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MEMORIAL UNION
ANNUAL REPORT

Oregon State
UNIVERSITY

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OVERVIEW FROM THE DIRECTORS

MEMORIAL UNION

The Memorial Union is undergoing a radical plan for facility changes that are unprecedented in the 80+ year history of the organization. As we do this, there are key elements that must be reviewed, newly developed, or constantly in front of the MU staff and student leaders. In the past year, several of those elements were acted upon and progress was made. The following is a summary of the key elements upon which the MU made progress during the past fiscal year.

LEADERSHIP

The MU Board of Directors revised the position of MU President to be a student employee role and the selection methodology was shifted to "selection" versus "election." This is significant for a number of reasons, but chief among them is that the process of selection is more a skills and abilities measurement than a popularity and electability contest. We also revised the MU Leadership Team to include several more representatives of key areas where we need additional voices to be heard.

STRATEGIC PLANNING

While the MU had periodically conducted strategic planning exercises, the requirements of the SIFC are now such that every major budget board must annually update and submit their strategic plan with both short term and long term goals identified. As a result, we keep our strategic plans more clearly in front of us, and as a result, we measure our progress in these areas with greater accountability.

KEY PROGRAM GROWTH

In response to areas of growth and change within

the make-up of the student body and the program growth of certain areas of student interest, several key positions were added to the MU Organization. These are likely the only Student Fee funded positions that will likely occur until the cost impacts of the larger facility operating platform are fully funded. To gain clarity on this, the MU organization has shifted to five-year budget planning model. While detailed budgets are only prepared annually, we have identified targeted areas of fiscal growth identified for several fiscal years beyond that upcoming budget year. These actions will provide for greater stability and ability to plan/adjust as conditions warrant.

FISCAL ACCOUNTABILITY

In addition to the five-year budget planning actions outlined above, the MU Leadership Team now conducts a year-end review of every index in our budget series with each index manager. Key questions are asked of each index manager, so that the Leadership Team can anticipate and hold accountable that manager when the new budget is assembled in early Winter Term.

LONG-RANGE FACILITY DEVELOPMENT

We will soon reach the ground-breaking stage of a 10-year effort to replace MU East (Snell Hall) and expand the Memorial Union once we acquire the Memorial Union's east wing from the Bookstore, our present occupant. While it could be assumed that this is the fulfillment of a long-held dream, it also raises many questions. How will we support the new programming capacity that these facilities will provide? What will we do to support those program entities that are left in Snell and chose not to or were unable

to relocate to the SEC? How will the changes in foot traffic patterns impact our retail operations, programs, and wear & tear on our facilities? How will we fund the many aspects of the older portions of the MU that were not provided for in the current improvement plan? All of these are questions that deserve our leadership's continued attention, after coming to light during the construction planning for the SEC and MU east wing renovation during the past year.

FISCAL RESULTS OF FY 12-13

To be certain, it was a very good year financially for the MU.

- Expenditure controls put in place after some problems the prior year showed great results. Most areas operating on an allocated basis, or a revenue dependent basis were in good position by the end of the year.
- The MU Basement finished with a strong year of below normal expenses and above normal revenue, allowing for some reinvestment in equipment located there.
- The MU Food Services sales improved, however, costs for food shot through the roof and prices were not set adequately to result in a significant financial gain.
- The overall result of the entire MU budget allowed the MU to improve our operating net balance. This is useful at a time when we may soon experience unanticipated expense due to construction impacts and unforeseen adjustments in organizational plans.

Michael Henthorne, Memorial Union Director





STUDENT LEADERSHIP & INVOLVEMENT

Over the past year, Student Leadership & Involvement has continued to grow and develop opportunities for student involvement at Oregon State University. As the primary programming and student involvement arm of the Memorial Union Organization, SLI is continually focused on creating dynamic leadership, service, and community based activities, programs, and learning opportunities.

The past year saw the development of our overall marketing message focused on involvement “Pathways.” The development of the “pathways” model will help students to make sense of the myriad involvement opportunities available to them and will support the work of our centers (Center for Civic Engagement, Center for Fraternity & Sorority Life, Center for Leadership Development, International Resource Center, Student Events & Activities Center, and the Student Sustainability Center) as well as our student coordinated programs (Team Liberation, Student Sustainability Initiative, Memorial Union Program Council, the International Students of OSU as well as the Greek governing councils).

We are excited as we continue to move forward the design development of our new spaces in the Student Experience Center and the remodeled Memorial Union-East Wing that will offer an opportunity for all of SLI to finally be living together and more closely aligning our daily work. In the meantime, we will be diligently moving forward our strategic initiatives focused on Civic Engagement & Service, Community Building and Celebration, Global Citizenship & Multiculturalism, and Leadership Development for students to become involved in creating a better self and a better world.

Eric Alexander, Student Leadership and Involvement Director

STUDENT MEDIA OVERVIEW

Student Media is experiencing a time of revolutionary change and like all media organization’s is trying to keep up with rapid shifts in how information is gathered, deciphered, and distributed while still publishing its products and giving students a quality learning experience.

In order to meet these challenges Student Media began 2011-12 by conducting a thorough evaluation of the department. A formal internal and external review was conducted with profound feedback. Nationally recognized experts in student and digital media offered advice for improving outdated policies, publications, practices and skills. As a result, Student Media ended the year with a clear understanding of its challenges and greater conviction to its purpose. We joined the revolution by setting the goal of striving for excellence and innovation in everything we do.

