ANNUAL REPORT
2019-20
THE STORY OF THE MEMORIAL UNION
Chapter 91, 2019-2020
2020 WILL BE REMEMBERED AS THE YEAR EVERYTHING CHANGED.

Just like the rest of the world, the staff of the Memorial Union has spent a lot of time and energy this year pivoting just to keep up. But amongst the shifting plans and new information, our mission, our vision, and our values have remained steadfast, because that’s what the Memorial Union is about: remembering what’s important.
MISSION

We complete the college experience by developing leadership, community, and career readiness.
The Memorial Union will be known for transformative experiences, engaging programs, impressive facilities, outstanding services, and collaborative partnerships that align with the academic mission of campus.

As engaged global citizens, students will remember us as a key component in their personal success, as a living memorial, and as a community where all feel welcomed, valued, and have a voice.
VALUES

**Service** – From customer service to service learning, we think of others first, and we recognize their work and their worth.

**Inclusion** – We are a welcoming harbor for all thoughts, ideas, opinions, individuals, and communities, and we share their stories.

**Creativity** – We generate new ideas to solve problems, communicate, and engage.
VALUES

Innovation – We adapt and evolve to meet the ever-changing needs of students.

Lifelong Learning – We foster memorable learning experiences beyond the classroom that can supplement classwork, life skills, career readiness, and personal fulfillment for all ages.
Number of MU Staff – 45
- Administration – 5
- Event Management – 3
- ITAV – 2
- Facilities & Custodial – 13
- Marketing – 2
- Mechanical – 6
- Student Activities – 10
FACILITIES CONTINUES TO KEEP THE ROOF OVER OUR HEADS

Installed 14 roof patches & replaced 1 roof
Reconditioned old office into lactation room
3 replaced air handling coils
4 replaced condensate receivers
Added locks and security to stair tower
Abated asbestos from browsing library, chapel, plumbing pipes, and storage rooms
Facilities continues to keep the roof over our heads

- 13 replaced windows in Pride Lounge
- 3 upgraded drinking fountains to have bottle fillers
- 87 gallons of paint used
- 17 5-gallon buckets of drywall-ready compound used
- 813 work orders completed
OUR HEROES: THE CUSTODIANS

Changed all custodial processes so that high-touch areas are cleaned more frequently
Purchased disinfectant sprayers to use between meetings and in offices
Deep-Cleaned the entire building over the summer
Spent 200 hours stripping and waxing the floors over the summer
Continue keeping us all safe (all while being down 1-3 staff members)
THANK YOU TO OUR BUILDING PARTNERS

Campus Org Accounting
Center for LGBTQIA+
Student Success
College of Business
International Students and Scholars Office
ISU Catering

ISU Dining – MU Food Court, MU Market & Cafe, Lance and Ellie’s
ISU Printing Services
Lectures
Multicultural Center
New Student Programs
THANK YOU TO OUR BUILDING PARTNERS

NSCORE-ISCORE Office  Soult's Family Visitor Center
Panda Express       Student Legal Services
Printing and Copy Services  Study Abroad
Sorority and Fraternity Engagement  United State Post Office
                                      Veterans Center
THE MU WELCOMED 1,305,428 (closed from Mar 17 – Aug 3)
UNITED AT THE UNION

11 weddings
Created United Bridal Expo
EVENT MANAGEMENT GETS THINGS DONE

- **10,770** event reservations
- **7,858** departmental
- **2,731** student orgs
- **1,238** signboard bookings

**Begins** MU2You Video Series

“Thank you so much! All of the staff were very friendly and helpful and our event ran very smoothly.”

–College of Agriculture and Life Sciences
GET INVOLVED WITH STUDENT ACTIVITIES

**Welcome Fest**
- 3,100 in attendance
- 95 registered orgs
- $23,450 in revenue

**Fall Club Fest**
- 7,500 in attendance
- 299 registered orgs

**Spring Club Fest**
- 3,700 in attendance
- 217 registered orgs

**Winter Fest**
- 5,000 in attendance
- 24 activities
STUDENT UNION BOARD

23,860 total attendees

of 267 events hosted
CYCLONE CINEMA

11,082 total attendees of 175 showings
DANCE MARATHON

$340,552.23

raised at Big Event for Hemodynamics, innovative research on micro-preemie babies’ hearts at the University of Iowa Stead Family Children’s Hospital
SERVICE

16 students completed 132 hours of service trips to:

Minneapolis, Minnesota
- Second Harvest Heartland
- Feed My Starving Children
- People Serving People

Kansas City, Missouri
- NourishKC
- Great Plains SPCA

*spring break trips were canceled due to the pandemic
LEADERSHIP

500 students total impacted by leadership programs

Leadership ISU Learning Center
Leaders Workshop Series
Womxn’s Empowerment and Leadership Conference
Iowa State Leadership Experience
Social Justice Summit
Leadership Enrichment and Diversity Retreat
M-SHOP

6,328 total attendees

of 73 concerts/events hosted

22 ticketed or free events, 12 Mojo’s, 10 Open Mic Events, 5 Comedy Night Events, 13 SUB General Meetings, 10 Additional SUB/SAC events
CYBOWL

12,347 total games bowled
871 hours of billiards games played
63 semester passes

16,619 participants
WORKSPACE

15,121 total attendees

453 Art-Go Kits purchased by 234 customers as of May 27 since the program was started as a response to COVID closures
ART FOR RENT

112 pieces rented to 37 people/departments
MARKETING SPREADS THE WORD

2,280 graphics created
17% increase in social media platforms across all platforms
4.5 star review on Google
1,456,783 website page views
OUR RESPONSE TO THE COVID-19 PANDEMIC

The tough get going.

