THE UNIVERSITY OF WEST FLORIDA
DIVISION OF STUDENT AFFAIRS
UNIVERSITY COMMONS AND STUDENT ACTIVITIES

Departmental Planning
2003-3004

The University Commons and Student Activities Office is a unit of the Division of Student Affairs and is responsible for the administration and/or advisement and support of several major functions organized into three primary categories: Student Programs and Activities, University Commons Operations and Services, and Administration. The goals and objectives of the department are aligned with the goals and objectives of the division.

Vision

We aspire to the "College Union Idea" -- that is, the University Commons is the community center for the University of West Florida. The University Commons unites the delivery of programming, activities, facilities, services, and amenities in order to facilitate a campus community that supports the mission of the University.

Mission

The University Commons and Student Activities Office will provide the daily administration of the University Commons facility as well as provide the variety of event programming and student activity support that is traditionally hosted by the college union and is essential to student satisfaction and community building. Active and meaningful involvement of both student volunteers and student staff is essential to the college union concept and therefore we will seek to organize our operation to facilitate this participation.

Values

- We reject the "freedom to fail" concept which suggests that students might be allowed to experience failure as a learning device. While occasional failure is unavoidable, especially if you are trying new things, we do not willingly predicate failure. Rather we believe in an active student/staff partnership (both with our student volunteers and our student employees) rooted in the situational leadership model. More simply put, demonstrate ability and you will likely be rewarded with responsibility.
• Customer Service is a high priority. Our goal is to treat all "customers", whether they be students, faculty, staff, or the community in the manner we would like to be treated.

• Student employees are important to us. Without them we can not function. We want them to have a positive experience because campus employment is an important aspect of their university career.

• Student volunteers are important to us. Without their leadership and vision we risk losing our student centered perspective. We want them to have a positive experience because campus life leadership is a learning laboratory for a successful life and career. We will give them access to all levels of planning and administration of our campus life program.

• We will give student employees and student volunteers realistic responsibilities and will have real expectations of their performance -- which will result in real experience for resumes and letters of recommendation.

• We desire that all our staff and volunteers be prepared to articulate the mission of the department.

• There are no small jobs or minor responsibilities. Posting flyers is as important as cleaning the University Commons which is as important as planning a program series. Everything we do relates to a customer and satisfying that customer's real and perceived needs: a roommate wanted ad posted in a timely fashion; the restrooms clean and well stocked; a good selection of entertainment and cultural opportunities. Therefore, all jobs are worthwhile and worth doing well.

• We strive to provide a community center for campus life and activity with exceptional customer service to students, faculty, staff, student organizations, university departments, and the community at large.
Student Programs and Activities

Program Administration

Campus Activity Board (CAB)

The Campus Activity Board (CAB) produces social, cultural, recreational, and educational programs for the University community. CAB also provides leadership and organizational experience for its student leaders and general membership.

General plans for CAB in 2003-2004 include:

< Continue to enhance CAB recruitment by developing innovative and creative promotional items and printed materials. Increase recruitment efforts among minority and/or under-represented populations.
< Increase student attendance at CAB events by promoting and advertising creatively. Use on-campus and off-campus media as appropriate. Seek new promotional opportunities in response to changing campus climate.
< Promote team spirit and build community among CAB committees. Continue working to unify CAB membership.
< Enhance leadership skills of CAB members and executive officers by providing additional training opportunities and materials.

CAB has five program committees with individual goals and responsibilities:

Catch A Rising Star (CARS): The mission of Catch A Rising Star is to plan and produce a variety of contemporary popular entertainment for the University community. This mission is accomplished through three primary Formats: Laugh Attack Comedy Series, Variety Series and the Concert Series where live band and single artist performances will be featured.

In 2003-2004 the CARS Committee plans to:

< Take steps to promote committee at individual programs. Promotional items should be used to make CARS a presence at each event. Develop new and effective promotional techniques.
< Maintain and enrich the highly successful Laugh Attack Series through promotions.
< Increase and promote the Variety Series, which include artists and events such as Photo Imaging, Brainstorm Game Show, Wax Candles, Pool Trick Shot Artist Paul Gerni, and single artists or acoustic duos.
< Include the Variety Series with other events (i.e., Video Buttons with a Band, Tattoos with Love Fest).
< Enrich programming efforts by including refreshments and diverse food items
(Chinese, etc.) at selected events.