Student Media has much to be proud of including recognition by the Society of Professional Journalists as the Northwest regions best student newspaper and a national finalist award for music programming for KBVR TV. Fiscal responsibility was a priority for all departments especially The Daily Barometer, which undertook a review of its advertising income over ten years and came away with a realistic budget projection. A special commencement edition featuring First Lady Michelle Obama served as a windfall and outstanding learning opportunity. Pay increases were implemented for all student workers with the goal of retaining student workers and improving their products.

There is much work ahead if Student Media is to achieve its vision of providing a world-class media learning experience with access to industry-leading professionals, newsmakers and state-of-the-art facilities. We hope to produce award-winning media, expand our audience and inspire multimedia innovation. We want to set the pace for all media. In 2011-12 we took the first steps.

Julia Sandidge, Student Media Director



STUDENT EXPERIENCE CENTER

Many years ago, two Oregon State students and ex-service men, Warren Daigh and Tony Schille, came together in a profound amalgamation of ingenuity and post war sentiment. They championed the idea of a building as a living memorial of those who sacrificed their lives in “the war to end all wars.” Today, due to the efforts of Daigh, Schille, other students, faculty, staff, and alumni, the Memorial Union (MU) stands as the oldest student union on the west coast. With the exception of the addition of an east and west wing, the MU has remained virtually unchanged for nearly a century, until now. After years of studies, surveys and countless discussions surrounding the project, a new group of students are steering the MU east wing renovation and new Student Experience Center (SEC) construction.

Four committees populated with students and staffs are set up to make decisions for the two projects. They are: SEC Space Allocation and Policy Committee, SEC Construction Committee, MU East Wing Committee and Student Fee Impact Committee. These committees have been working over the last two years and continue to be repopulated with new students as other graduate. Their influence is what makes these projects truly student projects and unique to other construction projects on campus.

In February, the Oregon Legislature approved bond sales to fund the Student Experience Center and Memorial Union east wing renovation. Moving forward from that point, the project development has made significant headway over the 2011-12 academic year. Discussions between Opsis Architects, Andersen Construction and various student groups have addressed issues from layout configuration to group location even elaborating on the idea of what connectivity and sustainability will mean to the buildings. This year kept the committee engaged in more exploratory work, the beginning of some review and the making of additional recommendations to the SEC design and development phase.

Student Experience Center decisions this year included the establishment of the International Resource Center (IRC) on the first floor of the building and to create a lounge on the third floor. The third floor lounge would also act as a holding space for student programs to grow into when needed. The overall footprint of the building was reduced by 17 inches on each side to reduce the impact on student fees.

Construction of the new student bookstore is underway and will be fully relocated from the MU east wing to the parking structure across from Gill Coliseum in 2014. This will provide additional space for student events and activities in the MU, and situates the bookstore on the perimeter of campus where it can serve community members as well as students.

The core purpose of the MU east wing remodel is the formation of a second event area, similar to that of the MU ballroom, allowing more students the ability to reserve space. It will be a larger and more functional replacement for the International Forum located in Snell Hall. The east wing will also house the Cultural Meal kitchen, a smaller event space with a dance floor and new restaurant space to generate revenue to keep student fees low.

Within the original Memorial Union building three locations were identified for revenue generation. A retail location will be in one space and the other two will be occupied by service providers. These spaces will be available as student programs move into the Student Experience Center. In addition the MU will be able to recover some rooms that were originally meeting rooms but had converted into office space. After the SEC opens they will be returned as reservable space. All these decisions were made to help maintain low student fees.

During the year the Student Experience Center passed its campus planning board review and is scheduled to go before the Historic District review board in November of 2012. Both the SEC and the Memorial Union east wing projects held public hearing to review accessibility features and issues with both projects. In addition there was a public hearing to cover sustainability features and LEED standards for the projects. If all proceed well, ground breaking will take place in June of 2012.





“ Being employed through the Memorial Union has been more than a gratifying experience; It has given me an opportunity to pursue my love of journalism while being a part of something exciting, the Student Experience Center. As the communications coordinator for the project I can't help but feel honored to be the historian of such a significant event in Beaver History ”

Courtney Jackson
Communications Coordinator, SEC

MISSION, VISION, & VALUES



MEMORIAL UNION

MISSION

The purpose of the Memorial Union is to build community. The Memorial Union is a center for social, cultural and recreational programs on the Oregon State University campus that provides experience in social responsibility and leadership and supports student learning by facilitating civic engagement and interaction.

VALUES

- We exist to develop students
- We exist to create learning opportunities for volunteerism, leadership and employment
- We exist to encourage staff and faculty development
- We exist to improve the campus climate for students
- We exist to provide quality facilities and services
- We exist to provide a forum for diversity, change and growth
- We exist to make a positive difference

STUDENT LEADERSHIP & INVOLVEMENT

MISSION

We create meaningful and diverse opportunities for leadership development and involvement experiences that cultivate positive social change.

VISION

Student Leadership & Involvement provides opportunities for Oregon State University students to engage in shaping a better self and a better world.

GOALS

To provide and support meaningful and diverse experiences that foster personal, group, and community-wide development.

1. To bring awareness to social issues, promote civic engagement, and develop the capacity to lead in creating positive change.

