



Wisconsin Union
Experiences for a lifetime

Wisconsin Union Council

Date: 11.11.14

Time: 5:30pm

Place: Memorial Union Council Room

Item	Time
Dinner	5:30
Call to Order	6:00
Open Forum	
Committee Report from Directors	6:10
Wheel house Studios	6:20
Subcommittee Updates	6:50
Wisconsin Union Strategic Plan	7:10
Term Limits Policy	7:15
Wisconsin Union Policy WU1-1	
Subcommittee Policy	7:20
Wisconsin Union Policy WU2-0	
Reports	7:30
Meeting Adjourned	

UNION COUNCIL MEETING MINUTES 10-14-14

MEMBERS			
Juli Aulik, Alumni Rep	X	Derek Field, ASM Representative	X
Daniel Bahn, VP- Leadership Development	X	Mark Guthier, Secretary	X
Sarah Bergman, President	X	Jenny Knoepfel, VP- Public Relations	X
Lori Berquam, Ex- Officio	X	William Lipske, Academic Staff	
George Cutlip, Alumni Rep (WAA)		Peter Lipton, Faculty Representative	
Susan Dibbell, Ex- Officio	X	Devon Maier, ASM Representative	
Abby Douglas, WUD Representative	X	Bill Mulligan, VP- Program Administration	X
Brett Ducharme, ASM Representative	X	Annie Paul, ASM Representative	
		Hank Walter, Treasurer	X

Guests: Adel Wilson, Nat Stein, Sarah Meier, Uihlein Wilson Architects, Inc.; Jack Comeau, Khea Yashadhana, Hari Jost, Tori Dexter, WUD Directors; Abby Douglas, Hoofers Director; Naiya Patel, Director's Office Assistant

TOPIC	DISCUSSION	ACTION
Call to Order	Sarah Bergman called the meeting to order at 6:07 pm	
Approval of Minutes	Sarah Bergman made a motion to approve the minutes from the 9/16/14 meeting. Seconded. None opposed. Motion Passed.	Motion Passed
Director Presentations	<p>Abby Douglas, Hoofers Director, introduced the directors of each committee. She also discussed the winter carnival and how it will conclude with a rail jam. The year has started off great.</p> <p>Jack Comeau, WUD Society and Politics Director, gave some background on his committee. They try to tailor speakers to come talk with students based on what is going on in current events and to also give students the opportunity to work with professionals. Collaboration is a key point that is being focused on this year. He also mentioned that they will be visited by a photographer who is coming to take pictures of how society would consider out of the norm. He touched on the People Program, co-sponsorships and other ideas they will be working on throughout the year such as the LGBT film series. He is also trying to get each committee more involved with the LGBT community.</p> <p>Khea Yashadhana, Director of the Distinguished Lecture Series (DLS), spoke about bringing in influential speakers who are among the best in their fields to deliver awesome lectures to students. Speakers cover broad and diverse areas. The mission is to bring ideas to life. The Spotlight series helps student organizations on campus bring speakers to them and DLS helps them advertise "their speaker". Their goal is for speakers to bring in crowds of more than 500 in attendance. She also hopes to further expand the Spotlight series.</p> <p>Lori Berquam asked how the Spotlight series is advertised. Ms. Yashadhana said it is promoted by social media, fliers, emails, etc. Mr. Walter asked about the committee's goals this year. Ms. Yashadhana answered that their focus is on diversity. Each year there are great speakers on a variety of topics, but this year they want to keep expanding. For example, they have the youngest DLS speaker ever this year.</p> <p>Abby Douglas, Hoofers Director, hopes to have each Hoofers committee head make a binder and set specific dates when they must complete a part of that binder. These binders will then be used to help with the transition process for future committee members who take over leadership roles. Ms. Douglas also stated that marketing in</p>	

UNION COUNCIL MEETING MINUTES 10-14-14

	<p>different languages is a goal. Hoofers wants to minimize the language barrier because the outdoors should be enjoyed by everyone.</p> <p>Hari Jost, WUD Film Director, is in charge of the movies that are played at the Marquee. Hollywood blockbusters, cult films, and independent films are all shown. Cult films aren't very popular and draw a very small audience. They are hoping to get earlier show times to draw a larger attendance and focus on safety as the late movies don't get done until 2 a.m. They want to provide a safe environment after the movie.</p> <p>Tori Dexter, WUD Music Director, explained how her committee's goal is to provide students and faculty with great music at a low cost. Most colleges only book about 2-3 bands per year; WUD committee has worked with 200+ each year in the past and the numbers keep growing. Member attention and member training is being worked on this year, including increased communication between each group in the committee. Attracting a diverse audience is a goal.</p> <p>Marketing funds are being utilized to help advertisement and get the word out. They are working on branding the Sett and Terrace as WUD music spaces. Grants as well as ASM funding have been secured for more expensive venues.</p> <p>Kelsey Burnham, Art Committee Director, stated that they are working on a diverse array of contemporary art around campus and promoting arts education. The committee is collaborating with Wheelhouse Studios, Habitat for Humanity, and with student orgs that are focused around art. They hope to help bring arts on campus forward and are working on more programming. A program administrator position is being established.</p>	
Open Forum	<p>Sarah Bergman opened the forum at 6:31 p.m.</p> <p>A student stated that many students need to work to pay for living expenses and tuition. This leads to students not having time to participate in unpaid or low paying leadership opportunities. There should be a way for students to work to pay back to tuition as well as be able to hold a leadership position. She wants feedback and hopefully support of Union Council. Derek said how some positions have a higher wage and are already leadership positions, and how the new wage/jobs would be distributed in comparison with these jobs. To accommodate this, segregated fees could be raised. However, there are other options. Ms. Bergman tabled this conversation for the sake of time.</p>	
Hoofers Constitution Update	<p>Sarah Bergman made a motion to change the Hoofers constitution. Hoofers council and SNS voted to change their constitution so they can be considered an RSO but they need final approval from Union Council. There has been one sentence change, which is what we will be voting on. Previously the constitution said: "At all times, a two-thirds majority of the members of Hoofer Council shall be current UW-Madison students." The proposed change: "At all times, all voting members of Hoofer Council shall be current UW Madison students. This includes Hoofer Council Execs, Hoofer Council Chairpersons and</p>	