For the first time ever, the Memorial Union closed its doors for more than a few days. The building was locked from Mar 17 to Aug 3. But that doesn’t mean we shut down. Here are just a few things that kept us busy during that time.
WE DID SOME DEEP CLEANING

12 air handlers power washed and sanitized
200 air filters replaced
4 extra-large sanitizing stations designed and built
The Event Management team created the MU2YOU video series with 12 videos that garnered more than 1,000 views on YouTube.

The Marketing team developed the MU2YOU newsletter that is delivered to the Iowa State campus monthly highlighting all of the ways folks can get involved and stay connected.
WE SPRUCED UP THE PLACE

While the building was closed, we took the opportunity to re-purpose materials from other locations in the building to make updates to CyBowl and Billiards and re-imagine the old Browsing Library as a new MU Art Gallery.
WE REPURPOSED MATERIALS

7 pendant lights from old West Lounge hung in CyBowl
Reused the lane 6 & 7 material to build a new counter and tables in CyBowl
Reused table bases from commons tables to make new tables
Reused walls from MCC to build the Cybowl counter
WE REPURPOSED MATERIALS

**Reused** leftover siding from a roof repair and door trim from floors 4 & 5 for the new CyBowl counter

**Relocated** base trim from floors 4 & 5 to CyBowl

**Relocated** base trim from floors 4 & 5 to Art Gallery
WE TOOK OUR EVENTS & MEETINGS ONLINE

**Student Activities** staff members quickly shifted from in-person to online events.

**Workspace** began offering Art-2-Go kits delivered to doorsteps.
WE TOOK OUR EVENTS & MEETINGS ONLINE

AV/IT began offering resources for departments to take their meetings virtual.

Marketing developed and published engagement activities on social media
Starting June 1, the MU opened our South doors so that visitors could access the ISU Book Store.
The COVID-19 pandemic continues, and we are figuring out how to continue to be the living room of Iowa State while maintaining a high level of safety and security. It’s been heartening to see folks come back to the spaces they love so much.
THANKS TO OUR
MU ADVISORY BOARD

President Kevin Drury, Alumni member
Vice President Chase Kusel, Student-at-Large
Carolyn Elbert, University Faculty/Staff Appointee
Sophia Magill, Alumni member
Martha Krone, Alumni member
Gabriela Ampuero, Student-at-Large
Eleanor Field, GPSS President
THANKS TO OUR
MU ADVISORY BOARD

Martino Harmon, ISU President’s Appointee
Heather Culbertson, Student Government Representative
Matthew Schroeder, SUB President
Andrew Girres, SUB President
Pamela Cain, Ex Officio, Senior Vice President for Operations and Finance
Steve Winfrey, Ex Officio Member, MU Director
OUR PD COMMITTEE HAS KEPT US IN TOUCH!

Tour of The Creamery in the Food Sciences Building
Iowa Memorial Union Site Visit at the University of Iowa State University
NCORE Lunch and Learn
Green Dot Bystander Training
Political Discussion Lunch and Learn
Stretching and meditation sessions
OUR PD COMMITTEE HAS KEPT US IN TOUCH!

United Day of Caring – helped out at Reiman Gardens
Pumpkin Carving for Spirits in the Garden at Reiman Gardens
2nd/3rd shift Pizza Party
MU Halloween Party – Eat, Drink and Be Spooky with a Spooky Bake-off
YSS Holiday Giving Program
OUR PD COMMITTEE HAS KEPT US IN TOUCH!

MU Holiday Gathering – day-time and late night option

Compassion Fatigue Lunch and Learn

Student Appreciation Event in Cybowl

During Covid-19

Hosted Virtual lunch hang-outs
OUR PD COMMITTEE HAS KEPT US IN TOUCH!

Started Facebook Page with Questions of the Day and had people post pictures about what is going on at the MU

Hosted Thursday afternoon activities – cooking demonstrations, stretching, arts and crafts, walking scavenger hunt, trivia challenges

Posted Tuesday Ted Talks
OUR PD COMMITTEE HAS KEPT US IN TOUCH!

Planned the Memorial Union Staff Awards Ceremony
MU Conversation on Race and Justice
Hosted Watch Party of Race Documentary
Held our first ever virtual awards ceremony over Zoom. Over 70 people participated to watch live and it has 90 views on YouTube.

Award Recipients
Harold Pride Service Medallion – Kathy Svec
MJ Riggs Award – Letitia Kenemer
MJ Riggs Award – K. P. Williams
& THE AWARD GOES TO...

Four Seasons Award – Rene Chavez
Roger Ferris Student Employee Award – Samantha Obermoller
MU Community Member Award – Center for LGBTQIA+ Student Success
MU Mechanic Team Member of the Year – Tony Winkler
MU Custodian Team Member of the Year – Mary Paque
MU Student Team of the Year – Mechanical Team
MU Student Team of the Year – The Workspace
MU Staff Member of the Year – Letitia Kenemer
MU Service Pin Recipients:
5 years – Casey Dague
5 years – Brigitte Milhous
20 years – John Lauridsen
35 years – David Wiese
40 years – Kevin Stockman

& THE AWARD GOES TO...
FUN FACTS

599 years of experience at ISU of the MU Staff
(13.6 years on average per staff member)
Most years worked at the MU by a current MU Staff Member: 44 (Eric Reed)
Newest MU Staff Member: 11 months (Justice Bradfield)
Number of Staff Members hired during 2019-2020: 3
(Brad Hill, Kristine Heflin, and Justice Bradfield)
WE LOVE OUR DONORS

15 donations to the MU

$5,843.32 donated