VALUES/COMMITMENTS

The Department of Student Leadership & Involvement supports students and student groups by providing opportunities for leadership development and campus community involvement. We are guided by the following values and commitments:

1. Concurrent with the mission of Oregon State University, we strive to contribute to society's intellectual, cultural, spiritual, and economic progress and well-being to the maximum possible extent.
2. Involvement and leadership activities take many shapes and forms which honor the diversity of our university community.
3. Leadership is about doing something that matters.
4. Our primary objective is to support the success of students.
5. Leadership happens at all levels of an organization.
6. Community matters – success is defined by a whole and diverse community
7. Experiential learning is at the core of the co-curriculum
8. Positive social change is purpose driven, community based, and intensely personal
9. Development of individual identity, organizational effectiveness, and positive social change are intimately intertwined.

STUDENT MEDIA OVERVIEW

MISSION

- Student Media educates and prepares students to inform record, inspire and engage the community.

VISION

- Provide a world-class media learning experience with access to industry-leading professionals, newsmakers and state-of-the-art facilities.
- Produce award-winning media.
- Inspire multimedia innovators.
- Expand the scope and size of our audience.

VALUES

- Free Speech
- Accuracy
- Integrity
- Respect
- Excellence
- Dignity
- Professionalism
- Learning
- Creativity
- Innovation
- Collaboration
- Equality



CENTER FOR FRATERNITY & SORORITY LIFE

The mission of the Office of Greek Life is to build intentional relationships with the Greek students, and serve as a resource to the entire Greek Community.

CENTER FOR LEADERSHIP DEVELOPMENT

The Center for Leadership Development is here to support the needs of the OSU students in identifying leadership opportunities. Our goal is to provide opportunities for students to explore their personal identity and develop their leadership skills and potential.

COMMUNITY SERVICE CENTER

The community Service Center's mission is to facilitate student's connection to the community that inspires positive change in local and global issues through meaningful service experiences.

INTERNATIONAL STUDENTS OF OSU

ISFS (International Students and Faculty Services) advances the free exchange of ideas and culture through advocacy, education, service, outreach and engagement.

MU PROGRAM COUNCIL

MUPC's mission is to bring OSU Beavers together by upholding and creating traditions while generating enthusiasm and a welcoming spirit. We strive to produce remarkable events and have a great time doing it!

MU CRAFT CENTER

The mission of the OSU Craft Center is to support and promote a creative outlet of expression for students and the other members of the University community by providing an engaging environment, resources and arts programs in which people can foster their own creativity, learn and build skills.

STUDENT EVENTS AND ACTIVITIES CENTER

The Student Events & Activities Center (SEAC) mission is to provide education, development and support to OSU students, student organizations, and University Student-lead Programs, establishing an environment that promotes awareness of what it means to be an active global citizen in an open, just and celebrative community.

STUDENT LEADERSHIP AND INVOLVEMENT

We create meaningful and diverse opportunities for leadership development and involvement experiences that cultivate positive social change.

STUDENT SUSTAINABILITY INITIATIVE

Mission is to support student efforts in creating a culture of sustainability at Oregon State University through action, education, and opportunity.

TEAM LIBERATION

It is our mission to provide safe spaces for respectful communication related to issues surrounding social justice including race, gender, sexual orientation, class, religion, age, and ability.

“ Working for the Memorial Union Graphics Studio has been an incredible opportunity. The studio is an amazing space where I work alongside other talented designers, and have come to feel right at home. This job has taught me many of the responsibilities of being a graphic designer that I wouldn't have learned in a classroom-only setting. I've gained real-life experience in a design studio where I am able to work directly with both my clients and printers. The value of this hands-on experience is immeasurable. ”

Hanna Durighello
Graphic Designer, MU



SUCCESS
& CHALLENGES



SUCCESS

LEGISLATIVE APPROVAL OF CONSTRUCTION BONDS

In 2010, Memorial Union President Jorge Michel and ASOSU President Chris Van Drimmelen brought to referendum a proposal for the renovation of the MU East Wing, and the construction of a community focused building to be termed the Student Experience Center. The intended use of this facility was explained as a four-story sustainable building with a focus on the advocacy of student services and learning opportunities for members of Oregon State University. The project was approved by a 70% majority vote. After the development of conceptual and schematic design stages for both projects the next step was approval for bond sales from the State of Oregon Legislature. In March of 2012, the proposed authorization from the assembly was granted, allowing planning and construction processes to proceed. The Student Experience Center was the only construction project approved by the Oregon Legislature in the last two sessions.

- Feedback from the Legislature stated that approval was based on the excellent assessment and support data provided for the project and the passion of the student leaders backing the project.

MEMORIAL UNION ADA ASSESSMENT & SURVEY

A comprehensive review of accessibility issues for the 1928 Memorial Union was conducted by SZS Consulting Group, Inc in 2011. SZS has been successful in assisting universities who see the value of implementing both universal design principles and performance standards to improve the access to their facilities since 1994. The ADA Assessment and Survey report is intended to not only identify barriers to access through a field investigation but to provide solutions. The 305 page report listed solutions in three areas:

- Pedestrian Route & Accessible Pathways into the building (categorized into 4 classes of severity)
- Accessible Pathways & Facilities in the building (categorized into 4 classes of severity)
- Way Finding and Signage

Using data from the SZS report, MU President Ashley Barnes requested funds from the Student Incidental Fees Committee's Raising Reser Funds to improve accessibility in the Memorial Union. These enhancements though not obvious to all, improve the lives of those with disabilities and are therefore vital to Oregon States dedication to diversity. Planned developments consist of \$730,000 in ADA upgrades such as ramp and entryway improvements.