UNION COUNCIL MEETING MINUTES 10-14-14

<p>Final Designs for MUR Phase II</p>	<p>Club Representatives." Derek Field seconded. All in favor. Motion Passed.</p> <p>Mark Guthier began the presentation by stating that much of what he reports will be a repeat of what was discussed last meeting, however, this will be more detailed. He distributed the notes sent to architect Nat Stein after the Design Committee input session meeting in September. Student segregated fees are funding 60% of the building of the Union. Throughout the entire process the Union Council has appointed a Design Committee that is established similar to Union Council. It is required to have a certain ratio of student/faculty like Union Council. A student project manager communicates with the Union President and that is how it is being run. Karyn Wilson was appointed as Student Project Manager in May and has been working with the Design Committee over the summer. Committee input has developed the final designs of each of the phases of the reconstruction/renovation. In the last 4-6 months they have been working on staying within the budget as well as trying to come up with an ending to all of the Phases. October 23 is the 100% plan review submittal posted date. Mr. Guthier then highlighted other important dates for the project.</p> <p>Mr. Guthier showed images of the Phase II plans. He explained the important aspects of areas of restoration and how certain decisions leading up to the final draft were made.</p> <p>Phase I: The Class of 1925 gallery was moved. The old space is now Tripp Commons kitchen space. Many inquired if the CESO offices will be changed. Mr. Guthier responded by saying they are being upgraded. Lori Berquam asked where the gender neutral bathrooms are located. Mr. Guthier pointed out their current locations.</p> <p>Phase II: Sarah Bergman asked about the East Elevation. Nat Stein responded that it will be reroofed.</p> <p><u>Second Floor East Wing:</u> Profile Room enlarged New Pocket Lounge Inn Wisconsin Room reconfigured New Production storage Lighting and A/V improvements for Tripp Commons New Restrooms</p> <p><u>Third & Fourth Floor Plans</u> 5 meeting rooms and a new restroom will be added to the "lost floor"</p> <p><u>Fourth Floor</u> 6 hotel rooms still remain, 2 new meeting rooms and new restrooms will be added.</p> <p>Mr. Guthier presented the rest of the building's layout and highlighted where each of the bathrooms are and the new additions that will be made in regards to bathrooms, office areas, and computer work stations. The other major change on the 1st floor will be the Rathskellar servery area. Abby Douglas asked if the line for the Rathskellar would</p>	<p>Motion Passed</p>
--	---	-----------------------------

UNION COUNCIL MEETING MINUTES 10-14-14

	<p>form perpendicular to the walkway area and if there are ways to mitigate that problem. He pointed out which way the lines should form on the layout.</p> <p>Mr. Guthier then went through renderings of each of the marketplace areas and made comments on the interior preferences. He also presented some of the comments that were made regarding the choices at the Student Input Session and Design Committee meetings. He mentioned that any exterior trees cut down during the renovations will be incorporated into the interior texturing of certain areas of the Union. Sarah Bergman noted that the colors of carpeting will be different from Phase I so as not to make the building look monotonous. Also because of the nature of people coming in from the outside in certain areas, a darker carpeting color was chosen to reduce the visibility of dirt.</p> <p>As Ms. Bergman described each meeting room option, members gave their opinions. Derek Field brought up the issue of carpeting and traction with carpets. Brett Ducharme asked what will be done for winter/rainy weather. Juli Aulik asked where porcelain tile will be used in the building. She also brought up the issue of using marble and the colors they had discussed previously. Sarah Bergman stated that it was hard to get the right size for the kind of the marble and the cost would be very high. Ms. Aulik stated that facilities should be notified that they should clean the floors in a more prominent way; the color changing from its original color is concerning.</p> <p>The color schemes of Badger Market were discussed. The majority liked the colors that had been chosen. Three schemes were given for the Italian Bistro at the student input session. The nostalgia type of scheme was fairly popular.</p> <p>Once the presentation of each of the design options was concluded, the Committee voted. Mark Guthier explained what will be voted on: the finishes were to be approved, not the furniture.</p> <p>Voting proceeded floor by floor:</p> <p>Sarah Bergman moved to approve the basement floor plan. Brett Ducharme seconded. All approved. Motion passed.</p> <p>Ms. Bergman moved to approve the second floor plan. Brett Ducharme seconded. Mark Guthier pointed out that Tripp Commons will be getting updates. Hank Walter stated that AV and acoustics will be updated as well. Ms. Bergman believes that the 2nd floor special recommendation of AV/acoustics would be an important addition, however she was wondering how necessary the additions at this point are. She also asked if they were to vote on that matter now or if it was a topic of discussion.</p> <p>Juli Aulik noted that Union Council was not supposed to vote on the AV/acoustics but only the floor plans. All approved. Motion passed.</p> <p>Sarah Bergman made a motion to approve the 3rd floor plan. Brett Ducharme seconded. No discussion. All in favor. Motion passed.</p>	<p>Motion passed</p> <p>Motion passed</p> <p>Motion passed</p>
--	--	---

