A. D. Bruce Religion Center

Student Fees Advisory Committee (SFAC)
Program Questionnaire for FY 2011-12

A.D. Bruce Religion Center

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UNIVERSITY of
HOUSTON
DIVISION OF STUDENT AFFAIRS

1. **Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms; your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefit for students.**

A wise old man once said that an education consists of giving all that you can to the body, mind and spirit (Plato). The A.D. Bruce Religion Center provides that partnership with the students, faculty, staff, alumni and guests of the University of Houston each day as they journey on their course of self discovery.

Since its dedication in May 1965, the A.D. Bruce Religion Center has been a focal point for numerous on-campus religious activities for over 45 years. While the building is a bustling center of many ongoing educational programs, activities and services, it is also a place for both quiet meditation and spiritual discovery and growth.

As one of the most diverse universities in the United States, the citizens of the UH community bring a variety of personal belief systems. In support of the University's mission, the A. D. Bruce Religion Center provides an organized means for celebrating diversity, assisting in establishing and encouraging inter-faith dialogue, and the promotion of a continuing search for knowledge.

The Center provides office space and facilities for the charter denominations: Baptist, B'nai B'rith Hillel, Catholic, Christian Science, Church of Christ, Episcopalian, Lutheran – Missouri Synod, Lutheran – ELCA, Methodist, and United Campus Ministries (Presbyterian, Disciples of Christ, and United Church of Christ) who each provided financial contributions to the fund that enabled the A.D. Bruce Religion Center to become a reality back in 1965.. Two additional registered student organizations currently occupy an office/storage space: Interfaith and Dialogue Student Association and the Muslim Student Association. In addition, the A.D. Bruce Religion Center is home to the Religious Studies Department, its director and academic advisor, a visiting religious studies professor and 3 adjunct professors.
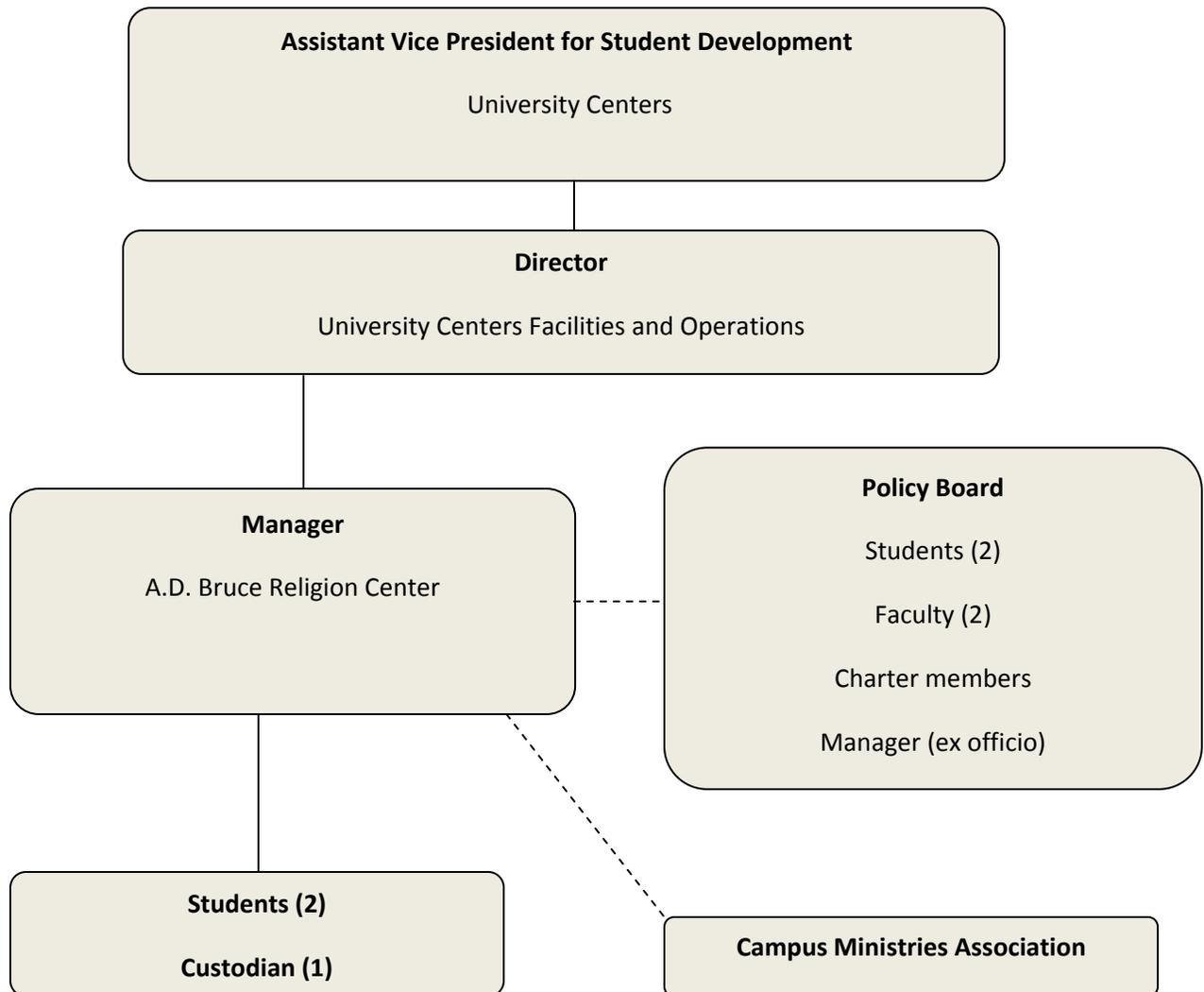
University of Houston students, faculty, and staff utilize the Center for programs, lectures, meetings, and special events. Several general purpose rooms are available for worship, study, discussions, and reflection. The Religion Center's main chapel, with seating for 250, is the site for weddings, memorials, funerals, baptisms and quinceañeras, including the University's annual memorial service. The small chapel can accommodate groups of 37 or less.