< To increase the productivity and number of students active on the Catch A Rising Star Committee. Work towards keeping current members interested and dedicated to achieving Committee goals.

< Produce at least one major talent event, a well-known comedian/band, in the Field House.

< Increase the number of low-priced touring bands and local bands at three to four outdoor venues per semester. Present at least four “up and coming” contemporary band/musical artist in the Concert Series.

< Establish a music series that utilizes a variety of venues (i.e. Argos’ Grill, Martin Hall, Commons Patio) consistently on a bi-weekly schedule.

< Identify co-sponsorships with campus and/or community organizations to produce popular, higher-priced artists (i.e., Homecoming Committee, Radio Stations, Family Spa, Pool & Billiards).

< Produce promotional items early to advertise early. Begin marketing for large events weeks in advance.

< Increase visibility and awareness for the committee and its programs during CARS events by using promotional items (i.e., cups, chip clips, lanyards, mugs, etc.) as a recruitment and retention tool.

Center Stage: The Center Stage Committee sponsors programming that utilizes and showcases student talent within competitive environments. The mission of Center Stage is to provide a venue for students to showcase their talents to the campus community in a competitive environment, to provide quality and diverse entertainment opportunities for the University, to promote student involvement, and to provide events that attract a diverse student population while also showcasing a wide variety of talents.

In 2003-2004 the Center Stage Committee plans to:

< To maintain the number of applications submitted and the variety of entertainment for the Student Talent Show by implementing an aggressive publicity campaign to solicit student support, interest and participation in the program.

< To increase the number of applications for the Lip Sync Competition.

< To maintain the impact and professionalism of the Talent Show and Lip Sync Competition by continuing to include a professional comedian as a master of ceremonies.

< To increase Open Mic Night’s to once a month.

< Provide Open Mic Night’s with different themes (i.e. poetry, acoustic music, etc.) in order to provide an opportunity to focus on specific forms of talent.

< Develop other programs that feature student talent not necessarily in a competitive format. (i.e. Snapshot Search, Karaoke, Gong Show, Pop Imposters, etc.).

< To increase the productivity and number of students active on the Center Stage
Committee.
< Enhance the overall ambiance of each program with the addition of decorations and appropriate food and beverage.
< Enhance and fine-tune all existing programs.
< Increase visibility and awareness for the committee and its programs by using promotional items (i.e., cups, chip clips, lanyards, mugs, etc.) as a recruitment and retention tool.
< Add Center Stage T-shirts to help promote the committee and events.

Cinemagic: The mission of the Cinemagic Committee is to plan a comprehensive film series, which incorporates a wide variety of films representative of the diverse student body.

In 2003-2004 the Cinemagic Committee plans to:
< Schedule approximately thirty films: 20 blockbuster films, 10 foreign, oldies or series movies.
< Increase film showings to an average of three times a month.
< Continue to provide a variety of food & beverage at all film screenings.
< Incorporate various themes with holidays and events (Halloween, Valentine’s Day, Super Bowl Party, Homecoming).
< Identify co-sponsorships to help support special film events with appropriate UWF departments and special interest groups (Bacchus & Gamma, Surf Club).
< Explore opportunities to increase interest in Cinemagic’s film program.
< Programs a series of film titles that appeal to a broad range of students.
< Utilize specialty-advertising items to help promote awareness of committee and provide more visibility for series (i.e., cups, chip clips, lanyards, mugs, etc.).
< Maintenance of existing equipment to ensure quality viewing of films and enhancement of overall presentation. (i.e., projector bulbs and house PA).
< Include at least one film per semester that represents the specific interest, viewpoint or culture of a minority population.
< Provide a weeklong movie event (Foreign films, James Bond Series, etc.)
< Promote films and enhance committee quality by wearing Cinemagic Crew T-Shirts.

Special Events: The Special Events series offers a wide variety of innovative and participatory programs for the University community. These activities include events such as the “Superbowl Party” and “Halloween Party”, and the ever popular programs “Two Steppin' Tuesday” and “Love Fest”.