UNION COUNCIL MEETING MINUTES 10-14-14

	<p>Ms. Bergman made a motion to approve the 4th floor plan. Derek Field seconded. All in favor. Motion passed.</p> <p>Sarah Bergman made a motion to approve the 1st floor plan and finishes. Derek Field seconded. Mark Guthier asked if the white marble was approved or the darker one. It was the white marble. All in favor. Motion passed.</p> <p>Mr. Guthier spoke about the Terrace stage. It will be moved a little closer to the Brat Stand and will be wheelchair accessible. A hip roof design was settled on. The stage will be at 11 feet compared to the current 9 feet to accommodate to a much larger screen. The stage is angled slightly. Sarah Bergman made a motion to approve the Terrace stage design. Brett Ducharme seconded. All in favor. Motion passed.</p>	<p>Motion passed</p> <p>Motion passed</p> <p>Motion passed</p>
Reports:	Written reports were submitted by President Sarah Bergman, VP for Leadership Development Daniel Bahn and VP for Program Administration Bill Mulligan.	
VP-Public Relations	<p><u>Jenny Knoeppel</u></p> <p>Public Relations has been busy with homecoming. They are trying to accommodate with other organizations to make sure everyone has a successful homecoming. Also, the carrying alcohol policy was discussed at the previous meeting and the topic will be further reviewed and discussed upon in upcoming meetings.</p>	
ASM Vice-Chair	<p><u>Derek Field</u></p> <p>The ASM Advisory committee was established with 4 students. The goal is to help RSO's to obtain funding that is made for them specifically. 2,600 organizations were registered. Voter ID has been very successful. Sexual assault prevention on campus is being put into place. MG&E increase has been looked at and ASM is hoping to stop the increase or freeze it to better accommodate to students.</p>	
Treasurer	<p><u>Hank Walter</u></p> <p>The Dining Service promotion #pennypromotions was very well received. This was to help students become aware that they have the 5% discount when they use their Wiscard at Union facilities. The grand stairs in front of the Union are being repaired. Wheelhouse Studios is being well received; Free Art Friday programs are very successful.</p> <p>Financial report: The report is as of the end of August and doesn't reflect the one account Wiscard. The restaurants were over budget. Cafes were down. Overall revenue was reflective of the successful summer due to the new Brat Stand, Stifskeller, and weather. August was not very hot, it was perfect Terrace weather which brought a lot of people out, increasing the revenue. Satellite building units usually lose money over the summer because students are not on campus. However, these losses were compensated for by the increased restaurant sales from the Brat Stand and the other areas. Summer revenue is tricky to project.</p> <p>The meeting was adjourned at 8:16 p.m.</p>	

Wisconsin Union
Income Statement Snapshot
Year to Date
As of September 30, 2014

FINAL
10/28/14

	CURRENT BUDGET	CURRENT ACTUAL	BUDGET VARIANCE	PRIOR ACTUAL	
<u>REVENUE</u>					
OPERATIONS & PROGRAMS					
RETAIL DINING	\$4,965,083	\$5,335,628	\$370,545	\$4,728,508	Restaurants and Markets & Cafes
CATERING	1,543,109	1,715,480	172,371	1,624,711	MU/US and Grainger Catering, plus Conference Centers
FACILITY RENTALS & FEES	927,965	944,507	16,542	913,618	US Hotel/MU Guestrooms, AV rentals, campus vending, Facility fees,...
PROGRAMS	733,243	560,820	(172,423)	391,934	Theater Operations/Season, Minicourses, Alt Breaks, Hoofers...
SUBTOTAL OPS&PROG	8,169,400	8,556,435	387,035	7,658,771	
SEG FEES - WU	2,582,325	2,582,325		2,526,651	
SEG FEES - UBP	1,843,554	1,843,551	(3)	1,830,825	
PARTNERSHIP/WISCARD RI	204,686	177,101	(27,585)	236,643	Wiscard partnership fees, ATM commissions, Housing Wiscard web transaction fee reimbursement,...
CAMPUS/OTHER REIMBURSE	132,271	139,241	6,970	111,259	Campus Photo ID Office/CESO support, student theater ticket subsidy supp, offsetting cost reimbursements, ...
MEMBERSHIP & MISC	29,302	44,661	15,359	25,597	Membership, interest income, miscellaneous gifts/contributions, ...
<u>TOTAL REVENUE</u>	<u>12,961,538</u>	<u>13,343,314</u>	<u>381,776</u>	<u>12,389,746</u>	
<u>EXPENSES</u>					
COST OF GOODS SOLD	2,657,563	2,883,457	225,894	2,591,859	Food costs, products and costs associated with generating revenue by the units
DIRECT OP EXPENSES	3,515,634	3,533,201	17,567	3,158,666	Salaries/wages/fringes, general expenses for the revenue units, Hooper expenses, Minicourses,...
SUPPORT SERVICES	1,106,793	993,620	(113,173)	926,933	
FACILITIES	1,772,203	1,710,105	(62,098)	1,691,917	
PROGRAMS & LEADERSHIP	446,040	378,279	(67,761)	370,459	Includes cost of WUD no fee or admission cost programming expenses
DEPRECIATION/BUILDINGS	146,502	96,480	(50,022)	90,389	
MAJOR REPRS/BLDGS & EC	688,398	688,398		851,938	Includes UBP commitment
UTILITIES/TAXES/INS/TELEF	190,575	189,697	(878)	189,635	
STATE/UW ASSESSMENTS	375,525	375,525		318,000	
INTEREST EXPENSE/BONDI	1,529,925	1,575,546	45,621	1,304,763	
OTHER & OFFSETTING EXP	161,348	56,847	(104,501)	124,892	State budget assessments (prior year), Wiscard credit card fees, UBP project swf, cashier testing services...
<u>TOTAL EXPENSE</u>	<u>12,590,506</u>	<u>12,481,155</u>	<u>(109,351)</u>	<u>11,619,451</u>	
<u>NET INCOME(LOSS)</u>	<u>371,032</u>	<u>862,159</u>	<u>491,127</u>	<u>770,295</u>	

Wisconsin Union
Income Statement - Revenue/Expense
Year to Date
As of September 30, 2014