CENTER FOR CIVIC ENGAGEMENT

(includes the Student Sustainability Initiative)

- The student coordinated Community Service Center evolved into the Center for Civic Engagement in September 2011 with the addition of a new professional staff member, the Civic Engagement & Service Coordinator.
- Enhanced our Alternative Spring Break program and celebrated three successful and maximum occupancy trips to Yakima, WA; Newport, OR; and San Francisco, CA.
- Expanded the Martin Luther King, Jr. Day of Service from 9 participants in 2011 to 125 participants in 2012.



- 34 community partnerships were fostered with community-based organizations in the greater Corvallis area in order to meet community-identified needs and develop a menu of service and civic educational opportunities for students.
- The Non-Profit & Volunteering Expo brought 55 community-based organizations to campus to share volunteering, internship, and career opportunities and resources with OSU students on January 25, 2012.
- 479 students participated in 10 service days/programs contributing 4,243 hours of community service in the areas of hunger/homelessness/poverty, health and wellness, environmental, and others.
- 753 students participated in 8 educational programs or conference sessions totaling 570 hours coordinated through the Center for Civic Engagement.
- The CCE/CSC was named to the 2012 President's Higher Education Community Service Honor Roll.
- See http://www.nationalservice.gov/pdf/2012_hr_awardees.pdf

STUDENT SUSTAINABILITY INITIATIVE

- Implemented a successful internship program.
- 1,630 student participated in SSI events this past year
- A shared advising model was developed to support the Student Sustainability Center and the SSI fee board offering expertise from both SLI (through the Coordinator for Civic Engagement & Service) and the OSU Sustainability Coordinator.

STUDENT EVENTS & ACTIVITIES CENTER

(includes the International Students of OSU and the Memorial Union Program Council)

- SEAC team members established visibility for student programs by building our Facebook presence to 3600+ members
- We saw a 10% increase in number of recognized student organizations from the previous year
- Students from all SEAC programs continue to identify their time in our employment as being the most valuable and valued of their college experience- specifically: development of multicultural competency, communication skills, human relation skills, time management, self-identity, and ability for critical thinking.
- The Beaver Community Fair generated revenue for the SEAC for the 1st time, costing \$0 Student Fees
- The Oregon University system has identified the OSU Student Organization Relationship Model as best practice and has asked for support in educating others about this model. In its 2nd year the facilitator model continued to provide a standard of care, accountability, and student and community development opportunities creating measurable activity involvement as well student organization leader, member and advisor learning outcomes.
- Instituted new student organization recognition model
- Instituted an on-line student organization risk assessment
- Registered and advised 179 student organization activities
- Continued assessment and development of new policies & process in

support of student organizations

- Identified and assessed learning outcomes for all student teams
- Established new opportunities to collaborate across campus; a highlight being the collaboration of MUPC and Student Media in the successful inauguration of OSU Has Talent
- Established additional partnerships with Academic programs in use of the Cultural Meals Program

INTERNATIONAL STUDENTS OF OSU (ISOSU)

- ISOSU established a new Advisory Board to ensure on-going intentional connection and networking opportunities

“ Learning through engaging at the SEAC is happening constantly, though new experiences and new people. ”

JESUS PARTIDA,
STUDENT EVENT SPECIALIST

- ISOSU continued to work with Recreational Sports to establish woman only focused Recreational Activities
- ISOSU produced and served 12,500 portions of food and beverages for Spring Festival
- ISOSU and ISOSU affiliates utilized the SEAC programming model to raise the bar for hosting programs by meeting or exceeding all time-lines, managing and tracking budgets, executing marketing plans and establishing positive relationships with service providers and guest.

MEMORIAL UNION PROGRAM COUNCIL

- MUPC witnessed significant change in the position description and selection process of the MU President and MU Vice President. New position descriptions were written and approved by the MU Advisory Board. A hiring selection process was also proposed and approved by the MU Advisory Board. Nine candidates interviewed for the new MUPC Director position and ended in the selection of a very well qualified MUPC Director. The MU President selection also wielded a strong and diverse pool with a successful outcome.
- MUPC initiated new programs- OSU Has Talent, Diversity Speakers Series, Java Music Series, Connect Week- Scavenger Hunt, Camp Out and Mocktail Party
- MUPC created new focus on staff multicultural engagement through an “Inclusivity Committee”, and created more inclusive environment by adding “Families” to title and theme of Dad’s & Mom’s Weekends programs

CENTER FOR FRATERNITY & SORORITY LIFE (CFSL)

- The Greek Community grew from 2247 to 2806 members
- The Greek community raised over \$125,00 for charities
- The Greek community contributed over 15,000 hours of community service
- The CFSL added a Graduate Teaching Assistant to support the Greek community
- The Greek Community offered and embraced the first large-scale hazing prevention workshop to be presented to the community in a number of years.

CENTER FOR LEADERSHIP DEVELOPMENT

(includes Team Liberation)

- Peer Leadership Consultant, Ashley Barnes, was elected to be the MU President for 2011-2012.
- Peer Leadership Consultant, Joshua Gannon, selected for the E.C. Allworth Leadership Award.
- Created and implemented THE PORTFOLIO, a program in which students are guided through a process of identifying strengths and leadership skills for post college opportunities.
- Creation of the “Leadership Certificate” and the “Leadership Pathways” program which will be initiated in the fall of 2012.
- Led 36 workshops/presentations on leadership & group development topics for a total of 1,057 participants.
- Presented 18 StrengthsQuest workshops for a total of 268 participants.
- Facilitated 3 StrengthsQuest Educator sessions (9 hours each) for a total of 41 participants. These included participants from OSU, Willamette University & University of Oregon.
- Leadership & group development workshop evaluations filled out by participants were largely positive with most giving scores of 4 (excellent) and 3 (good). Written comments indicate that learning outcomes were met.

