

Overview: As the community center of Fort Hays State University, the Memorial Union serves students, faculty, staff, alumni, and guests. Services located in the Union include:

- Encore Series & Presidential Speaker Series
- Faculty Lounge
- Food court, Starbucks, snack shop, sandwich shop and catering services
- Kansas Army National Guard Office
- Meeting rooms
- Student Service Center
- Tiger Card Center
- Victor E. Apparel & Gift Co.

Points of Pride: (for reporting academic year)

- ❖ The new International Student Services and Global Affairs office suite on the lower level of the Union was completed in August 2023.
- ❖ A collaboration was established with the Hays Wonder Women League to usher the 22-23 Encore Series.
- ❖ Both donations and program ad sales for the Encore Series increased from the previous season.
- ❖ To provide better feedback and enhance learning and skill building, a secret shopper program was piloted for student employees in several areas of the Memorial Union with plans to expand to all student employee roles in 23-24.
- ❖ A new point of sale system was selected for Victor E. Apparel & Gift Co. This change will improve the e-commerce capabilities of the store and provide for more robust reports and data.
- ❖ A new buying show, the Tailgate & Licensing Show, was attended to diversity and broaden the product range in Victor E. Apparel & Gift Co. Many new products were selected and combined with the new point of sale system, relationships were established with several vendors to create drop ship opportunities for personalized and higher end products.
- ❖ A Request for Quote process was completed to find a new ATM vendor for the Memorial Union
- ❖ Victor E. Apparel & Gift co. collaborated with 16 campus departments to place orders for custom merchandise for staff and promotional items. This totaled \$127,082.68 in gross sales for FY 23.
- ❖ Adjusted custodial services to accommodate reprioritize tasks and duties and create a new staffing model.

- ❖ The Tiger Card Center began working with the University Police Department and Center for New Media to create badges for each area.
- ❖ One Ring Program

Focus Areas for 2023-2024: (goals for next academic year)

- ❖ Renovation of the lower level of the Memorial Union to create additional lounge and gaming space, lactation rooms, expanded retail space, and additional storage
- ❖ Completion of Memorial Union policy review
- ❖ Continuing to build the Student Advisory Board for Victor E. Apparel & Gift Co.
- ❖ Continue to expand standardized student employee training to other duty areas in the Union
- ❖ Expand the secret shopper program to all areas of student employment in the Union
- ❖ Increase usage of radio ad and digital signage ads by campus departments and student organizations
- ❖ Completion of the “one ring program” design and launch
- ❖ Finalization of several ongoing AV updates to Union meeting spaces.
- ❖ Rededication of the fallen Tiger plaque in the Memorial Union and the addition of a digital feature to complement the plaque
- ❖ In partnership with International Student Services, creation of a form and process for international students to request a Tiger Card prior to arrival in Hays
- ❖ Plan and host the Wayne Reynolds Kansas Union Director’s meeting in summer 2024
- ❖ Implementation of the new point of sale system in Victor E. Apparel & Gift Co.

By the Numbers:

Building Traffic Count	2021-2022	2022-2023
Memorial Union Fall	147,263	130,877
Memorial Union Spring	145,108	168,189
Fischli-Wills Center for Student Success Fall	26,650	46,170
Fischli-Wills Center for Student Success Spring	69,945	46,200
*Total Traffic	388,966	391,436

Building traffic in the Memorial Union and Fischli-Wills Center for Student Success increased by 2,470 individuals over the previous year.

Memorial Union Meeting Room Reservations			
Academic Year	On Campus	Off Campus	Total
2018-2019	4,661	502	5,163
2019-2020	3,484	183	3,497
2020-2021	2,407	65	2,472
2021-2022	3,465	54	3,518
2022-2023	3,578	139	3,717

Meeting room usage in the Memorial Union increased by slightly less than 200 reservations as of June 8, 2023. This is partially due to several conferences being hosted by academic departments throughout the year.

Fischli-Wills Center for Student Success Meeting Room Reservations			
Academic Year	On Campus	Off Campus	Total
2021-2022	1,386	0	1,386
2022-2023	1,106	8	1,114

Beach/Schmidt Performing Arts Center Bookings	#
Fall 2022	62
Spring 2023	78
<i>Total Beach/Schmidt PAC Reservations</i>	140

Reservations in Beach/Schmidt Performing Arts Center increased by 11 events in the 22-23 academic year. The increase was in events sponsored by campus academic departments and offices.

Tiger Card Center	#
New ID's Produced Fall 2022	803
New ID's Produced Spring 2023	553
Replacement ID's Produced Fall 2022	192
Replacement ID's Produced Spring 2023	136
Access Cards Fall 2022	128
Access Cards Spring 2023	27
Name Badges Fall 2022	105
Name Badges Spring 2023	119
Retiree Cards Fall 2022	14
Retiree Cards Spring 2023	4
<i>*Total ID's Produced</i>	2,081

Victor E Apparel & Gift Co	2021-2022	2022-2023
Number of Transactions	6,670	6,494
Number of Items Sold	16,909	18,924
Gross Sales	\$362,177.79	\$437,494.18
Average Sale Per Transaction	\$63.42	\$63.56

While the number of transactions decreased in 22-23 compared to the previous fiscal year, the number of items sold increased by 2,015 and gross sales increased by \$75,316.39 as of June 15, 2023.

2022-2023 Encore Series

Tickets Sold	#
Reserved Season Ticket Packages	473
Unreserved Season Ticket Packages	36
<i>Individual Show Tickets</i>	
Cirque Mechanics Zephyr	51
Legally Blonde - The Musical	269
Cool Yule: A Nordic Holiday Tradition	54
Peking Acrobats	168
Lviv National Philharmonic Orchestra of Ukraine	364
Forbidden Broadway	103
Steve Dorff	33
*Total Tickets Sold	1,551

Encore Series Donation	
2018-2019	\$29,462.56
2019-2020	\$35,760.30
2021-2022	\$27,569.18
2022-2023	\$30,997

Ticket sales for the Encore Series increased by 586 tickets (combination of season and individual show) compared to the previous season and donations to support the series increased by \$3,427.

FHSU Online Bookstore Sales		
Academic Year	Number of Units	Avg. Cost Per Item
2018-2019	25,303	\$67.38
2019-2020	23,259	\$57.03
2020-2021	20,298	\$67.40
2021-2022	19,573	\$67.38
2022-2023*	19,309	\$69.68

*as of 6/14/23