	PRIOR ACTUAL	CURRENT BUDGET	CURRENT ACTUAL	PRIOR CS %	BUDGET CS %	CURRENT CS %	PRIOR YEAR VARIANCE	PRIOR YEAR %	BUDGET VARIANCE	BUDGET %
<u>REVENUE</u>										
Direct Operating Revenue										
Restaurants	\$3,114,472	\$3,179,650	\$3,555,882	25.1%	24.5%	26.6%	\$441,410	14.2%	\$376,232	11.8%
Markets & Cafes	1,614,036	1,785,433	1,779,747	13.0%	13.8%	13.3%	165,711	10.3%	(5,686)	(0.3%)
WU Catering	1,326,631	1,247,500	1,396,783	10.7%	9.6%	10.5%	70,152	5.3%	149,283	12.0%
Conf Center Catering	298,080	295,609	318,697	2.4%	2.3%	2.4%	20,617	6.9%	23,088	7.8%
Retail	620,275	621,160	662,443	5.0%	4.8%	5.0%	42,168	6.8%	41,283	6.6%
Programs	391,934	733,243	560,820	3.2%	5.7%	4.2%	168,886	43.1%	(172,423)	(23.5%)
Total Op Revenue	7,365,428	7,862,595	8,274,372	59.4%	60.7%	62.0%	908,944	12.3%	411,777	5.2%
Indirect Revenue										
Commissions	100,727	101,630	101,630	0.8%	0.8%	0.8%	903	0.9%		
Rentals	161,029	155,448	133,328	1.3%	1.2%	1.0%	(27,701)	(17.2%)	(22,120)	(14.2%)
Service Revenue	230,747	283,621	276,804	1.9%	2.2%	2.1%	46,057	20.0%	(6,817)	(2.4%)
Reimbursements	12,830	21,075	20,987	0.1%	0.2%	0.2%	8,157	63.6%	(88)	(0.4%)
Total Indirect Revenue	505,333	561,774	532,749	4.1%	4.3%	4.0%	27,416	5.4%	(29,025)	(5.2%)
Net Operating Revenue	7,870,761	8,424,369	8,807,121	63.5%	65.0%	66.0%	936,360	11.9%	382,752	4.5%
Other Revenue										
Student Segregated Fees	2,526,651	2,582,325	2,582,325	20.4%	19.9%	19.4%	55,674	2.2%		
Student Seg Fees - UBP	1,830,825	1,843,554	1,843,551	14.8%	14.2%	13.8%	12,726	0.7%	(3)	(0.0%)
Campus Vending	69,897	68,257	68,257	0.6%	0.5%	0.5%	(1,640)	(2.3%)		
Membership	19,138	20,002	21,572	0.2%	0.2%	0.2%	2,434	12.7%	1,570	7.8%
Investment Revenue	1,022	4,326	1,200	0.0%	0.0%	0.0%	178	17.4%	(3,126)	(72.3%)
Investment Rev - UBP	100	2,175		0.0%	0.0%		(100)	(100.0%)	(2,175)	(100.0%)
Miscellaneous	71,353	16,530	19,289	0.6%	0.1%	0.1%	(52,064)	(73.0%)	2,759	16.7%
Total Other Revenue	4,518,986	4,537,169	4,536,194	36.5%	35.0%	34.0%	17,208	0.4%	(975)	(0.0%)
<u>Total Revenue</u>	<u>12,389,747</u>	<u>12,961,538</u>	<u>13,343,315</u>	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>	<u>953,568</u>	<u>7.7%</u>	<u>381,777</u>	<u>2.9%</u>
<u>EXPENSES</u>										
Cost of Goods Sold										
Food	2,570,579	2,636,768	2,858,341	20.7%	20.3%	21.4%	287,762	11.2%	221,573	8.4%
Retail Merchandise	21,280	20,795	25,116	0.2%	0.2%	0.2%	3,836	18.0%	4,321	20.8%
Total Cost of Goods Sold	2,591,859	2,657,563	2,883,457	20.9%	20.5%	21.6%	291,598	11.3%	225,894	8.5%
Direct Op Expenses										
Salaries, Wages, Fringes	2,113,156	2,206,539	2,277,487	17.1%	17.0%	17.1%	164,331	7.8%	70,948	3.2%
Supplies & Services	904,385	1,154,501	1,092,919	7.3%	8.9%	8.2%	188,534	20.8%	(61,582)	(5.3%)
Depreciation - Equipment	82,024	89,752	92,841	0.7%	0.7%	0.7%	10,817	13.2%	3,089	3.4%
Total Direct Op Expenses	3,099,565	3,450,792	3,463,247	25.0%	26.6%	26.0%	363,682	11.7%	12,455	0.4%
Support Services										
Salaries, Wages, Fringes	794,381	877,686	814,254	6.4%	6.8%	6.1%	19,873	2.5%	(63,432)	(7.2%)
Supplies & Services	178,322	279,474	230,017	1.4%	2.2%	1.7%	51,695	29.0%	(49,457)	(17.7%)
Depreciation - Equipment	13,330	14,475	19,304	0.1%	0.1%	0.1%	5,974	44.8%	4,829	33.4%
Total Support Services	986,033	1,171,635	1,063,575	8.0%	9.0%	8.0%	77,542	7.9%	(108,060)	(9.2%)

Wisconsin Union
Income Statement - Revenue/Expense
Year to Date
As of September 30, 2014

