



**2022-23  
Annual Report**

# K-State Student Union

## 2022-23 Annual Report

K-State Community,

It is hard to believe that this academic year was the first time many programs and events within the Union were hosted without COVID protocols or the necessity for a virtual alternative option. We all appreciated the flexibility Zoom, Teams and other technology afforded us to remain connected during the most difficult days of the pandemic, but we also learned how much we truly value the ability to meet in person or sit around a table where we can share the same physical space.

We were able to welcome new and returning students to campus with in-person New Student Orientation and Week of Welcome events. The Martin Luther King, Jr. celebration was able to be hosted in the Union Courtyard, and not even an official campus snow day could stop the Black Student Union Big XII Conference from taking place after three years of being delayed or postponed.

I can't help but be overwhelmed with gratitude and appreciation for a year of synergistic engagement within the Union and throughout campus. I look back over the past year and celebrate the almost 1 million community members and visitors who entered the Union to grab a cup of coffee, find a corner to conduct their studies or share their talent on the pianos throughout the building. The Union served as a safe and fun place to cheer on our Big XII Championship Wildcat football team and experience the infectious energy of our amazing new basketball coach and players where we hosted the Tang Show in our very own Union Station by JPs. I continue to believe that the Union is one of the most special places on campus, but the past year reminded me that it is only as special as the people we have an opportunity to serve and support within the space.

In addition to welcoming back many of our landmark programs and events, I am also grateful for the amazing students who accomplished the most important part of their K-State experience which is to successfully reach degree completion. These students demonstrated resilience by overcoming obstacles to become engaged and taking on critical leadership roles. Many of these students took the necessary steps to remain connected to their college experience. I witnessed multiple students take on several leadership roles to ensure students had the opportunity to stay connected. K-State students are the lifeblood of the work we have an opportunity to do on campus.

In the same spirit of gratitude, I want to acknowledge the staff who are the backbone of our operation within the Union. Student employees serve as the frontline and face of our daily operations within the Union. The full-time staff provides guidance and support to our students while navigating the daily unique challenges of their departments. I am even more grateful for the opportunity to lead the unit that serves as the HUB for the community that fosters community well-being and belonging.

With Wildcat Pride,



Corey D. Williamson  
Executive Director, K-State Student Union



# Executive Director Report

## Esports Program Growth

Thanks to funding by Student Government Association (SGA) and units within the Division of Student Life, K-State has made substantial investments in creating physical space within the Union to build a community for those passionate about gaming. The esports facility includes 24 computers and three console stations that will be free to all members of the Esports Club. The program has doubled during the year and hosts multiple events every Friday night. In 2023, the 6th Annual Heartland Showdown regional esports competition attracted more than 230 participants and distributed nearly \$5,000 in prize money to competitors. In addition to fostering community building, the space has been used as a training and development space for K-State's competitive teams. Throughout the past year, the competitive teams had more than 120 students try out for four teams with six to eight players per team. Esports has partnered with K-State First to develop two Cat Communities for the upcoming fall 2023 semester to continue to build the academic component of the esports program.

## Commerce Bank Partnership Renewed

Commerce Bank has been a long-standing partner with the Union for more than 25 years and has also served as the banking service provider at Kansas State University for more than 10 years. Commerce Bank and the Union agreed to continue their successful partnership with supporting students and the campus community into the future following a competitive RFP process. Commerce Bank will implement a new branch model intended to meet the current demands of K-State students and other customers. The new branch model will feature individualized services by appointment and advanced ATM with voice and video support during the Union's extended operating hours. The Union is excited to host a first-of-its-kind campus branch location that creates flexibility and opportunities for real-time service.

## Pretzelmaker

Pretzelmaker joined the portfolio of retail food operations on the first floor of the Union during fall 2022. The concept adds a product that meets the need for a full meal or a quick snack between classes or before a meeting in the Union. The product and service align with customers' requests for a quick meal option that can be enjoyed anytime throughout the day.

