



FAU STUDENT UNION

Boca Raton Campus

2010-2011 Executive Summary

The Student Union made great strides over the course of the 2010 – 2011 year. The Student Union Advisory Board continued to function, holding consistent meetings and participating in the decision making process. More importantly, the Student Union continued to maintain financial stability, ending the year with a positive cash flow and transferring \$200,000 into Reserved. In addition, an agreement was facilitated through Business Services with New Era Barbershop to provide a revenue generating student service in the Student Union.

The Student Union reorganized and added staff this year including a Facility Supervisor, Associate Director for Event Planning, Coordinator for Administration and Finance, Coordinator for Operations, and Office Assistant. In addition, the OPS Custodial staff will be outsourced effective July 1, 2011 and the Associate Director, Operations position has been terminated. A new Director will begin on July 1, 2011 and the Associate Director, Event Planning will be reclassified to Assistant Director. These personnel revisions and additions seek to provide increased levels of service and quality to the Student Union.

One of the highest points of the year was the opportunity to host a majority of the Presidential Inauguration events. We started the week with hosting the Waves of Blue Scholarship Concert, to Research Symposia, a reception following the dedication of the Eli Meyerson Continuing Education Hall and the Installation. The Student Union

administrative staff worked with University Event Management toward the flawless execution of these events.

Organic revenue totaled \$920,000. Our expenditures were on target. It is important to note that close to \$240,000 in revenue and expense is “pass-through money” as we are committed to PACA for management of the Box Office and the FAU PD for traffic support during Auditorium events. The expenses for these two agreements are passed on to Auditorium users. Per agreement, we will see an annual increase for PACA and it is likely that FAU PD will increase their traffic and parking rates as well.

Programmatically, the Student Union appeared to show a decrease in the number events in the facility, however, this is in part due to the removal of Royal Palm from usage to prepare for its conversion to a dedicated Student Organization space. In addition, our current software counts numbers of events not based on rooms utilized, but reservation; for example an event coded as Live Oak C and D individually will show as two events; while if the reservation is combined, will show as one. Without manually looking at each reservation, it is difficult to account for the true shifts in usage.

Certainly, the parking affiliated with events at the Football Stadium will be a concern for the Student Union until such time as new parking garages are constructed. In addition, the cost of security for events both in and out of the Student Union continues to be an issue for student organizations.

Overall, the Student Union had a successful year. We established clear goals and objectives. We create short and long term financial expectations to provide a stronger financial stance at the university. We worked to eliminate the negative cash balance and ended the year with cash balance in excess of \$150,000, with \$200,000 transferred into reserves for the first time in many years. Finally, we are continuing to develop ways to increase the student traffic, tradition, and pride in the Student Union even as we plan for major facility changes in the next 7-10 years.

Priorities for the Student Union 2011-2012 will be focused on visibility through marketing and programming, increased utilization of space by student organizations, departments, and external clients, facilities improvements including revised signage and new furnishings, increased financial stability, and environmental strategies to make the Student Union feel more like the living room of the campus.