

2023-24  
Annual  
Report



**K-State Student Union**  
Engage • Educate • Empower  
[union.k-state.edu](http://union.k-state.edu)



# K-State Student Union

## 2023-24 Annual Report

It is with great enthusiasm that I present to you the annual report of the K-State Student Union for 2023-24. This year has been one of significant growth and achievement, marked by an increased number of events and activities that have enriched the student experience at Kansas State University.

As I reflect on the past year, I am listening to the welcoming sounds of new students participating in their orientation and enrollment program. These sounds remind me of the dynamic events that filled our calendar this past year. The Union remains a hub of activity and reflects the vibrant spirit of our campus.

A notable development this year has been the consolidation of efforts between the Center for Student Involvement and the Union Program Council, resulting in the establishment of the Office of Student Programs and Involvement. This collaboration has enhanced our ability to support student engagement and foster a sense of belonging among our diverse student body.

Throughout this report, you will find detailed insights into our achievements, initiatives and the impact of our efforts on the K-State community.

I am deeply grateful to both our student and full-time staff, student volunteers and partners whose hard work and commitment have contributed to our success. I invite you to explore the contents of this report and celebrate with us the achievements and milestones of the past year.

Sincerely,



Craig Johnson  
Interim Executive Director



# Executive Director Report

## **Esports Program Development**

Thanks to continued support by the Student Government Association (SGA), the K-State Esports Arena continues to see enhancements. Additional stations provide locations for use of console play and multiple screens allow for better game play. With these additions, plus the increased membership of students with the Esports Club, additional tournament participation both within the Union as well as other regional and national tournaments was achieved.

## **Association Conference Host**

The K-State Student Union was privileged to host the Association of College Unions International (ACUI) Region II Conference in November. Hosting the conference allowed the Union and the university to showcase wonderful facilities and abilities to college unions from more than six states. In addition, many Union staff members were able to participate in staff development programs the conference provided.

## **Commerce Bank Renovation**

Commerce Bank was awarded the contract for banking services for the university in 2023. As part of the new agreement, Commerce began planning for a major modification of the Union branch location. The planning process was ongoing during the 2023-24 academic year with construction slated to begin in September 2024. The modifications will change the way services are provided and provide greater use of advanced banking technology.

## **Infrastructure Replacements**

The Union made great strides in the continued replacement of several heating and air conditioning units, all more than 50 years of age. With the additional support from SGA, three older units were replaced with new, more efficient units that service large areas of the Union. The effectiveness of the units will provide more comfort and savings on energy consumption.

## **Bowling Center Improvements**

After much research and consideration, the Union embarked on a large investment to upgrade the Union Bowling Center. The 40-year-old mechanical bowling equipment was removed and replaced with cutting-edge QubicaAMF EDGE string pinsetters, the latest innovation in the industry. The extensive project not only replaced the aging pinsetter machines but also included the installation of new gutters and capping, a state-of-the-art scoring system and bowling ball returns. String pinsetters were approved for use in centers by the United States Bowling Congress, the national governing body for the sport of bowling, in April 2023. The investment is anticipated to enhance the experience of bowling customers and allow the Union to save on energy expenses. The center will reopen to campus and the public in August 2024.

YOUR

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

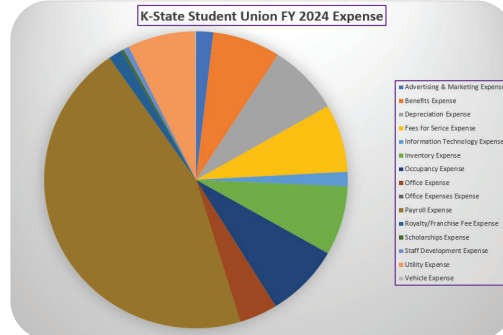
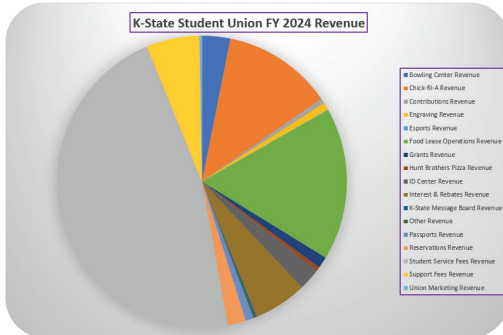




# Business Services

## Accomplishments:

- Created a new coordinator/accounting position to enhance the department's overall functions and efficiencies
- Implemented a manual of standard operating procedures to assist with continuity and consistency of business matters
- Transitioned to digital record archiving
- Moved forward to secure new financial software for better data analytics and reporting