## Hunt Brothers

In response to student feedback, Hunt Brothers Pizza joined the Union group of self-operated food service units within the Wabash Cannon Bowl at the beginning of the 2022 fall semester. Pizza was a top response for what students wanted to see in the vacant food service unit within the Bowling Center, according to the benchmarking survey sent to more than 2500 students. Pizza has served as the perfect complement to recreation opportunities, including esports programs and bowling services. Hunt Brothers also offers evening and weekend food service options in the Union to meet the request put forward by current and future student leaders.

## William "Bill" Muir Space Naming

William "Bill" Muir has supported the Union with his service and dedication for approximately 27 years. In recognition of a generous planned gift by Assistant Vice President Emeritus William "Bill" Muir III, the Union renamed room 224 to the William "Bill" Muir Room in 2023. Muir's generosity serves as the largest philanthropic gift to the Union in recent memory. He served as the Union Governing Board (UGB) faculty representative from 1997 to 2008. Muir accepted the invitation to return to UGB as a non-voting member in 2016 to offer historical context and help develop future student leaders. In addition to his role on UGB, Muir is involved on the review committee for the Stanley L. Winter Alpha Tau Omega Leadership Scholarship offered to outstanding student volunteers. In 2021, Muir was the recipient of the Vision Award, the Union's highest honor.

YOUR

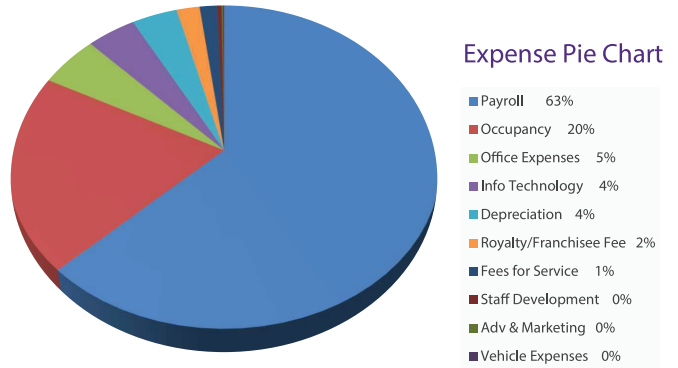
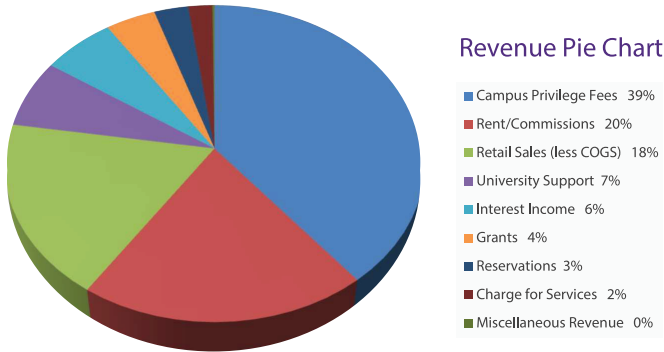
K-STATE STUDENT UNION AND OUR CORPORATE PARTNERS  
ARE HERE FOR YOUR CONVENIENCE AND SERVICE.



# Business Services

Accomplishments:

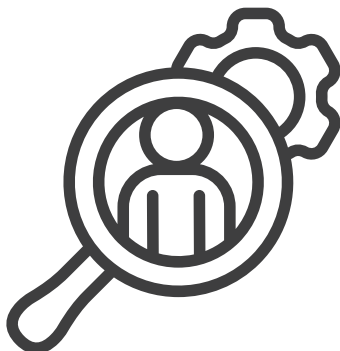
- Conducted search for financial auditing services and selected Varney and Associates
- Developed fund reserve policy
- Adjusted all budget areas due to Student Governing Association enhancement allocation
- Established internal staff credit card procedures



# Human Resources

Accomplishments:

- Successfully merged the Human Resources and Business Services units into a cohesive department
- Recruited for coordinator/retail services, specialist/building operations, coordinator II/student programs, coordinator I/student programs, manager/bowling and recreation and coordinator I /reservations
- Onboarded sixty-six full and part-time employees
- Conducted climate survey with full-time staff
- Developed longevity award protocol
- Developed and implemented a merit-based compensation strategy and policy
- Revised new employee orientation/training
- Developed a new staff performance review form
- Assumed benefit administration in HRIS system from the university



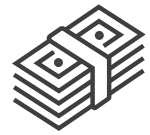
# Retail Services

Restaurants in the Union saw a rebound in sales and traffic during the past fiscal year, however, food and beverage operations continue to face operational challenges within the units. The two most challenging factors facing the restaurants remained staffing issues and inflation. Supply chain issues seem to have lessened as the year proceeded.