In 2003-2004 the Special Events Committee plans to:
< Develop new program ideas (i.e., St. Patty’s Party, Capture the Flag, Spring Break, Game Day).
< Continue the quality production of successful and popular programs. (i.e., Exam
Continue to solicit successful co-sponsorship with appropriate University organizations and departments for selected events (i.e., Exam Jam, Two Steppin' Tuesday, Halloween event, Love Fest).

Work in conjunction with other student organizations to increase awareness of the Special Events committee and its programs through their activities.

To increase the productivity and number of students active on the Special Events Committee. Work towards keeping current members interested and dedicated to achieving Committee goals.

Evaluate appropriate themes for summer programming connected with Freshmen Orientation.

Re-structure existing programs in order to present an event that is more attractive to participants (i.e., Exam Jam, Love Fest).

Include guest lecturer (i.e., Creative Dating, The Art of Kissing, relationship topics) to broaden scope of Love Fest.

Strive to motivate more commuter students to return to campus for evening activities.

Increase visibility and awareness for the committee and its programs by using promotional items (i.e., cups, chip clips, lanyards, mugs, etc.) as a recruitment and retention tool.

Maintain and improve quality and participation in total number of events presented each year.

**Spectrum Productions:** This series includes a broad range of programs in the fine and performing arts. While selected primarily for their entertainment value, these programs provide a unique opportunity to experience various forms of performance art – some traditional and some selected for their cutting-edginess! Jazz artists presented each fall and programs suitable for students and their families are helping to create a campus tradition of participation in and appreciation for the broad spectrum of the arts.

In 2003-2004 the Spectrum Committee plans to:

- Increase student attendance at Spectrum events through a carefully planned campaign which includes enhancing name recognition for Spectrum Series through use of promotional items, creative advertising and unique refreshments.
- Raise the bar: Elevate the quality of artists and/or increase the complexity of performances presented in Spectrum series.
- Build additional audience support by instituting *Arts Encounters*, program “teasers” staged on the same day or evening in two or more locations on campus. Continue to schedule main program the following day or evening.
- Sponsor receptions following performances to enhance ambiance, promote social interaction, build community, and encourage information exchange between students and artists/performers.
- Include multiple programs (artists residencies) which feature a culturally diverse
variety of artists; facilitate artist involvement in the broad scope of campus life including classroom appearances, “informances,” media events, workshops, and concerts or performances.

< Continue to schedule light entertainment during the summer semester. Utilize outside venues whenever possible, and serve refreshments.

< Include decorations, when appropriate, to help create ambiance.

< Continue to seek increased funding from outside grants and co-sponsorship opportunities.

< Develop new and strengthen existing relationships with faculty. Elicit faculty support to increase awareness of Spectrum programs and the frequency with which these events are used to enhance and supplement classroom experiences.

< Work with Communication Arts and other appropriate faculties to develop internships which provide opportunities for students to use their creativity and gain experience while further improving promotion and advertising for Spectrum programs.

< Utilize mass media to promote selected programs.

UC Gamesters Program

The Gamesters Series provides student-union-style recreation programming such as card game tournaments, pool tournaments, table tennis competitions and other indoor recreation activities. Additionally, Gamesters coordinates novel activities such as Corporate Monopoly (a life size monopoly game).

Goals for the Gamesters Series for 2003-2004 include:

< Continue to offer new and diverse gaming venues to attract a broader range of students.

< Continue to examine more effective methods for event advertising.

< Utilize logo promotional items to enhance campus awareness of the Gamesters Series.

Homecoming Committee

The Homecoming Committee includes student leaders appointed by SGA, ex officio members from various campus departments including Student Affairs, UCSA, Recreation, Housing, Alumni Relations, Marketing Communications, and Athletics. The committee plans and produces a week long homecoming celebration each year. Members of the UCSA staff will serve as ex officio and ad hoc members of the Homecoming Committee assisting in programming, promotions, and other essential operations.