Total Revenue	\$5,791,165
Total Expenses	\$4,800,344
Cost of Goods Sold	\$356,588
Operating Profit	\$5,434,577
Net Profit	\$634,233

# Human Resources

## Accomplishments:

- Transitioned Specialist I/Human Resources from a part-time to a full-time position
- Reviewed FLSA exemption status of applicable positions based on the Department of Labor's ruling of overtime
- Assisted with the retirement preparation of three employees
- Recruited for 16 full-time positions
- Onboarded ninety full and part-time employees

## Employee Demographics (as of 06/28/2024)

<b>Total Employees</b>	108
Full-time	32
Part-time/student	76

<b>Full-time tenure</b>	
Less than 5 years	15
5 – 10 years	7
11 – 15 years	5
16 – 20 years	1
More than 21 years	4

<b>Gender distribution*</b>	
*self-reported, all positions	
Female	62
Male	46



# Food Service

Union food service operations experienced a continued rebound towards pre-pandemic performances for 2023-24. Revenue for the fiscal year cleared \$353,000 yet remained about 17% below anticipated budgets. The Union and partners actively adapted to challenging circumstances to provide necessary products and services to support the needs of the student body and campus as a whole.

## Accomplishments:

- Gross sales at \$2.75 million
- Dining Dollars program: 9,940 completed transactions; \$235,000 revenue generated
- Cat Cash: 30,101 transactions; \$187,000 revenue generated
- Chick-fil-A facility enhancement project
- Established campus-wide food truck process

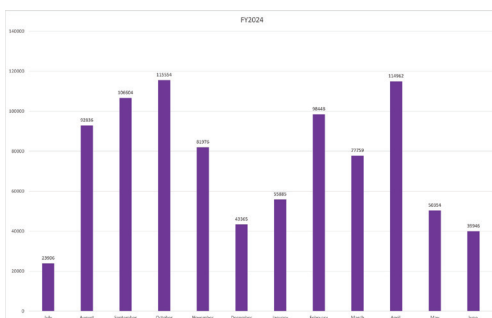


# Operations

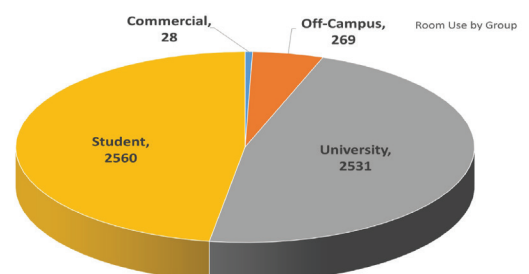
## Accomplishments:

- Technology upgrades in the Big 12 Room
- Technology improvements to the Bluemont Room audio system
- HVAC replacement of two units in the Bowling Center
- Forum Hall HVAC unit replacement
- Renovation of Union 206 wallcovering and carpeting
- Setup 16 computers for old equipment upgrades and new installations mostly in the ID Center, business office and conference rooms.
- Migrated the campus declining balance and meal plan system from Cbord to Atrium.
- Switched the esports area to pods of five to accommodate tournaments with teams of that size. Installed another set of gaming computers for a total of 36 computers, additional laptops and furniture.

Monthly Traffic Counts



Room Use by Category



# Student Programs

Reporting through the K-State Student Union, Union Program Council joined forces with the Center for Student Involvement to create the Student Programs and Involvement office to provide exceptional programming and engagement activities for the Kansas State University community and solidified the Union as the central, go-to location for involvement.

New and updated student organization policies were implemented in August 2023.

2023-24 Groups registered: 424

2023-24 Student Organization Awards:

- Advisor of the Year: Kevin Santos-Flores Hispanic American Leadership Organization
- Commitment to Inclusion and Belonging: Sexuality and Gender Alliance
- Student Leader of the Year: Alex Ozga, Cyber Defense Club
- Student Organization Event of the Year: The National Coming Out Day Celebration, Social Justice Alliance
- Student Organization of the Year: Hispanic American Leadership Organization (HALO)



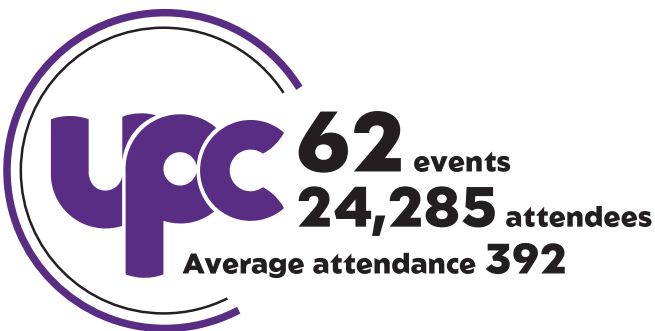
📍 Unique riders	<b>2,698</b>
📍 Total rides	<b>3,866</b>
📍 Average cost/ride	<b>\$9.70</b>

# Union Program Council

Key departmental initiatives included transition and consolidation of department with CSI; on-boarded one new full-time staff member; conducted first off-site co-chair retreat since 2019 and fee reserve utilization.