Once again, the Union thanks all of the retail partners for the perseverance and dedication necessary to bringing services to the campus community and students. Three of the Union's partner venues: Radina's, Qdoba and Subway are owned by K-State alumni.

### Accomplishments:

- Gross sales at \$2.75 million
- Dining Dollars program: 18,253 completed transactions; \$178,629 revenue generated
- Catering revenue exceeded budget projections by 201%

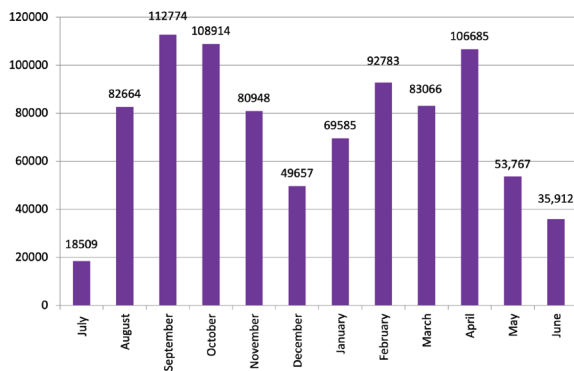


# Operations

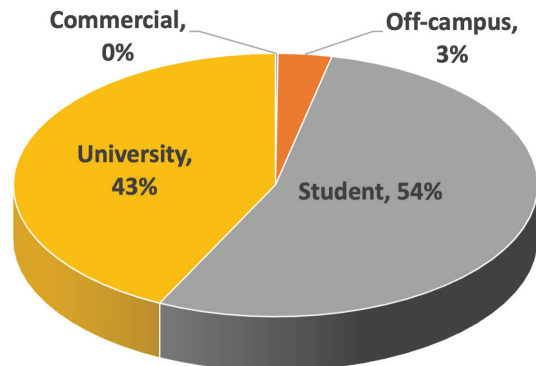
### Accomplishments:

- Converted food locations for Pretzelmaker and Hunt Brothers Pizza
- Replacement of one air-handling unit
- Renovation of Union 207
- Renovation and installation of esports area
- Purchased and set up 24 computer stations for the K-State Esports Arena
- Migrated POS from Micros 3700 to Oracle Symphony in the cloud for Chick-fil-A and the ID center

Monthly Traffic Counts



Room Use by Category



## Student Programs

The student programs department on-boarded two new full-time staff members and one graduate assistant reporting to the assistant director of marketing and student programs. Departmental initiatives achieved include:

Updated internal budget process with new templates.

Continued utilizing technology resources in file storage, information collection, online forms usage and Microsoft Teams management.

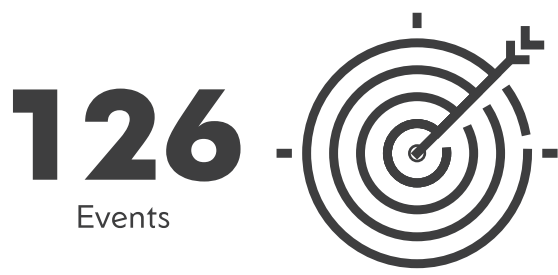
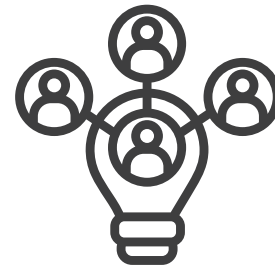
Created a welcoming office environment through inventory and supply management.

Collaborated with general counsel to update contract negotiation process and internal departmental forms.

