Kirby Student Center is many things to many people. We serve as a learning laboratory, a conference center, a social hub, a community servant, and a performance venue. Our professional and student staff serve as mentors, teachers, tech support, event planners, advisors, and citizens of our campus.

But perhaps the best way to envision Kirby is as a home. We provide food, shelter, entertainment, education, and support to the entire campus. Kirby is a family, and like any family, we celebrate our successes together, and we support each other through our failures. We know that at the end of the day, regardless of what we’ve accomplished or not, we are here for our family: our faculty, our staff, and most especially our students.

Also like any family, we encourage growth and development. In 2017-2018, our 38 student employees served the campus in five different positions, from internships to building coordinators. In addition to practical knowledge, these students have developed leadership skills that will serve them in their personal and professional lives.

We are proud to support 273 student organizations, 68 of which are considered Campus Life Programs integral to the UMD experience. The number of student organizations has shown consistent growth for the past twelve years, a fact that we believe demonstrates Kirby’s commitment to student activities and the benefits they provide to both students and the campus.
MISSION

Kirby Student Center serves the needs of the campus and community by providing involvement opportunities, services, programming, and facilities that promote and strengthen the student learning experience, and that support the goals of the division and the University.

VISION

We will be the true center of campus: the place where students, staff, faculty, and community will meet to learn from each other and share experiences in inclusive, innovative, and inspiring ways.

VALUES

Student Development | Connection | Inclusivity | Support | Excellence
GOALS & OBJECTIVES

ASSESSMENT

GOAL 1: PROVIDE RELEVANT & DYNAMIC PROGRAMMING
GOAL 2: PROVIDE EXCELLENT & RESPONSIVE SERVICES
GOAL 3: PROVIDE VIBRANT & INNOVATIVE FACILITIES

OBJECTIVE 1 | DEMONSTRATE THE IMPACT OF KIRBY STUDENT CENTER

- Identify Kirby work requests to ensure alignment with Kirby values; identify communication challenges and opportunities within the department, the campus, and the community
- Review the structure, impact, and support for Kirby Program Board; Greek Life; and Registered Student Organizations and Campus Life Programs
- Build a strategic alliance with UMD Catering, Dining Services, and Housing & Residence Life to improve events & conferences operations
- Develop an annual facility plan in conjunction with funding allocation opportunities

ASSESSMENT STRATEGIES
- Variation of 360° analysis of communication processes
- Focus groups and/or survey of student organization stakeholders
- SWOT analysis of current partnership with Catering, Dining, and Housing
- Establishment of a capital replacement plan and a specific budget allocation

OBJECTIVE 2 | DEVELOP A SMOOTH TRANSITION PROCESS FOR NEW HIRES

- Create a detailed job guide for each Kirby Student Center position
- Identify mandatory training requirements for each position
- Identify expectations for committee or community involvement as it pertains to each position

ASSESSMENT STRATEGIES
- Each current staff member will create these materials as a mission-driven goal on their performance appraisal
The Kirby operating budget relies heavily upon Student Services Fees, while we rely on fees for our entire capital improvement budget. We are proud of our commitment to good stewardship of our students’ dollars, from management of our fixed costs to selection of programs. We continue to develop external business for our conference and event spaces, business that generates valuable revenue to support our facilities and services.
As any building manager will tell you, the older a facility gets, the more money it costs to maintain it. Despite the dedication of our custodial staff and the care with which they prolong the life of our spaces and the fixtures within them, Kirby continues to incur repair and maintenance costs as evidenced by the steep increase in 2017-2018.

We continue to save for our future by building our contingency fund. Because Kirby is financially responsible for its facility, unlike academic departments, we must hold funds in reserve against any catastrophe. Like any fiscally responsible entity, we keep a positive balance in our savings account (our reserves) just as we do in our other accounts.

We also maintain a balance in our budget with an eye to future construction projects. We were excited to receive a special allocation of $300,000 to be used in 2018-2019 to renovate the Multicultural Center. Many of the original fixtures from its original construction in 2003 are still in use—a testament to our commitment to sustainability, to be sure, but we believe our students deserve a modern space reflective of their feeling of community and inclusivity. We look forward to a rejuvenated space that will generate dialogue, camaraderie, and lasting relationships between students, faculty, and staff.
2017-2018 was a time of transition in Kirby. We added a major new program, Bulldog Welcome Week, and with it an additional full-time employee; we completed searches for three new staff members; and as always, we sent another graduating class of student employees out into the world. As a result, our assessment efforts were not as robust as they have been in previous years.

However, these transitions allowed us to lay the foundation for more dynamic and wide-ranging assessment in the future. We realigned existing job descriptions in student activities to include assessment in various forms. Assessment programs for our student employees, our programming, our fraternity and sorority life community, and our leadership institute are already being created, to be implemented where possible in the 2018-2019 academic year.

A particular focus for 2018 will be Bulldog Welcome Week. A wide-ranging assessment plan is in development that will enable us to set learning outcomes, plan more effective programs to achieve those outcomes, gather feedback on the experience from our first-year students, and then circle back to continue to more successfully integrate our new Bulldogs into the UMD community.
We were excited to award 21 separate honors for excellence at the annual Student Awards Luncheon. We received 115 nominations for awards, from which the winners are chosen exclusively by students. More than 300 people attended the luncheon to celebrate the honorees and nominees. At the Awards Luncheon, we also awarded 71 UMD Leadership Certificates to those students who successfully completed the Kirby Leadership Institute. These students have earned a credential that will document their leadership skills for employers and graduate schools.

Kirby was honored to serve as the host for 7,016 events in 2017-2018, welcoming more than 3,458 student organization events, more than 3,476 departmental events, and 82 external events. Kirby continues to be the most popular destination on campus for meetings and events, due in large part to the positive experiences our customers enjoy.

But as in any family, our growth and development rely on the amount of resources we have available. We must manage our money to live within our means, while still providing the level of service and involvement that we know is so important.

Kirby is funded primarily through Student Services Fees. We were pleased to receive a substantial increase in our funding this year, including a one-time allocation for a much-needed renovation of the Multicultural Center. In order to best serve the needs of the Office of Diversity and Inclusion and its students, we have already begun the process of soliciting feedback from the various stakeholders and we look forward to construction sometime in 2019.

The increases in our operating and capital reserve allocations will allow us to serve the campus at the level that we are proud to provide. We will continue to provide exciting, engaging programming in a safe, well-maintained facility, while also continuing to be good stewards of our students’ money.

We continued to pursue opportunities to increase our revenue via external events. In 2017-2018, the number of external events hosted in the building increased by more than 45%. The value of the revenue generated by these events is always kept in careful balance with the space needs of our students, but we will continue to strive to make the fullest use of our facility to benefit both the campus and our community.

Kirby Student Center looks forward to serving our campus community as its center for personal and professional connection in 2018-2019. We are well positioned to improve our current programs and facilities, innovate new and exciting uses of our resources, and integrate our services even more deeply into the UMD family.