TEAM LIBERATION

- Performed a “program review” for the first time in the 10 years of Team Liberation’s existence. Results and recommendations will be used to make needed changes to the program.
- Facilitators for Team Liberation reached about 400 participants in the OSU and greater Corvallis community during 26 different events for the year.
- TL utilized 15 different facilitators in addition to TL staff, four of whom formed a core group of facilitator volunteers.
- More than 60 different students, staff/faculty, and community members completed the Human Relations Facilitator Training during 2011-2012.
- Team Liberation conducted the 20th Human Relations Facilitator Training in its history, which is a large milestone. This is Team Liberation’s 11th year working on the OSU campus.
- Team Liberation began or renewed relationships with programs such as Jackson Street Youth Shelter, the Community Relations Facilitators in University Housing and Dining, and the Greek system. With JSYS, we intend to provide monthly or quarterly facilitations for residents having



trained the JSYS staff, and with UHDS, we partnered with the CRFs to provide facilitations tailored to specific residence hall needs.

- Team Liberation continued disseminating Spanish-language applications for its Human Relations Facilitator Training.

STUDENT MEDIA

Student Media Presents brought six quality speakers to campus during the year:

- Paul Koehnke, KOMO TV, Seattle, Oct. 5, 2011
- Nikole Hannah-Jones, The Oregonian, Nov. 11, 2011
- Leigh Rubin, nationally syndicated cartoonist and creator of Rubes, Feb. 16, 2012
- Kevin Drew, The New York Times, Hong Kong Bureau, May 7, 2012
- Steve Moore, cartoonist and former Lions Gate Films & Sony Pictures producer, May 11, 2012
- Jodi Rave, renowned Native American reporter, blogger & storyteller, May 30, 2012

Student Media brought two quality speakers to campus to present for Media in Community, emphasizing the role diversity plays in media and understanding the power the media have in telling stories to their community:

- Marc Mullins, KMTR TV, Eugene, Feb. 3, 2012
- Sarah Rothenfluch, Think Out Loud, OPB, Portland, April 26, 2012

An internal and external review was conducted and the department began responding to the findings:

- Personnel – advance new media/digital skill sets and redefine position descriptions for current best practices. The Student Media Director is working with staff to update position descriptions and encouraging staff to pursue professional development opportunities to advance their new media/digital skill sets. The department hired a Broadcast Coordinator who started September 4 and is hiring an Editorial Content Coordinator to start in late October.
- Practicum – evaluate current practicum options with New Media Communications. Student Media and New Media Communications have changed the practicum component to three sections of Student Media practicum for fall 2012. In the past individual practicum sections were for each medium. This will allow students to perform their practicum

work in multiple media areas to hopefully increase media convergence and understanding in multiple media formats. Practicum enrollment has been limited to three instructors, 30 students each. Previously the instructor for KBVR was handling 100 plus students while the print instructors had 25 or less.

- Policies & Procedures – update policies and procedures with new legal requirements and updated best practices. Two student leaders were hired over the summer to update the University Student Media Committee policies and procedures. They updated legal requirements per human resources recommendations and looked at best practices from other media committees around the country. Staff is still working on a Student Media policy guide that will condense the multiple manuals that currently exist. A single policy guide will also eliminate manuals in different mediums that contradict one another. The University Student Media Committee policies and procedures will be presented to the committee fall 2012 for adoption. The Student Media policy guide will be a project for 2012-13 academic years.

“The Memorial Union Presidency was a transformational experience that had a profound impact on my development as a community member, a student leader, a human being, and as an agent of change.”

ASHLEY BARNES,
PRESIDENT, MU



MEMORIAL UNION

The Memorial Union Organization present the following Scholarships Awarded for the 2011-12 academic year:

- E.C. Allworth Cultural Awareness Leadership Award to Tayler Hogan
- E.C. Allworth Student Leadership Award to Laurel Thompson
- Bartholomew Memorial Scholarship to B. Levi Downey, Elizabeth Elder and Jason Monacan
- Michael J. Palmer, Michael J. Leadership Award to Will Later
- Sue & Fred Shideler, Scholarship to Mackenzie Allen, Sierra Lever and Audrey Wiltz
- Two graphic design students have won national awards from the Association of College Unions International for work they performed for the OSU Memorial Union. They were Rachel Fisher and Sara Schumacher.

CHALLENGES

- Supporting an increasing numbers of students on campus without increase in staff working out a building designed for a student body of 3,400.
- Balancing the extra work load for staff created with the Design, Development and Construction of the new Student Experience Center and the renovation of the Memorial Union east wing with the addition pressure of increased work load due to growing enrollment.
- Scheduling the more than 250 accessibility improvements identified in the consulting firm report and funded by the Student Incidental Fee Committee (SFIC) without disrupting student's support provided they the Memorial Union.
- With over 600 student employees, implementation of Work-Force payroll system will be challenging to adapt to the erratic student work schedules.
- Continuing to integrate the Student Sustainability Initiative into SLI, with a clear focus on student outreach and engagement.
- The new First Year Experience (FYE) initiative will pose a challenge to many of our housed fraternities given the 1st year live-on requirement.
- Integrating the changes to Team Liberation based on the 2012 program review.

- Providing future personnel support for the expanding Center for Civic Engagement.
- Beginning to develop transition plans as our entire department moves to the SEC in 2015.
- Student Media has two new staff members joining the department during fall 2012. Staff will work to acclimate the new staff to the University and department and give them the training needed to do their jobs successfully.
- The Student Media External Review Process put high stress on the department's staff through fall 2011 and winter 2012. Now that the recommendations have been made, the department is working as a team to respond to the recommendations.