	PRIOR ACTUAL	CURRENT BUDGET	CURRENT ACTUAL	PRIOR CS %	BUDGET CS %	CURRENT CS %	PRIOR YEAR VARIANCE	PRIOR YEAR %	BUDGET VARIANCE	BUDGET %
Facilities										
Salaries, Wages, Fringes	\$1,283,848	\$1,356,821	\$1,292,710	10.4%	10.5%	9.7%	\$8,862	0.7%	(\$64,111)	(4.7%)
Supplies & Services	303,850	308,893	309,489	2.5%	2.4%	2.3%	5,639	1.9%	596	0.2%
Depreciation - Equipment	104,219	106,489	107,906	0.8%	0.8%	0.8%	3,687	3.5%	1,417	1.3%
Total Facilities Expenses	1,691,917	1,772,203	1,710,105	13.7%	13.7%	12.8%	18,188	1.1%	(62,098)	(3.5%)
Programs & Leadership										
Salaries, Wages, Fringes	229,313	230,363	228,932	1.9%	1.8%	1.7%	(381)	(0.2%)	(1,431)	(0.6%)
Supplies & Services	139,756	208,336	146,379	1.1%	1.6%	1.1%	6,623	4.7%	(61,957)	(29.7%)
Depreciation - Equipment	1,390	7,341	2,968	0.0%	0.1%	0.0%	1,578	113.5%	(4,373)	(59.6%)
Total Program Expenses	370,459	446,040	378,279	3.0%	3.4%	2.8%	7,820	2.1%	(67,761)	(15.2%)
Depreciation & Major Repairs/Maintenance										
Major Rprs/Mnt - Equip	3,324	3,324	3,324	0.0%	0.0%	0.0%				
Major Rprs/Mnt - Bldg	124,101	185,724	185,724	1.0%	1.4%	1.4%	61,623	49.7%		
Def Bldg Exp - UBP	724,513	499,350	499,350	5.8%	3.9%	3.7%	(225,163)	(31.1%)		
Depreciation - Bldg	90,389	146,502	96,480	0.7%	1.1%	0.7%	6,091	6.7%	(50,022)	(34.1%)
Total Depr & Major Repairs,	942,327	834,900	784,878	7.6%	6.4%	5.9%	(157,449)	(16.7%)	(50,022)	(6.0%)
Utilities, Taxes & Insurance										
Unemployment Compensatio	4,769	4,800	4,577	0.0%	0.0%	0.0%	(192)	(4.0%)	(223)	(4.6%)
Worker's Compensation	33,450	19,551	19,551	0.3%	0.2%	0.1%	(13,899)	(41.6%)		
Telephone	23,025	21,600	21,600	0.2%	0.2%	0.2%	(1,425)	(6.2%)		
Insurance - Property	14,199	31,200	31,200	0.1%	0.2%	0.2%	17,001	119.7%		
Heating/Cooling	34,976	34,851	32,138	0.3%	0.3%	0.2%	(2,838)	(8.1%)	(2,713)	(7.8%)
Electricity	42,067	42,399	44,457	0.3%	0.3%	0.3%	2,390	5.7%	2,058	4.9%
Water & Sewer	15,924	15,750	15,750	0.1%	0.1%	0.1%	(174)	(1.1%)		
Trash Removal	21,225	20,424	20,424	0.2%	0.2%	0.2%	(801)	(3.8%)		
Total Utilities, Taxes & Insu	189,635	190,575	189,697	1.5%	1.5%	1.4%	62	0.0%	(878)	(0.5%)
State/UW Assessments										
Municipal Services	26,775	23,700	23,700	0.2%	0.2%	0.2%	(3,075)	(11.5%)		
Utility Assessments	67,476	60,702	60,702	0.5%	0.5%	0.5%	(6,774)	(10.0%)		
UW Assessments	223,749	291,123	291,123	1.8%	2.2%	2.2%	67,374	30.1%		
Total State/UW Assessmen	318,000	375,525	375,525	2.6%	2.9%	2.8%	57,525	18.1%		
Other Expenses										
Debt Svc UBP/WU	1,304,763	1,529,925	1,575,546	10.5%	11.8%	11.8%	270,783	20.8%	45,621	3.0%
Misc - SWF, S&S	112,062	140,273	35,860	0.9%	1.1%	0.3%	(76,202)	(68.0%)	(104,413)	(74.4%)
Reimbursements	12,830	21,075	20,987	0.1%	0.2%	0.2%	8,157	63.6%	(88)	(0.4%)
Total Other Expenses	1,429,655	1,691,273	1,632,393	11.5%	13.0%	12.2%	202,738	14.2%	(58,880)	(3.5%)
Total Expenses	11,619,450	12,590,506	12,481,156	93.8%	97.1%	93.5%	861,706	7.4%	(109,350)	(0.9%)
Net Income/(Loss)	770,297	371,032	862,159	6.2%	2.9%	6.5%	91,862	11.9%	491,127	132.4%

Wisconsin Union Policy WU2-0

Committees of Union Council

To strengthen the Wisconsin Union and its governance, the Union Council by this action seeks to better define its roles and responsibilities, to clarify its policies and procedures, to involve itself fully in policy development and implementation, to provide an avenue for complaints and recommendations from the members of the Wisconsin Union, and to report conscientiously to the membership.

- A. To broaden and deepen understanding of the Wisconsin Union and the powers and responsibilities of its Council:
1. The Executive Committee of the Union Council will present a detailed explanation of the structure and functions of the Wisconsin Union as part of an orientation program for the Council at its first meeting each year;
 2. The Executive Committee, or its designees, will provide a similar orientation program open to all interested members of the University community at least once each year, early in each fall semester;
 3. The Executive Committee will make a continuing effort to keep the University community aware that the officers of the Union Council are always available to answer questions about the Wisconsin Union and its Council.
 4. The Council will develop and annually review a statement of goals and philosophy for the Wisconsin Union, keeping it current and forward-looking.
- B. To enable the Union Council to carry out the responsibilities assigned to it by the Constitution of the Wisconsin Union, the Council establishes **five** committees:

1. Administration

- a. The Administration Committee of Union Council represents the Wisconsin Union administration operating areas, which include Campus Card, Cashier's Office & Payroll, Fiscal Services, Human Resources, Information Systems, and Staff Education & Training.
- b. The Administration Council Committee deals with the WU operating budget, and with policy issues that arise regarding Union personnel, technology and other appropriate administration area issues as they pertain to policies.
- c. This committee may also review ongoing marketing applications such as the websites and solicitation of customer feedback.

2. Facilities

Last Date of Review:

Next Required Review Date:

Page 1 of 3

Wisconsin Union Policy WU2-0

Committees of Union Council

- a. The Facilities Committee of Union Council represents the WU facilities operating area, which includes building services, [game rooms](#), [guestrooms](#), Central Reservations, Conference Services, Project Management, and Technical Maintenance.
- b. The Facilities Management Council Committee deals with the WU building usage, space allocation and operation guidelines as they pertain to policies.

3. [Dining Services](#)

- a. The [Dining Services](#) Committee of Union Council represents the WU Food & Retail Services operating area, which includes Catering, [Markets and Cafes](#), Outdoor Rentals, Restaurants, and [Kitchens](#).
- b. The [Dining Services](#) Council Committee deals with proposals regarding menu, price and other operational changes such as meal plan contracts, recycling efforts, and multicultural goals of food service as they pertain to policies.

4. [Program and Leadership Development](#)

- a. The [Program and Leadership Development](#) Committee of Union Council is comprised of the programming board constructed in the WU Bylaws. This committee represents the WU [Program and Leadership Development](#) operating area, which includes all WUD programming areas plus [Wheelhouse Studios](#), Outdoor [UW](#), and the [Union Theatre](#).
- b. The [Program and Leadership Development](#) Committee deals with [social education](#) and [program](#) issues as they pertain to policies.

[5. External Relations](#)

- a. [The External Relations Committee of Union Council is comprised of the external relations operating area, which includes marketing, communications, development, member and alumni relations, and corporate sponsorships.](#)
- b. [The External Relations Committee of deals with issues pertaining to marketing, member relations, fundraising, and sponsorship.](#)

C. Committee makeup should reflect the diverse nature of the Union community. In order to fully represent a diversity of perspectives within the Union, the recruitment for committees should extend beyond the walls of the Union whenever possible.

