

**MU**

# **ANNUAL REPORT 2019-20**

**THE STORY OF THE  
MEMORIAL UNION**  
Chapter 91, 2019-2020



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# **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.



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# MISSION



We complete the college experience by developing leadership, community, and career readiness.




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# VISION



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.





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# 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.





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# 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.



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# ROLL CALL

## **Number of MU Staff – 45**

Administration – 5

Event Management – 3

ITAV – 2

Facilities & Custodial – 13

Marketing – 2

Mechanical – 6

Student Activities – 10



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# 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





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# 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





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# 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)



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# 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**



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# **THANK YOU TO OUR BUILDING PARTNERS**

**NSCORE-ISSCORE Office**

**Panda Express**

**Printing and Copy**

**Services**

**Sorority and Fraternity**

**Engagement**

**Soults Family Visitor  
Center**

**Student Legal Services**

**Study Abroad**

**United State Post Office**

**Veterans Center**





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# THE MU WELCOMED

1,305,428

(closed from Mar 17 – Aug 3)



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# UNITED AT THE UNION

11 weddings

**Created** United Bridal Expo





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# 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**

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# GET INVOLVED WITH STUDENT ACTIVITIES

## *WelcomeFest*

3,100 in attendance  
95 registered orgs  
\$23,450 in revenue

## *Fall ClubFest*

7,500 in attendance  
299 registered orgs

## *Spring ClubFest*

3,700 in attendance  
217 registered orgs

## *WinterFest*

5,000 in attendance  
24 activities





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# STUDENT UNION BOARD

**23,860** total  
attendees

of 267 events hosted



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# CYCLONE CINEMA

**11,082** total  
attendees

of **175** showings



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# 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



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# 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



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# 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**



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# 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



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# CYBOWL

**12,347** total games bowled

**871** hours of billiards games played

**63** semester passes



**16,619**



**participants**



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# WORKSPACE

**15,121** total attendees

**453** Art-2-Go Kits purchased  
by 234 customers as of May 27 since the program  
was started as a response to COVID closures





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# ART FOR RENT



112



pieces rented to  
37 people/departments



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# 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





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# 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.



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# WE DID SOME DEEP CLEANING

**12** air handlers power washed and sanitized

**200** air filters replaced

**4** extra-large sanitizing stations designed and built



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# WE DEVELOPED MU 2 YOU



**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.



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# **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.



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# 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



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# 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







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# 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.



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# WE TOOK OUR EVENTS & MEETINGS ONLINE



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

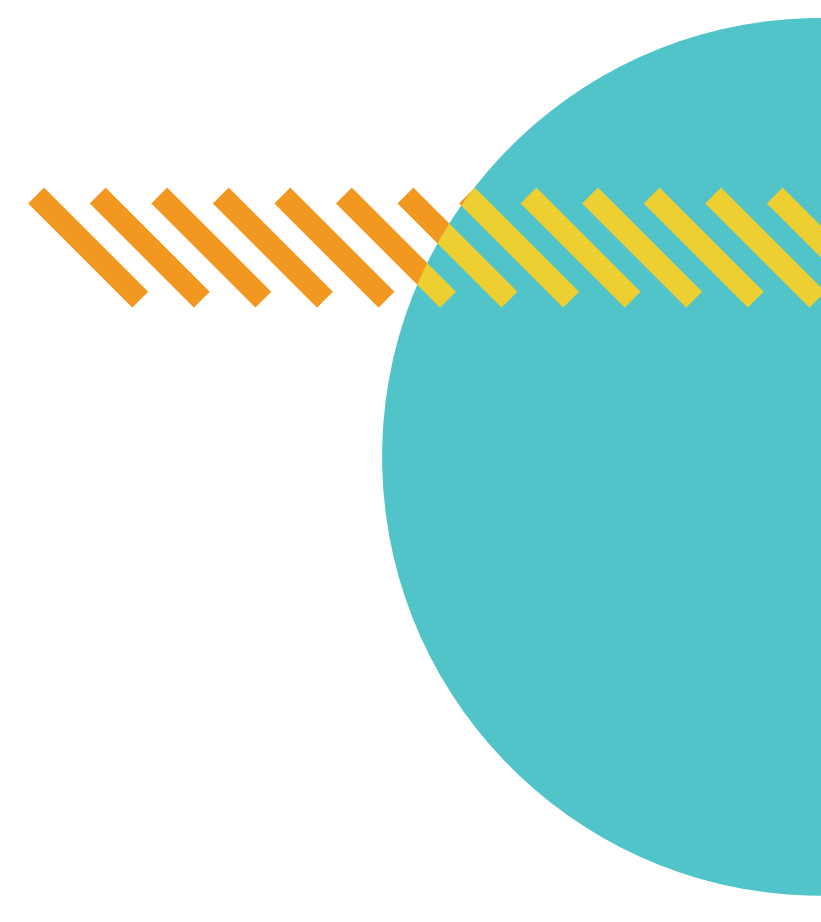
**Marketing** developed and published engagement activities on social media



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# WE EVEN OPENED OUR DOORS A LITTLE EARLY

**Starting June 1,** the MU opened our South doors so that visitors could access the ISU Book Store.





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# AND WE ARE STILL LEARNING

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.



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# 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





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# 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



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# **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**



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# **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**





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# **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**



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# **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**



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# **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**



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# **& THE AWARD GOES TO...**

**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**



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# **& 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



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# **& THE AWARD GOES TO...**

**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**



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# **& THE AWARD GOES TO...**

## **MU Service Pin Recipients:**

**5 years** – Casey Dague

**5 years** – Brigitte Milhous

**20 years** – John Lauridsen

**35 years** – David Wiese

**40 years** – Kevin Stockman





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# 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)





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# WE LOVE OUR DONORS

15 donations to the MU

\$5,843.32 donated



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**#MemoriesMadeatMyMU**