## Union Program Council

Administrative successes for the council completed include the full review of the UPC constitution and campus entertainment fund event proposal process with approval from Union Governing Board. The new committee structure was enacted and UPC also completed a successful membership recruitment for the 2023-24 board.

As the first year of the student service fee reduction, the committees each budgeted in the negative to utilize reserve funding to restore original budget numbers and to complete a structured spend down of excess fees. The goal is to end the next cycle with a 20% fee reserve.



Participants



# Marketing

Union Marketing evolved to prioritize inclusivity and diversity across its social platforms and website content to authentically represent and connect with a broader range of audiences. The staff created innovative ways to engage students as the university continued to emerge from the pandemic. Special significance was placed on completing the new branding campaign “Engage, Educate, Empower” to launch in 2023-24.



## Facebook

Impressions: 113,763 up 64.4%  
Engagement: up 951% (1.6K)  
Post link clicks: 422% (162)

Audience growth: up 30.1%

Top Post: Friday June 30, 2023  
Quarter Zip Restock

Total Engagement: 292  
Reactions: 44  
Comments: 22  
Shares: 3



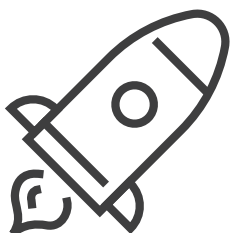
## Twitter

Impressions: down 80.2% (51570)  
Engagement: down 1.04% (5763)  
Post link clicks: down 83.5% (42)

Audience growth: down 3% (5,491)

Top Post: Friday June 30, 2023  
Quarter Zip Restock

Total Engagement: 111  
Reactions: 18  
Comments: 0  
Shares: 1



## Instagram

Impressions: up 30.1% (77.5K)  
Engagement: up 55.4% (17,586)  
Post link clicks: 104

Audience growth: gained 358 followers

Top Post: Friday, March 10, 2023  
National Drake Day

Total Engagement: 107  
Reactions: 101  
Comments: 2  
Shares: 2



## Website

Website views: up 11.67% (373,925)  
Unique Page Views: up 13.52% (304,310)  
Average Time on Page: 01:14

Top 10 Visited Pages:  
Home: 32, 728 pageviews  
K-State Campus Store: 26,865 pageviews  
Cat Cash: 20,185 pageviews  
K-State ID Center: 18,718 pageviews  
Manage My ID: 17,456 pageviews  
Restaurants: 13,798 pageviews  
Union Bowling Center: 11,653 pageviews  
Restaurants: 7,676 pageviews  
Services: 6,639 pageviews  
Food & Fun: 6,554 pageviews



## Student Design Services

Completed Projects: 32  
Total Student Orgs: 24



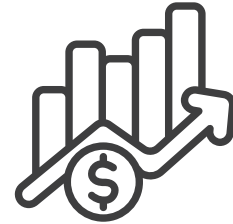
# Bowling Center

The center saw some major improvements in the past year, but challenges caused issues in certain areas of financial performance. The foremost challenges were the impacts of the ageing equipment, inflation and decreased traffic numbers at the Union.

A long-anticipated esports facility was opened at the beginning of the semester as a joint venture between the Union and university recreational services. Funding for the project was provided through student services and the Union. Rec services funds were utilized for the esports coordinator position. The facility supports a variety of esports teams, the Esports Club and is also open to the community for play. Hunt Brothers Pizza opened in October 2022 to fill the vacated restaurant in the center.



**16,000**  
Games of open bowling



**\$161,884**  
in sales

## Awards



### Award Winners - Fall 2022

- Staff - Robert Howard, Information Technology
- Student - Kirsten Gross, Director's Office



### Award Winners - Spring 2023

- Full-Time Staff - Steven Anderson, Retail Services
- Part-Time Staff - Tiffany Boddy, Building Operations
- Student - Hayden Bracken, Retail Services



### Vision Award

2023: Bill Smriga



### Winter Scholarship

Kotis Atkinson, Ashley Elliott, Payton Lynn and Tram Pham



### Partner of the Year Award

Commerce Bank





**Engage**



**Educate**

**empower**