformed the Foote meeting room into a formal boardroom.
- Implemented a Facility Staff Certification Program, a comprehensive training program encompassing all aspects of custodial and conference services.
- Installed ceiling-mounted data projectors in the Jordan Ballroom.
- Added two student lead positions to the facilities staff to improve student orientation and training.

REVENUE TOTAL BY ORGANIZATION TYPE



FY 2005 GOALS

Remodel the Women's Center.

Begin phase one of a sixteen-bathroom renovation during the next three years.

Continue second phase of upgrading meeting space to include the Lookout, Barnwell and Farnsworth rooms.

Replace the entire Student Union roof and install a new fire detection system.

Demand for meeting and event space in the Student Union continues to rise. The total number of bookings hit an all-time high, and the facility continues to operate at near capacity. Conference Services understands the important role it has in the development of the University and is focused on integrating services for all meeting and event clients.

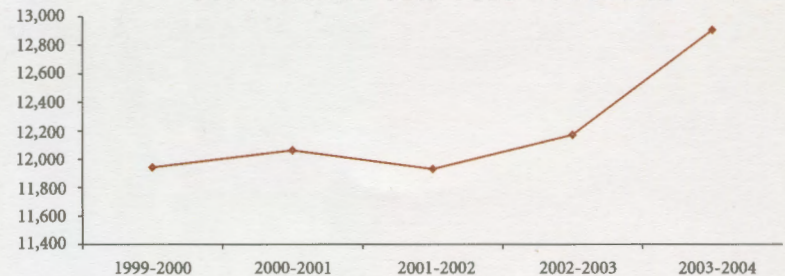


“The Student Union is the nexus of campus life, a pivotal component that allows students to truly connect and interact in a way that cannot be found in the classroom.”

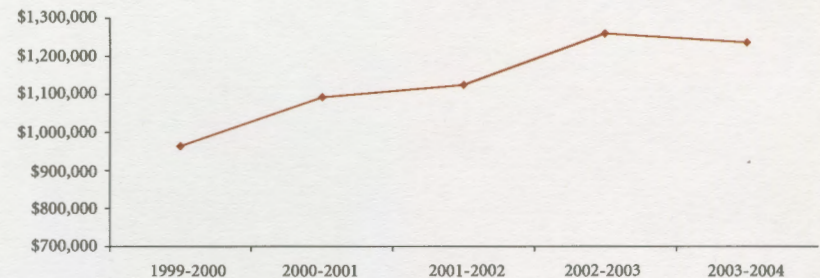
— Heather Gribble, Director, Volunteer Services Board, 2004-05

- Beth Oppenheimer was hired as the new Assistant Director for University Conference Services.
- The Church of the Brethren Conference, July 5-9, 2003, was the largest full-service conference ever held at Boise State. On average, ARAMARK Dining Services served 5,000 meals a day for 3,500 attendees.
- Total bookings were 12,863. On average, 20 requests a month for large event space could not be met.
- Waived meeting room and audiovisual income rose 14% from FY03 to \$2,331,300 in FY04.

CONFERENCE SERVICES BOOKINGS



ARAMARK CATERING REVENUE



FY 2005 GOALS

Develop an integrated University Conference Services office that provides one point of contact for clients.

Publish a new University Conference Services Meeting and Event Planning Guide and a University Summer Conference Planning Guide.

Develop a University Conference Services Marketing Plan and identify the financial and marketing goals associated with the summer conference business.

Once primarily a place for meetings, pep rallies and even faculty square dances, Student Union stores and services have expanded over the decades to now include postal and legal services, several food service outlets, a ticket office, a bookstore, supply and gift shop, a games center, copy center, wireless connectivity, and more. As we look to the future, the possibilities are endless.

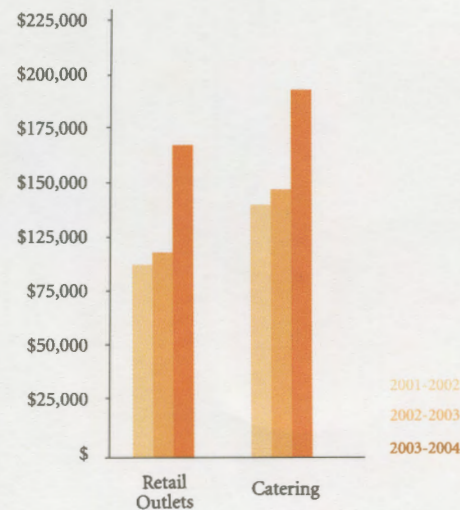
- Bookstore
- Bronco Card Office
- Bronco Express
- Bronco Shop
- Campus Copy
- Cyber Café
- Information Desk
- New Student Information
- Student Stop
- Ticket Office
- Food Service:

Boar's Head Deli
 Chicago Connection Pizza
 Fresh Express
 Moxie Java (3 locations)
 Snake River Grill
 Southern Tsunami Sushi
 Subway (Education Building)
 Table Rock Café
 Tortilla Fresca

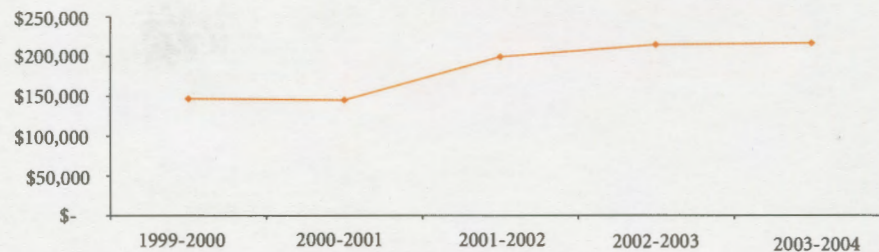


- Bronco Express opened during the spring semester offering shipping/packaging services and supplies.
- Inventory in the laptop computer loan program increased to 19 laptops. Over 19,390 checkouts were made for the academic year, an average of 53 per day.
- Revenue from Campus Copy continues to decline.
- Completed remodel of the retail dining area with a contemporary, more efficient design. This included the addition of Tortilla Fresca and Southern Tsunami Sushi and remodeling of the Fresh Express Convenience Store.
- Catering sales were up 10% which created an increase in rebates to Boise State of \$15,000 even though state appropriations to University departments remained constant and the first half of the summer conference season was slower than in the past three years.

FOOD SERVICE COMMISSIONS



REVENUE FROM BOOKSTORE LEASE PAYMENTS



FY 2005 GOALS

- Develop a business plan for the growth of the mobile computer lab/laptop checkout program.
- Administer a University-wide retail services analysis for recommendations to enhance retail operations for a growing campus.
- Complete the remodel of Table Rock Café and track satisfaction level of expanded evening dining hours.
- Work with a food service consultant to develop concepts and designs for the Interactive Learning Center.
- Work with ARAMARK corporate liaisons to administer MarketMATCH, a comprehensive food service master planning exercise.

“The SUB is ‘the hub’ for so many aspects of campus life—providing educational, cultural, and social support and activities for everyone in the BSU community: students, staff, faculty, and families.” —Dr. Shelley Lucas, Assistant Professor, Kinesiology



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