• Highlights:

- |                                    |                                |                 |
|------------------------------------|--------------------------------|-----------------|
| o Drag Show                        | Spectrum Center partnership    | 1,300 attendees |
| o Yung Gravy                       | Hosted in Bramlage Coliseum    | 4,000 attendees |
| o Late Night at the Union          | Union partnership              | 4,000 attendees |
| o International Block Party        | Alumni Association partnership | 1,400 attendees |
| o UPC featured on KSNT news report |                                |                 |









# Marketing

Union Marketing staff continue to create, design and develop communications and marketing pieces in support of the many services, events, programs and opportunities the Union offers. Full-time staff and student employees entered projects in the Association of College Unions International's regional and national design competitions, winning first place nationally for the 3e campaign web redesign and second place for the "Undeniably Dairy" esports jersey design. Participation in continuing education development allowed full-time staff to increase knowledge, efficiency, and quality and has become a part of annual performance reviews.



## Website

Website views: down 6% (351,338)

Top 10 Visited Pages:

Home: 31,652 pageviews

K-State Campus Store: 23,725 pageviews

Manage My ID: 21,645 pageviews

ID Center: 14,859 pageviews

Restaurants: 11,665 pageviews

Union Bowling Center: 11,130 pageviews

Cat Cash: 9,913 pageviews

Shopping/Services: 7,571 pageviews

Food/Fun: 7,285 pageviews

UPC Presents Yung Gravy: 7,255 pageviews



## Instagram

Reach: up 75% (136,086)

Engagement: up 2.93%

Audience growth: gained 587 followers

Top post: April 11, 2024

Throwback Thursday Willie Bench

Top performing reel: October 2, 2023

Building Operations Team



## Facebook

Reach: up 45.5% (160,976)

Engagement: up 2%

Audience growth: gained 108 followers

Top post: April 26, 2024

Bill Snyder Highway dedication



## LinkedIn

Reach: 13,373

Engagement: down 9%

Audience growth: gained 99 followers

Top post: September 5, 2023

New director of programs and involvement

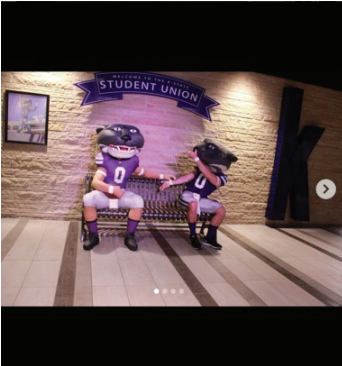


## Student Design Services

Completed Projects: 39

Total Student Orgs: 12





**kstatestudentunion** ...

kstatestudentunion Throwback Thursday to Willie falling in love with himself. #WillieWithU #Engage #Educate #Empower 13w

View insights Boost post

Liked by kstateupc and 540 others April 11

Add a comment...



**kstatestudentunion** rafaborgesfb • Original audio ...

kstatestudentunion 42w We ❤️ our Building Operations team! #internationalweekofhappinesatwork #WilleWithU #Empower #Engage

wsurc 42w Love this 🍌🍌🍌🍌🍌 1 like Reply

kansas\_state\_fashion\_studies 42w 1 like Reply

danger.dave.photos 41w Looks like you found the perfect 2 runs for the inh 🍌 1 like Reply

View insights Boost reel

291 likes October 2, 2023

Add a comment...

**K-State Student Union** 241 followers 10mo · 🌐

Welcome to our new director of programs and involvement!

Sara Heiman, has been selected as the director of programs and involvement for the newly merged Union Program Council (UPC) and CSI offices. Read the full article at link below.

<https://lnkd.in/gx4UCjgZ>

#KState #Empower #WillieWithU

Marissa Fitts and 31 others

Reactions

**K-State Student Union** Published by Later April 26 · 🌐

If you are headed south out of MHK this weekend take a moment to appreciate the Coach Bill Snyder Highway. The dedication took place at the Union in 2006!