For the coming year, the Homecoming Committee plans to:
< Continue expanding hospitality activities (food, beverages, and decorations) to accommodate the ever increasing aggregate attendance at events.
< Increase production and distribution of promotional items (t-shirts and novelties).
< Send a representative to the NACA National Conference to view talent and learn about new programming and promotional ideas.
< Book and effectively promote (both to on and off campus markets) a major upscale musical attraction (i.e. “Big Show”) as part of the week.
< Develop new program elements such as a formal dance and a grand prize giveaway.
< Continue to enhance and improve traditional program elements (such as the addition of a comedian to kick-off week).
< Target commuter students and the general public with a more aggressive off-campus publicity campaign.
< Build more support for the varsity soccer game.
< Continue integrating Homecoming into UCSA structure.
< Continue to seek the support of University faculty and staff to enhance departmental and divisional participation.

Fall Frenzy

Fall Frenzy is a cooperative program between UCSA, Recreation and Sports Services, and Housing and Residence Life. Planned for the first or second week of fall term, Fall Frenzy is a festival type program designed to expose new and returning students to a range of fun activities and to each other. Program components include free food, music, recreational sports exhibitions, fun competitions, and a number of special attractions.

Goals for Fall Frenzy in 2003-2004 include:

< Continue basic concept and program elements as a weekend festival highlighting recreation, campus activities, and residence life.
< Continue to use the Tennis Complex as a program venue.
< Offer more “carnival” like games that are easier to move in and out of.
< Offer team relay type activities in conjunction with RA’s.
< More aggressively promote the Club Fair aspect of the program.

Winter Event (TBA)

Based on the evaluation and recommendation of the Fall Frenzy planning group, a Winter Event (name TBA) should be developed as a kick-off for Spring term (in January). This program will also be a collaborative program between UCSA, Recreation and Sports Services, and Housing and Residence Life.
Goals for 2003-2004 include:

< Develop core concept for program based on winter theme.
< Plan appropriate games and activities.

College Bowl

Co-sponsored with the University Honors Council, the College Bowl is a nationally recognized program known as “the varsity sport of the mind.” Collegiate teams compete locally for the University championship and are then eligible for regional and national competitions.

Plans for College Bowl in 2003-2004 include:

< Purchase sufficient supply of official questions to support a 16 team tournament.
< Provide promotional t-shirts for Honor’s Council members and for members of all teams.
< Plan for travel to College Bowl Regional Competition.

Welcome Week

Welcome Week is a University-wide programming effort that is planned by a committee made up of representatives from both Student Affairs and Academic Affairs. The purpose of Welcome Week is to provide a selection of fun and interactive programs during the first week to ten days of the fall term. Planning for Welcome Week is contingent upon approval of special funding from the University Administration.

Student Development

The Student Development division of Student Programs and Activities includes Student Involvement, Greek Affairs, Leadership Services, and the Lagniappe Series. Student Development is focused on providing advice, support, programs, and services to increase meaningful student involvement in a variety of clubs and organizations and to cultivate opportunities for student leadership.

The general goals for Student Development in 2003-2004 are to:

< Establish a professional full-time position to be responsible for coordinating advising and support of Student Involvement and Greek Affairs and supervising appropriate graduate student staff.
< Continue to support the development of various opportunities for student leadership development and student integration into campus life.
Student Involvement

The University Commons currently provides a Student Involvement Advisor (Graduate Assistant) to work with a variety of student involvement programs and services.

Student Organizations
The University Commons Student Activities Office oversees over 100 registered student organizations arranged in a variety of categories: Academic, Professional, Greek, Honor, Religious, and Special Interest. Membership in these organizations provide students with the opportunity to make friends, participate in service activities, support their academic department, make connections within their profession, practice their personal faith, work toward social or political goals, or just have fun.

Club Council
The Club Council is an advisory board jointly maintained by the University Commons and Student Government. The Council is made up of student representatives from the various student clubs and organizations. The University Commons Student Involvement Advisor coordinates Club Council meetings with the SGA Student Relations Committee.

Club Fair
Club Fair is an opportunity for interested organizations to set up display tables and market themselves to students.

2003-2004 goals for Student Involvement include:

< Continue to provide support services to student organizations such as leadership consulting, fundraising activities, and personal development speakers.
< Continue to provide Club Council meetings in partnership with Student Government.
< Continue to improve communication with student organization leaders and advisors.