- a. [The all student governing board and student employee Union shall annually give subcommittee nominations to the President.](#) The President shall annually appoint

Last Date of Review:

Next Required Review Date:

Wisconsin Union Policy WU2-0

Committees of Union Council

committee members with the advice and consent of the Council, and by the same procedure may fill vacancies which may develop during the year in committee membership; the preferences of Council members should be considered in naming them to committees insofar as possible.

- b. There shall be approximately 12 voting members on each committee, the majority of whom shall be students. Whenever possible students and academic staff from outside the Union should be recruited. The chair of each committee will be a student, typically a Union Council officer or the Union Directorate-appointed representative to Union Council. The Chair will vote only in the case of a tie. Quorum exists when a majority of members are present.
- c. Each committee should be composed of at least two members of the Council, with each Council member serving on at least one committee. All committees, insofar as possible, should include students, alumni, and faculty members, and at least one staff member who will be recognized as the facilitator, acting as the historian on the committee issues and actions, being responsible for regular updates to and from their respective operating area and for ensuring notes are taken for each committee meeting and are available to the Council.

D. Committee Responsibilities

1. Each committee will monitor constantly its areas of concern, make needed studies in depth, share its findings with the Council, and make recommendations for action to the Council.
2. The committees serve dual roles: policy gatekeepers and sounding boards for the respective operating areas.

Additional background: Former Union Policy 1.2

Date(s) of Action:

November 1, 1972; May 9, 1979; November 7, 1984; May 7, 1990; March 30, 2004; September 16, 2005

Last Date of Review:

Page 3 of 3

Next Required Review Date:

Wisconsin Union Policy WU1-1
Wisconsin Union Bylaws

7. Term of Office of Council Members

- a. Faculty, academic staff and alumni appointees, selected as provided in Section 2a (4) and 2a (5) of the Bylaws, shall be appointed by May 1, or as soon thereafter as possible, the terms expiring after two years, at the close of the annual meeting. Faculty, academic staff and alumni members may be reappointed to succeed themselves once.
- b. The all-student governing board representatives, selected as provided in Section 2a (1) of the Bylaws, shall be named by May 1, or as soon as possible thereafter, and shall serve for a term of one year, from the close of the annual Council meeting to the close of the succeeding annual Council meeting. Additional consideration shall be given to applicants able to serve for two years.
- c. Union Council officers and Union Directorate representatives, selected as provided in Sections 2a (2), 2a (3), 7 and 8 of the Bylaws, shall serve for a term of approximately one year, from the close of the annual Council meeting to the close of the succeeding annual Council meeting.

Last Date of Review:

Page 1 of 1

Next Required Review Date:

WISCONSIN UNION – 2014/15 ANNUAL PLAN

The Wisconsin Union Leadership Team completed its planning for the Union’s 2014-15 Annual Plan as part of the “Managing with Metrics” executive training session for VCFA Directors and staff in June, 2014. What follows are the initiatives that comprise the second year of our 2013-18 Strategic Plan, fiscal year 2014-15.

SECTION 1:

VCFA Strategic Priorities – Summary

All three of the current VCFA strategic priorities are included in the Union’s 2013-18 Strategic Plan and the 2014-15 Annual Operating Plan.

The Union will be entering its third full year of effort dedicated to the Employee Engagement, Inclusion and Diversity (EID) Initiative in 2014-15. The new priorities for the Student Employment Initiative (WiGrow) have been incorporated in this year’s plan. And our highlighted Resource Stewardship through Process Improvement initiative focuses on the Outdoor UW Service Desk. Details for the three initiatives appear below.

VCFA priority 1: EID

- Goal statements
 - 80% of our full-time staff will participate in the 2014 EID Survey
 - 100% of our full time staff will receive a development plan as part of their annual performance review
 - 100% of our leaders and key managers will participate in EID competency training and demonstrate EID competencies based on that training
 - Our Employee Engagement Advisory Group will identify recommendations for improvement in key areas, based on the 2014 Survey results:
 - **TO BE DETERMINED FOLLOWING RECEIPT AND ANALYSIS OF SURVEY RESULTS**
 - 100% of PVL listings will include EID competency language and expectations
 - Track number of employee, facility and institutional awards received annually
- Baseline measures: **TBD**
- Target performance indicator: **TBD**
- Milestones to be accomplished and schedule: **TBD**
- **Leadership Team Sponsor: Assistant Director for External Relations**

VCFA priority 2: Student Employment Initiative (WiGrow)

- Goal statements
 - 100% of student employees receive an initial WiGrow conversation by 45 days of hire
 - 60% of student employees indicate moderately or strongly agree to the statement:
My supervisor helps me make connections between my current work and my academic pursuits
 - 75% of student employees indicate moderately or strongly agree to the statement:
 - *My supervisor helps me see connections between skills gained/used in my current work that are transferable to a future occupation*
 - 66% of students who participate in the initial WiGrow conversation also participate in a second WiGrow conversation as part of their annual performance review
- Baseline measure: # of students hired who are still employed 45 days later
- Target performance indicator: 100% of the baseline measure have initial WiGrow conversation; 66% of the baseline measure have a second WiGrow conversation
- Milestones to be accomplished and schedule: **TBD**
- **Leadership Team Sponsor: Assistant Director for Administration**

VCFA priority 3: Resource Stewardship through Process Improvement

- Goal statement
 - A team of Union staff will study the functions of the **Outdoor UW Service Desk**. The team will make and test recommendations for improving customer service in time for the 2015 summer season.
- Baseline measure
 - At times during the 2014 summer season, the line at the service desk was long and confusing for customers; staff who worked at the desk felt overwhelmed by the volume of functions
- Target performance indicator
 - Outdoor UW staff will feel better about the service they can provide and customers will receive better instruction about the functions of the desk
- Milestones to be accomplished and schedule
 - A new approach will be in place for the 2015 summer season
- **Leadership Team Sponsor: Assistant Director for Programs & Leadership Development**

SECTION 2:

Wisconsin Union Strategic and Operational Priorities – Summary

In addition to the VCFA priorities identified above, the Union has identified another twelve (12) priorities as part of its 2103-18 Strategic Plan. Each of these priorities will receive some attention in the coming year.