#WillieWithU #MHK #FBF

See insights

996 9 23

Like Comment Share



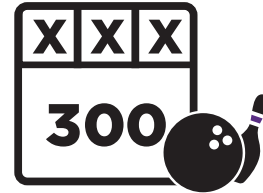
# Top Posts 2023-24





# Bowling Center

Wabash Cannon Bowl in the Union Bowling Center began renovation in June 2024 to implement cutting-edge QubicaAMF EDGE string pinsetters, the latest innovation in the industry. The extensive project will replace the aging pinsetter machines and includes the installation of new gutters and capping, a state-of-the-art scoring system and bowling ball returns. String pinsetters were approved for use in centers by the United States Bowling Congress, the national governing body for the sport of bowling, in April 2023. The improvements will provide an excellent patron experience and provide more than 150 different bowling games from which customers can choose. The center plans to reopen in early Aug. 2024.



Games **35,341**  
Sales **\$175,623**

## Awards



### Employee Achievement Award Winners - Fall 2023

- Staff – Emily Johnson, Human Resources  
Caitlin McCourt, Student Programs and Involvement
- Student – Colby Akins, Building Operations



### Employee Achievement Award Winners - Spring 2024

- Staff – Chris Srackangast, Bowling and Recreation
- Student – Emily Miner, Retail Services



### Vision Award

2024: John Frese



### Winter Scholarship

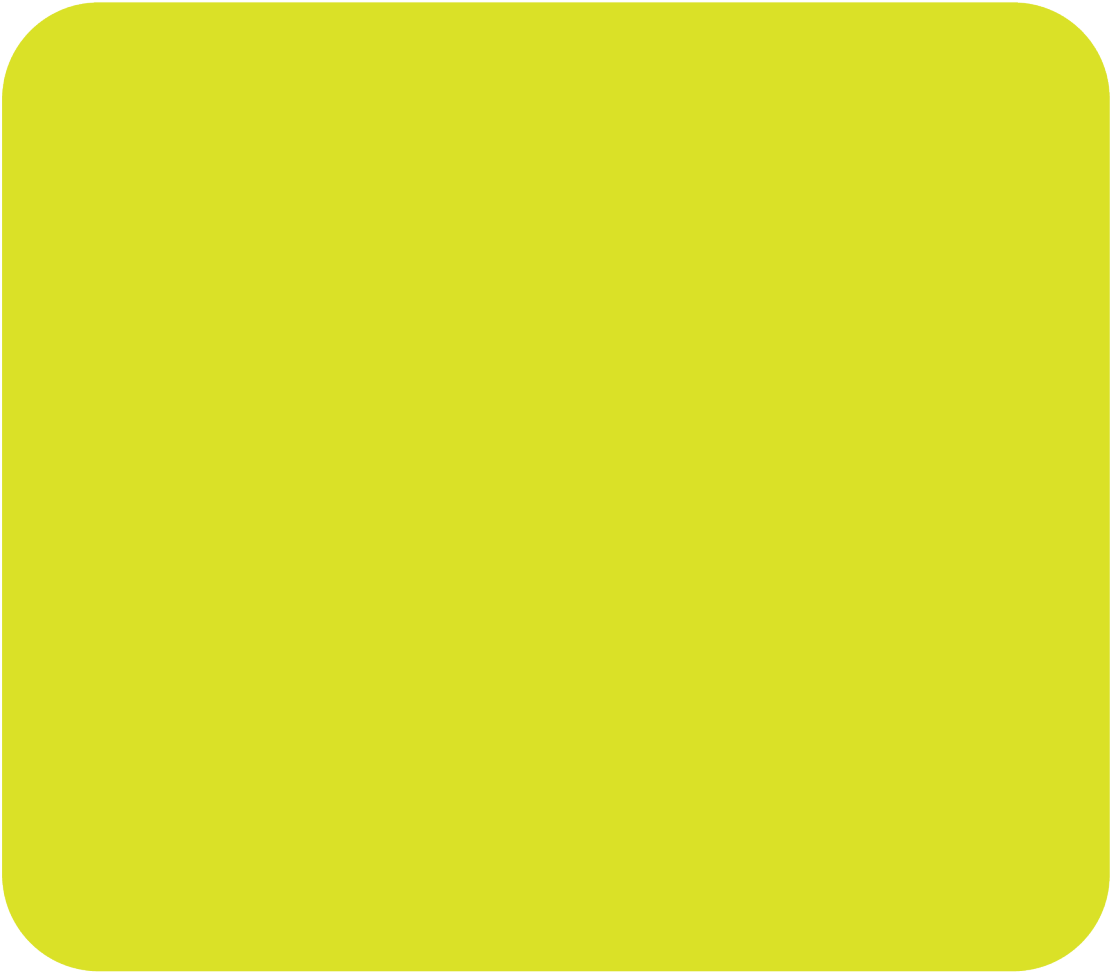
Prasanth Chandran, Carson Cuesta, Samantha Suchanek and Erin Smith



### Partner of the Year Award

Panda Express





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