The Daily Barometer



“ Student Media made me grow up very quickly. When you’re a part of the media you realize very quickly how much words matter, and how being in that position your actions, articles, columns can have an affect on people. You have to be more responsible and mindful of your actions and I think that’s something my generation and others all need to work on more. ”

Brandon Southward
Editor-in-Chief, Barometer

FUTURE GOALS & ASPIRATIONS

STUDENT MEDIA DIRECTOR'S GOALS

- Student First Service
- Highly Developed Integrated Team
- Excellence and Innovation in Everything—print to video, audio to art
- Highly Trained, Well Prepared Students

DEPARTMENT GOALS

- Provide facilities, tools and learning opportunities which align with today's industry standards and are able to adapt to future needs.
- Provide guidance for financial stewardship and effective use of capital resources.
- Inspire outstanding media serving a global audience.
- Increase recruitment and retention of participants from a variety of backgrounds.
- Ensure adequate resources to continue programs, while at the same time, expanding the facilities to support these programs through funded construction (SEC and MU East Wing remodel)
- Ensure fiscal soundness of the organization by working to attract new lease tenants and grow student fee support for new facility operations, at the point of Bookstore departure.
- Improve the relationships between key collaborators and OSU organizational units upon whom we are dependent (Facility Services, Finance and Administration, Human Resources, etc.)
- Develop strategies for implementation of Work-Force software and implementation of the Sibson/Professional Faculty Classification project recommendations/requirements.
- Complete the Student Leadership and Involvement (SLI) Strategic Planning document
- Develop a complete assessment matrix for SLI focused on Scope, Rating, and Learning Outcomes/Impact that includes all of our programs.
- Assess current condition of the transition of Student Organization relationship and create a strategy to move into year two of the transition.
- Identify and engage student planners to further educate on assessing and managing risk and liability and producing high quality events
- Create and deliver a base line training for advisors of sponsored student organizations
- Create a mechanism to educate and engage the next generation of student leaders with ISOSU, MUPC, and Student Organizations.
- Produce high quality events for the entire OSU campus community that balance upholding tradition and create new events.
- Create larger community events and programs focused on social justice
- Further opportunities for international students to learn about and engage with ISOSU and its affiliated organizations
- Ongoing assessment of the campus environment, resources and opportunities for International Students
- Develop the Leadership Pathways program that clearly identifies and defines leadership opportunities at Oregon State University
- Further develop the support model for the Student Sustainability Initiative following their SIFC review
- Continue to develop signature programs for the Center for Civic Engagement.
- Revise Team Liberation processes and curriculum as based on the program review, to include transitioning advising to our new Cultural Programs Coordinator.



2011

Oregon State University
Yearbook

be
ay

Yearbook

Season

CONTRIBUTIONS,
VALUE-ADDED
& DATA



CONTRIBUTIONS AND COLLABORATIONS

- Established the “Men’s Development Program” with CSSA graduate student, Nicolas Daily.
- Provided facilities and programs to more than 700 student in OSU's PAC academic program.
- Pangea Café hosted OSU's Nutrition and Food Management interns providing 160 credit hours fall term of experiential learning.
- Memorial Union Retail Food Service developed resources highlighting healthy eating options that included a website, brochures and all you can eat veggie Mondays.
- Pangea Café was turned over to the Nutrition and Food Management academic program for one week spring term to use as a experiential learning facility.
- Student Media is developing a cohort of space and equipment users to help eliminate redundant facilities and share equipment costs in the Student Experience Center.
- Student Media collaborated with other departments and student organizations to host receptions or meals when guests spoke for Student Media Presents. For instance, the Native American Longhouse co-hosted a meal for Jodi Rave when she came to OSU.
- Student Media brought eight quality speakers to campus through Student Media Presents and Media in Community (listed under successes above).
- Student Media co-hosted the High School Journalism Institute with The Oregonian and help from the Oregon Newspapers Foundation, Yamhill Valley News-Register and the Corvallis Gazette-Times. Nineteen students attended the eight-day institute. With guidance, the participants used real journalism skills to report and photograph a 32-page newspaper, as well as blog and produce multimedia pieces for The Oregonian's website. (blog.oregonlive.com/teen/index.html)
- SEAC continued partnership with UHDS and RecSports for fourth year of After Dark
- SEAC worked with the Office of Risk Management and AABC in furthering the new relationship model for student organizations
- MUPC collaborated with Student Media to create opportunity for our on-line community to engage in their programming