Greek Affairs

The University Commons provides a Greek Affairs Advisor to work with the various local and national Greek organizations and their coordinating boards. The University is committed to providing a variety of developmental programming for the Greek system on topics including:

< Drug and alcohol education
< Leadership and organizational management
< Risk management and liability
< Hazing
< Multicultural Issues
< Campus violence and date rape
< Health Issues

The University and the Greek system has agreed to a developmentally oriented “relationship statement.” This relationship statement addresses both preference and policy issues. Most of the issues are related to the University’s preferences for the conduct of Greek Affairs: a commitment to scholarship, leadership, and service; a commitment to meaningful goal setting and evaluation; and a commitment to maintaining sustained performance and moving beyond to measurable growth and development. A few of the issues are related to rule and policy: compliance in recruiting activities and practices; compliance in initiation activities and practices; compliance in social and cultural activities and practices; and compliance to an academic standard designed to increase the success of individual members of the Greek community.

2003-2004 goals for Greek Affairs include:
< Continue to utilize the Greek Affairs Advisory Board (GAAB) as a mechanism for two-way communication.
< Utilize appropriate professional staff in assisting with advising and developing the Greek System.
< Increase compliance with the University Greek Relationship Statement.

Leadership Services

Leadership services are provided through several channels. The University Commons staff maintains a menu of presentation topics that are available to student organizations. Topics include "Parliamentary Procedure and Other Meeting Management Skills," "Communication and Conflict Resolution," "Goal Setting and Planning," and "Leadership in Volunteer Organizations." We invest in subscriptions to Florida Leader and Student Leader Magazine which we distribute to all student organizations.

The Annual Student Affairs Student Leadership Awards Banquet recognizes those student leaders and organizations which have demonstrated excellence in what they do. In addition, the University Commons and Student Activities Office coordinates the “Who’s Who Among American Colleges and Universities” selection process.

Our goals for Leadership Services in 2003-2004 include:
< Continue and enhance recognition programs.
< Formalize leadership consultation process.
Web Spinners

Web Spinners mission includes developing and maintaining World Wide Web sites for student activities and organizations. Web Spinners will provide a basic template or a customized web site for any interested student organization.

In 2003-2004 Web Spinners plans to:

< Maintain and update existing software as needed.
< Develop new client sites; maintain and update existing client sites.
< Upgrade hardware to better handle development of client sites.
< Attend workshops to improve web-building skills.
< Expand membership and develop members’ skills.

Lagniappe

Lagniappe (a Cajun term meaning a little bit extra) is organized as an agency or brand function of the department and serves as the label under which the department sponsors or co-sponsors events and activities outside the scope of existing activities. The primary function of Lagniappe is a student development lecture series featuring speakers on academic, professional, and personal leadership and success.

For 2003-2004 Lagniappe will:

< Produce at least two guest lecture events focused on leadership, campus life, personal development, or career issues.
< Partner with other sponsors to host appropriate programs and activities.
Operations and Services

The University Commons is equipped to meet the needs of student organizations, university departments, and community businesses and organizations for meeting and special events facilities and services.

University Commons Service Desk

The University Commons Service Desk provides a variety of useful services to UWF students, faculty, staff, and guests. Services include general campus information; event information; after hours facility reservations; a public fax machine; banner-making supplies for student groups; and a full range of ticket services for the Campus Activity Board, the university’s theater and music departments, athletics, and other event sponsors. Additionally, the Service Desk coordinates curriculum material distribution for Kaplan test preparation services.

General plans for the Service Desk in 2003-2004 include:

> Continue to provide quality service to both on campus and off-campus constituents.
> Continue to support the various functional areas of the desk including ticket services, information services and checkout management.
> Upgrade (replace/refurbish) aging equipment including ticket printers.
> Improve management controls related to cash handling processes.
> Expand operating hours to increase the level of customer services and to improve the availability of the Cyber Lounge.

Reservation and Conference Services

Student organizations can reserve any available space in the University Commons or in any other campus facility by contacting the Reservations and Conference Services Office. The Reservations and Conference Services 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 staff. Generally the University Commons reservation staff does not assist departments with reservations for facilities other than the University Commons.

Individuals, businesses, and community organizations can reserve any available space in the University Commons or in any other campus facility by contacting the Reservations and Conference Services Manager. Rental rates are organized into different categories that provide for discounted rates to schools and non-profit entities. Reservations and Conference Services
serves as a one-stop-shop for non-University sponsors making reservations, initiating appropriate permission forms, and processing work orders and service requests necessary for the event or activity. Additionally, the Reservations and Conference Services staff will coordinate contact with the University’s catering office.