Wisconsin Union priority 1:

Develop and implement a vision for our on-going evening and late night “experience” – to enhance community building, strengthen programming and increase revenue

- Goal statement
 - Develop a plan to enhance the Terrace and Rathskeller experience (marketing, facility, programming, dining) by December '14, for inclusion in the annual budget process
 - Implement the plan for Summer '15 with a goal of 10% increase in revenues
- Baseline measure
 - Operating revenue from 2013-14
- Target performance indicator
 - 10% gross revenue increase over 2013-14
- Milestones to be accomplished and schedule
 - Plan must be in place by December, 2014 in order to impact the next budget cycle
- **Leadership Team Sponsor: Associate Director**

Wisconsin Union priority 2:

Grow our position as the provider of campus-wide “signature” events – to enhance community building, strengthen programming and increase revenue

- Goal statements
 - Actively evaluate each current and potential signature event to determine potential impact to current programs – to make sure we are not siphoning off needed resources for our on-going efforts
 - Align staff resources within the Union to better support designated signature events
- Baseline measure
 - None currently: This will create the baseline
- Target performance indicator
 - An evaluation tool exists that outlines the costs and revenue streams from signature events
 - A staffing report for signature events exists – both for the event itself as well as the impacted on-going events prior to and after the event that were impacted (i.e., overtime, extra staff, domino effect of flex scheduling)
- Milestones to be accomplished and schedule
 - A report will be produced at the close of the fall semester for the Leadership Team's consideration
- **Leadership Team Sponsor: Assistant Director for Facilities**

Wisconsin Union priority 3:

Student Involvement in Phase II of the Memorial Union Reinvestment

- Goal statements
 - The general student body will participate in the final selection of finishes and furniture for Phase II of the Memorial Union project
 - The Student Project Manager will successfully complete her internship on this final phase of building project – completing a string of eight successive student leaders filling this important role
- Baseline measures
 - A student survey is distributed in the fall semester seeking wide-based input
 - Student Forums are offered to allow for hands-on feedback
 - A marketing and communications plan for students about the final phase of the project exists and is implemented
- Target performance indicator
 - % of surveys returned
 - # of participants at the forums
- Milestones to be accomplished and schedule: TBD
- **Leadership Team Sponsor: Director**

Wisconsin Union priority 4:

Promote and strengthen the role we play in student learning among the Schools and Colleges

- Goal statements
 - An inventory of the Union's current partnerships with the Schools and Colleges will exist following the deployment of the survey instrument developed last year
 - Identify areas for improvement based on the results of the survey instrument and grow those areas where success is already occurring
- Baseline measures
 - None currently: This will create the baseline
- Target performance indicator
 - An inventory of academic partnerships that the Union currently supports on the campus – both in and out of the classroom – is published as part of our annual report
- Milestones to be accomplished and schedule
 - Inventory is completed in time for the 2014-15 Annual Report
- **Leadership Team Sponsor: Assistant Director for Programs & Leadership Development**

Wisconsin Union priority 5:

Open and activate the West Wing as a vibrant, heavily used space by students, other members, and the campus community

- Goal statements
 - Increase attendance at Union Theater events by 10% over the 2011-12 Season
 - Wheelhouse Studios participants exceed 20% of the undergraduate enrollment numbers
 - Outdoor UW rental customers in 2014-15 will be twice the number of rental customers from 2011-12
- Baseline measure
 - 2011-12 attendance figures in the Union Theater
 - # of undergraduates enrolled
 - Summer '11 outdoor rental gross revenues
- Target performance indicator
 - 10% increase in attendance at Theater events
 - 20% of the baseline number
 - 100% increase in outdoor rental gross revenues in FY 14-15
- Milestones to be accomplished and schedule: TBD
- **Leadership Team Sponsor: Assistant Director for Programs & Leadership Development**

Wisconsin Union priority 6:

Implement a comprehensive institutional identity program (branding)

- Goal statement
 - Strengthen the Wisconsin Union brand through a process that
 - 1) defines our brand identity as seen by various stakeholders and
 - 2) articulates specific marketing and communications strategies to advance and promote this identity
 - Improve the general student body's understanding of their status as our primary member
- Baseline measure
 - No comprehensive institutional identity program currently exists
- Target performance indicator
 - The process for creating a comprehensive institutional identity program is launched
 - A marketing plan exists and survey results from students create a baseline measure as to their understanding of what it means to be a Union Member – and whether or not that really matters to them
- Milestones to be accomplished and schedule
 - By January 1, 2015 the process is launched across the organization to create a comprehensive institutional identity program
- **Leadership Team Sponsor: Assistant Director for External Relations**

Wisconsin Union priority 7:

Implement a new member value proposition and a sustaining member program

- Goal statement
 - Overhaul Union member benefits structure to reflect a consistent member/guest pricing structure in all Union retail/revenue units no later than fall 2016
- Baseline measure
 - A consistent member/guest pricing structure does not exist
- Target performance indicator
 - An agreed upon, consistent and promoted member/guest pricing structure in all retail/revenue units will exist by May, 2016
- Milestones to be accomplished and schedule
 - In order to implement the new pricing structure in the fall of 2014 (new signage, website re-work, communications plan, etc.), the agreed upon structure must be in place by November, 2015 at the latest
- **Leadership Team Sponsor: Assistant Director for External Relations**

Wisconsin Union priority 8:

Enhance and promote our sustainability efforts

- Goal statements
 - Grow the popularity of the Campus Farmers Market to create better access to local food and greater knowledge regarding food provenance
 - Educate the campus community about our Green Cleaning program, its benefits and the results
- Baseline measures
 - Number of Farmers Market vendors and traffic counts
 - No public educational program about our Green Cleaning efforts currently exists
- Target performance indicator
 - Expand number of vendors by 1 per year and increase purchases from market vendors by 10%
 - A public educational program about our Green Cleaning efforts is readily available and apparent in our facilities
- Milestones to be accomplished and schedule
 - A Green Cleaning educational program will be in place by June 30, 2015
- **Leadership Team Sponsors: Assistant Directors for Facilities and Dining Services**

Wisconsin Union priority 9:

Develop and rely on more robust business intelligence data

- Goal statements
 - Compile traffic counts at Union South, customer sales data and program attendance data to pilot “capture rate” analysis
 - Appoint a cross-functional team to prioritize which data to gather and use to improve dining and programming -- identify growth targets as part of this
- Baseline measure
 - Rudimentary traffic data, customer counts and program attendance exist from 2012-13 and 2013-14
- Target performance indicators
 - New electronic traffic counters and attendance scanners at WUD events will be used along with Wiscard customer count data to create a “capture rate” analysis for certain dates and times at Union South
 - The cross-functional team will have identified which additional data points need to be gathered in order to meet identified growth targets
- Milestones to be accomplished and schedule
 - A “capture rate” analysis of some limited number of dates and times is conducted at Union South by June 30, 2015
 - Additional data points and growth targets are identified by the end of the 3rd Quarter
- **Leadership Team Sponsors: Associate Director and Assistant Director for Administration**

Wisconsin Union priority 10:

Initiate Voice of the Customer (VOC) Programs in all Five Operating Areas

- Goal statements
 - Each Assistant Director will identify at least one unit in their area with which to launch and complete a VOC initiative within the next fiscal year
- Baseline measure
 - # of VOC initiatives identified
- Target performance indicator
 - # of VOC initiatives completed
 - Degree to which follow-up occurs on the customer feedback gained during the process
- Milestones to be accomplished and schedule
 - Units identified in 1st Quarter
 - VOC process occurs by end of 3rd Quarter
 - Follow up report submitted by close of the 4th Quarter
- **Leadership Team Sponsors: Director, Associate Director and the Assistant Directors for Administration, Programs & Leadership Development, Facilities, Dining Services and External Relations**

Wisconsin Union priority 11:

Maximize revenue streams – Launching Interim Memorial Union Retail Locations During Phase II Construction

- Goal statements
 - During the 2015-16 academic year, the entire first floor of retail at Memorial Union will be closed for renovation – an interim plan for providing as many offerings as possible during this period must exist and be implemented before the Commons and East Wings close on Labor Day, 2015
- Baseline measure
 - A draft plan exists as well as draft revenue projections from a year ago
- Target performance indicator
 - The interim locations are fully operational by Labor Day, 2015 and are designed to meet our revenue projections in the FY 15-16 Budget
- Milestones to be accomplished and schedule: TBD
- **Leadership Team Sponsors: Associate Director and Assistant Directors for Facilities and Dining Services**

Wisconsin Union priority 12:

Launch the public fundraising portion of our Capital Campaign

- Goal statement
 - Launch and complete a public fundraising campaign by December 31, 2015
 - Securing additional major gift(s) of at least \$10 million
 - Securing a broad base of smaller gifts totaling at least \$3.2 million
- Baseline measure
 - Currently the private portion raised of the funding for the building project is approximately \$14 million of the \$27 million goal
- Target performance indicator
 - By December, 2014 an additional major gift will be secured (\$5 - \$10 million)
 - By December, 2015 the remainder of the gifts will be secured
- Milestones to be accomplished and schedule
 - Same as performance indicator from above
- **Leadership Team Sponsor: Director**

2013-2018 Wisconsin Union Strategic Plan

Vision: *To be the Heart & Soul of this great University*

Mission: *Making lifetime connections on the campus, one person at a time*

Values:

Respect –	<i>We demonstrate respect for the ideas and experiences of each individual through a fun, open and welcoming environment</i>
Relationships –	<i>We build meaningful relationships within our organization, university and world communities through strong social, service, learning and leadership networks</i>
Leadership -	<i>We create opportunities for individuals to develop and enhance leadership skills, build community and contribute positively to society</i>
Learning -	<i>We provide hands-on, lifelong learning throughout all aspects of our organization and, as a learning organization, view out-of-classroom experience as an integral part of a great education</i>
Performance -	<i>We promote outstanding internal and external customer service, efficient and ethical business systems and strong financial performance</i>

Operating Principles:

Make Every Day an Event –	<i>We will treat each day and each interaction with our members as if it is something special</i>
Honor the Guest’s Perspective –	<i>We will demonstrate to our members that we are listening and viewing the Union through their eyes</i>
Be Green --	<i>We will operate our buildings in the most sustainable way possible</i>
Build Community –	<i>We will come together as a community of co-workers as we create the best environment for the campus community that we can</i>

Strategic Priorities:

Strategic priorities move the organization toward achieving our vision, mission and operating principles. The Union has identified fifteen (15) priorities for the next five years as part of its 2103-18 Strategic Plan. Not all of these initiatives will take five years to complete and there may be others added along the way. The Wisconsin Union Directorate (WUD) will identify programmatic priorities over the course of the next five years as well – usually on an annual basis as the student leadership changes. Where appropriate, these priorities will be included in each of the Union’s annual plans.

Community

- Develop and implement a vision for our on-going ***evening and late night “experience”*** – to enhance community building, strengthen programming and increase revenue
- Grow our position as the provider of ***campus-wide “signature” events*** – to enhance community building, strengthen programming and increase revenue
- Implement a comprehensive institutional identity program (***branding***)

Building Project

- ***Open and activate the West Wing*** (Phase 1) ***and Central/Commons Wings*** (Phase 2) as vibrant, heavily used spaces by students, faculty, staff, and Union members
- Complete the ***public fundraising*** portion of our Capital Campaign

Relevancy

- Improve our ***favorability among students*** as members
- Enhance and promote our ***sustainability*** efforts

Service

- Grow our ***customer service*** initiative: The 5 Minute Focus
- Simplify our ***member benefits structure*** and grow our membership

Engagement

- Promote and strengthen ***student learning*** – through the Jones Leadership Center, our partnerships with the Schools and Colleges and Wisconsin Union Directorate involvement
- Actively participate in the campus’ ***Employee Engagement, Inclusion & Diversity*** initiative
- Actively participate in the campus’ Student Employment Initiative (***WiGrow***)

Performance

- Develop and rely on robust ***business intelligence data***
- Maximize ***new revenue streams*** – e.g., One Account on Wiscard and Corporate Sponsorships
- Actively use ***process improvement techniques*** and tools when appropriate to develop solutions to current challenges