- MU President collaborated with the broader OSU community to establish the Campaign for Understanding
- ISOSU collaborated with ASOSU to establish a new International Task Force
- The CMS program linked to academic affairs via the Military Science, Anthropology, Business, and Languages programs in use of the MU East kitchen as an experiential laboratory.
- SLI Staff co-chaired the Justice in Leadership for the Community (JLC) initiative with Victoria Nguyen from Diversity Development. Activities included JLC Fall Conference, fall term in-services (speaker Rudy Balles), and winter term in-service (Illuminations Project)
- Melissa served on the Student Affairs Research and Evaluation Assessment Coordinator Search Committee.
- Peer Leadership Consultant (Dipanker Shrestha Tamang) represented the Center for Leadership Development (CLD) on the MLK, Jr. Celebration Committee. PLC staff hosted a related event – “Expression Through Art” – that included guest speakers (Dr. Joseph Orosco, Dr. Lani Roberts, Tonga Hopoi, & Dr. Susan Shaw), as well as participant-created art projects.
- 3 SLI Staff members served on the Racial Aikido planning committee, Exploring White Identity in a Multicultural World (EWIMW) retreat planning committee, and served as facilitators of the EWI weekend retreat.
- Two SLI staff members served as facilitators for the Managing Difficult and Courageous Conversations program, organized out of University Housing & Dining Services.
- One SLI staff member serves on the OSU Diversity Summit planning committee (Nov. 2-3, 2011).
- Three SLI staff members serve as faculty members for the College Student Services Administration graduate program.
- PLCs also did a number of “Get Involved @ OSU” presentations to potential and new OSU students, educating about why and how to get involved while at OSU.
- 1,362 students received academic credit from experiences at the MU, SM & SLI, and 1843 credit hours were awarded
- 690 students are employed by the Memorial Union organization providing more than \$1,400,000 in income to these students
- More than 10,000 student volunteers were involved in producing programs and events for the Memorial Union organization
- 89% of the Memorial Union organization’s staff is students, 5% classified and 6% professional
- 51% of the Memorial Union’s operating budget comes from revenue generated by the organization

DATA

- More than 100,000 students attended events sponsored by SLI, SM and MU
- More than 1,000,000 (million) patronized MU restaurants
- More than 17,000 meals were served by the Cultural Meals Support program
- More than 6,000 participated in MU, SM and SLI classes and workshops
- More than 5,000 student events were hosted at the MU
- More than 2,000 were in attendance at SM and SLI lectures and presentations
- More than 500 volunteered for community service projects
- More than 250 pre-college students participated in MU, SM, and SLI classes and workshops designed for them
- 60 participants in 2 Team Liberation Human Relations Facilitators Training
- 15 Team Liberation Volunteer Facilitators
- 400 participants in 26 Team Liberation facilitations
- More than 130 cultural events were hosted by the Memorial Union
- More than 6,000 students attended cultural events at the Memorial Union
- More than 1,000 hours of Memorial Union building services staff was allocated to supporting the OSU Cultural Resource Centers
- More than 6,800 attended 17 ISOSU cultural events
- More than 17,000 cultural meals were served
- More than 8,000 food service volunteers at cultural events
- More than 1,720 hours of cultural meal preparation
- More than 115 Cultural Meal support kitchen reservation
- ISOSU has more than 620 Facebook fans
- ISOSU established a new Advisory Board to ensure on-going intentional connection and networking opportunities
- ISOSU is working with Recreational Sports to establish woman only focused Recreational Activities
- ISOSU Spring Festival produced over 4 hours of international entertainment and served 12, 500 portions of food and beverages.

VALUE-ADDED CONTRIBUTIONS

- Student Media brought eight quality speakers to campus through Student Media Presents and Media in Community.
- Student Media awarded six \$1,000 student scholarships from OSU Foundation accounts.
- Facilitated 54 leadership, group development & StrengthsQuest workshops to 1,325 participants.
- Added leadership & group development Tip Sheets to the SLI webpage.
- Developed & taught inaugural Emerging Leaders class (AHE 499, Spring term, 2011)
- Two SLI staff serves as Mentors for OSU’s NASPA Undergraduate Fellows Program (NUFP).
- Peer Leadership Consultants (PLCs) finished creation of the “What is Leadership?” video to use as marketing and in leadership workshops.
- Hosted a Center for Leadership Development Open House as a form of marketing.
- PLCs did personal outreach to all of the Voluntary Student Organizations (VSO’s) to inform them of our services and resources, as well as did presentations to a number of umbrella organizations (i.e. Ag. Exec. Council, ISOSU, PanHellenic) throughout the year.



“ MUPC has given me a place to call home at OSU. I have accomplished more, learned more, and met more amazing individuals than ever would have imagined. MUPC has given me a fulfilling and rewarding college experience and I will be forever grateful for that. ”

Corrin Neff
Director, MUPC

FINANCIAL REPORT

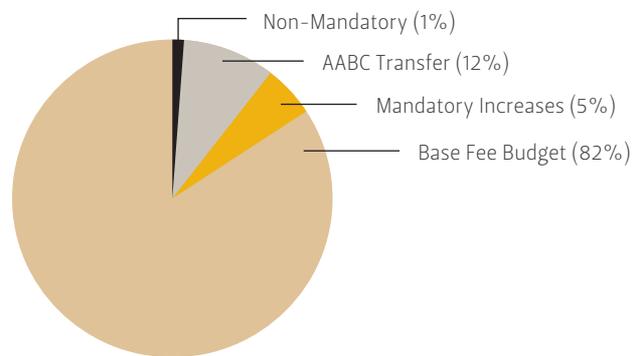
MEMORIAL UNION BUDGET

RECEIPTS

Administration	4,181,361
Building Services	235,835
Event Services	311,132
MU Operations	790,684
MU Maintenance	93,130
Custodial	115,249
MU Basement	117,635
Craft Center	107,043
Concourse Exhibits	1,975
Student Leadership & Involvement	239,919
MU East/Snell Hall	20,045
Marketing/Graphic Studio	14,050
MU Technology	201
MU Retail Food Service	3,019,845
MU Reserves	9,250
MU Media Publications	43,395
<i>Total Receipts</i>	<i>9,300,767</i>
	9,300,749