Plans for Reservation and Conference Services in 2003-2004 include:

< Continue to provide quality service to both on-campus and off-campus constituents.

< Develop a new system for surveying customers and receiving feedback on services provided.

< Improve web development for reservations and information.

< Continue to market facilities to all constituents.

< Seek improved methods of advertising production services and amenities to student organizations.

< Continue to upgrade and replace furnishings, equipment and plants in Conference Center.

Production Services

University Commons Production Services provides facility and technical support for meetings and special events. Most services to student organizations are provided free of charge.

Plans for Production Services for 2003-2004 include:

< Continue to upgrade sound system and furnishings to support and enhance a wide range of programming.

< Continue to upgrade and expand technical services equipment.

< Continue to receive technical support and upgrades for the Event Management Reservation System ($900 per year).

< Install LCD projector for movies, presentations, and other events held in auditorium.

< Provide staff workshops focusing on complex technical production.

< Include labor and equipment cost in programming budgets for those events that require excessive use of personnel/equipment and event planning (Fall Frenzy, Homecoming, etc.).

< Continue to replace dilapidated tables with quality Mighty-lite tables.

< Tour other institutions to gain insight and knowledge of their event services and
facility operations.
< Increase commons operations budget to include small project needs, repairs and replacement of furnishings and fixtures.
< Refinish dance floors and stage sections.
< Upgrade EMS reservation system to provide daily display of activities and meetings on wall-mounted televisions.
< Pursue avenues for acquiring a piano to be permanently located in the Conference Center.

**Facility Services (Housekeeping)**

The facility services (housekeeping) staff is supervised by the Assistant Director for Operations and consists of one full-time Senior Custodian, one full-time evening/weekend Custodian and two - three student OPS employees. The staff continues to do a remarkable job of maintaining a facility of this size with limited staff and resources.

Plans for Housekeeping for 2003-2004 include:

< Continue to upgrade and replace defective and antiquated equipment.
< Establish a bi-annual cleaning schedule of major projects.
< Establish an additional full-time custodian position

**Argos’ Gameroom**

The University Commons and Student Activities Office operates the Argos’ Gameroom as a programming service to encourage community and participatory activity. While the Gameroom generates some revenue, the costs of operation exceed the current revenue predictions.

Goals for the Gameroom in 2003-2004 include:

< Continue to offer new games and tournaments.
< Continue to examine innovative methods for event advertising.
< Continue to send students to compete at the regional Association of College Unions International Tournament.
< Enhance the quality of tournaments by improving the prizes awarded and refreshments served.
< Continue to co-sponsor events with Intramural Sports and explore possibilities of co-sponsorship with student organizations.
< Continue to decorate Argos gameroom to enhance ambiance.
Administration

Administrative functions include office management, business services, strategic planning, and graphic design services. These services and activities provide essential support to the programming and operations elements of the department and enable efficient and effective functioning of all areas. Support staff handle daily details of traffic management, file maintenance, information technology, payroll, accounting, and general assistance. The complexity of fiscal operations requires considerable attention and resources. The department functions in a complicated budget environment with three different account fund sources. The largest portion of the budget is allocated from the A&S fee fund and supports programming, student development, and aspects of operations and administration. The next largest segment of the budget is allocated from the E&G fund and includes salaries for several staff, some OPS, and expense money to support housekeeping. The smallest portion of the budget is generated revenue including facility rental, summer camps, vendor tables, gameroom concessions, and miscellaneous activities.

Goals supporting the administrative function for 2003-2004 include:

< Upgrade IT equipment and software: replace some aging monitors with flat screens, replace some aging desktop systems with laptops or new desktops, and upgrade hubs.

< Provide more timely and meaningful reporting of expenditures from accounts and increase administrative office staff’s ability to provide support to other staff members by utilizing equipment and personnel capabilities, designating task specific personnel, and expanding IT equipment and software to meet emerging needs and opportunities.

< Improve administrative office processes including telephone processes, working spaces, customer identification of staff, customer/staff interaction, and information dissemination.

< Maximize auxiliary revenue opportunities afforded by vendor table program.