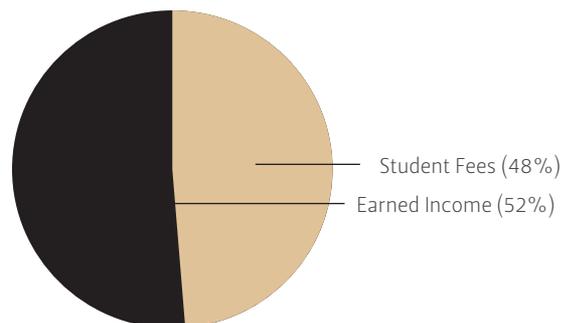
DISBURSEMENTS

Administration	581,822
Building Services	368,052
Event Services	257,758
MU Operations	857,268
MU Maintenance	417,877
Custodial	644,666
MU Basement	81,531
Craft Center	173,437
Concourse Exhibits	8,590
Student Leadership & Involvement	1,431,007
MU East/Snell Hall	298,776
Marketing/Graphic Studio	44,417
MU Technology	66,368
MU Retail Food Service	3,073,142
MU Reserves	0
MU Media Publications	388,291
MU SELP Loan	4,572
<i>Total Disbursements</i>	<i>8,697,583</i>
	8,697,574



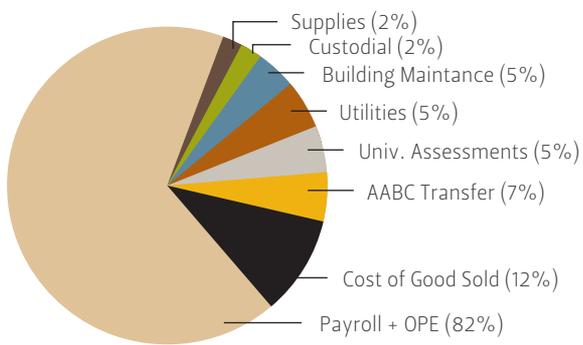
SUMMARY OF CHANGES

Base Budget	82%
Mandatory Increases	5%
AABC Transfer	12%
(Student Fees used to cover accounting services were transferred to AABC beginning this fiscal year)	
Non-Mandatory increases	1%



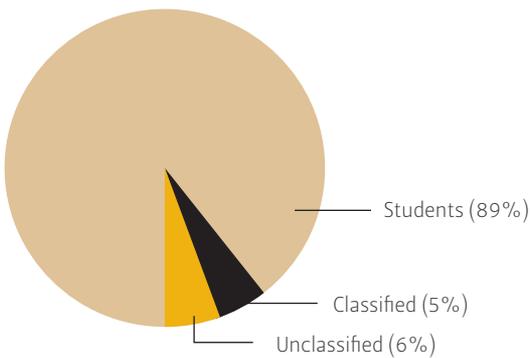
RECEIPTS SUMMARY

Student Fees	48%
Earned Income	52%

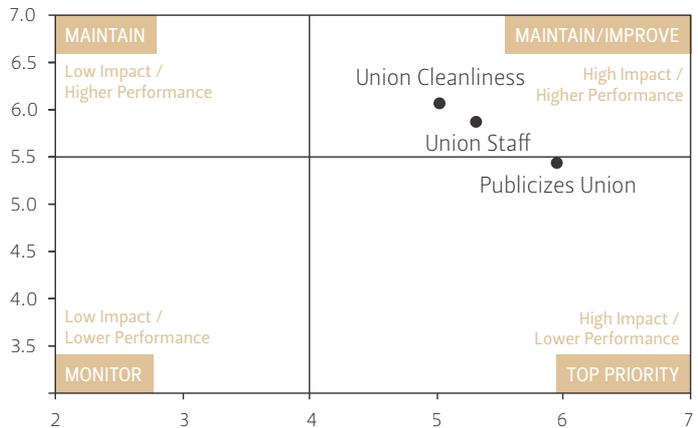


DISBURSEMENT SUMMARY

Payroll & OPE	82%
Cost of Goods Sold	12%
AABC Transfer	7%
University Assessment	5%
Utilities	5%
Building Maintenance	5%
Custodial	2%
Supplies	2%



Students make up nearly 90% of Memorial Union organization staff, numbering over 500 students employees. Student salaries make up approximately 35% of the organization’s budget.



ASSESSMENT

Ten categories of student center performance were surveyed and compared with other student center across the nation. The OSU Memorial Union outperformed all other student centers in nine out of the ten categories.

CATEGORIES

PERFORMANCE

Publicizes the Union and Performs Campus	Better than national mean
College Union has Positive Environment	Better than national mean
College Union is Student Oriented	Equal to the national mean
College Union is Source of Entertainment	Lower than the national mean
College Union Enhances Life & Leadership	Better than national mean
Union Food Variety, Quality and Price	Better than national mean
Aspects of Dining Service	Better than national mean
Union Cleanliness	Better than national mean
Union Staff	Better than national mean
Overall Program Effectiveness	Better than national mean

SURVEY RECOMMENDATIONS

Publicizes the Union and Promotes Campus: Increase efforts (e.g. personnel, fiscal, time, focus) in these areas. Performance on these factors is below goal value and improvement of these factors should impact Overall Program Effectiveness.

Union Staff and Cleanliness: Maintain current efforts (e.g. personnel, fiscal, time, focus) in these areas. Maintaining the current level of performance on these factors is desired since these factors have high impact on Overall Program Effectiveness. However, further improvement will be difficult since current performance is already excellent.

DESIGNER

Maschell Cha

PHOTOGRAPHY

Teresa Hall [cover]

OSU Marketing [page 4]

Courtney Strohmeyer [page 23]

Maschell Cha [2, 6–28]