There were 47 University of Houston Registered Student Organizations in 2009-2010 that self identified as religious/spiritual in their purpose. Many of those organizations hold meetings, bible studies, religious services and social events at the Center.

The Campus Ministries Association (CMA) is comprised of all of the full time staff of the various campus ministry programs at the University of Houston. CMA sponsors free lunches on Mondays and Wednesdays during the fall and spring semester. Their 4-week Interfaith Dialogue programs are held each semester providing an opportunity for UH students, faculty and staff to share and learn how various issues affect their particular faith.

2. **Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, custodian, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.**

A.D. Bruce Religion Center:

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│        Assistant Vice President for Student Development   │
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│                    University Centers                     │
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│                        Director                           │
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│          University Centers Facilities and Operations     │
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Manager	Policy Board
A.D. Bruce Religion Center	Students (2)
	Faculty (2)
	Charter members
	Manager (ex officio)

Students (2)	Campus Ministries Association
Custodian (1)	

3. **List the objectives that you provided with your 2010-11 SFAC request. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.**

Although the A.D. Bruce Religion Center did not submit an SFAC Request for FY2010-11, the following goals were developed as this unit was transitioned to report to the University Centers in Fall of 2009.

Objective: Continue coordination and support to further refine and organize the operations and facility and event management to increase the operating efficiency and further enhance customer service of the newest Center within the University Centers - A.D. Bruce Religion Center.

> *Completed:* Re-keyed entire A.D. Bruce Religion Center; issued keys at A.D. Bruce to provide quality customer service to our building stakeholders.

> *Completed:* Building people counters were installed in December 2009 in order to provide accurate building use data. The counter reports can be filtered to view daily, weekly, monthly, and annual traffic counts from various entry/exit points in the facility.

> *Completed/Ongoing:* Established a customer kiosk for event reservations; place all event registration forms on A.D. Bruce website.

Objective: Continue to explore options for collaboration with the Campus Ministries Association and the staff of the A.D. Bruce Religion Center in the areas of marketing, programs, and conference and event support for facility users.

> *Completed/Ongoing:* The A.D. Bruce Religion Center transitioned to the University Center and Associated Facilities on September 1st 2009 as a new Associated Facility from Residential Life and Housing. Transition continues in all areas/aspects including personnel supervision, financial management, liaison work with Campus Ministries, facility maintenance, security, access and daily operations, event scheduling, management, and policy review and refinement.

> *Completed:* A concerted effort was made to include the Campus Ministries Association in the summer planning process for 2010 Welcome Week Activities and Family Weekend programs.

> *Completed:* Based on research of other institutions, the Campus Ministries Association was presented for consideration a new program for the Chapel. Quiet hours are now scheduled Monday through Friday from 8:00 a.m. – 10 a.m. and 2:00 p.m. – 4:00 p.m. for quiet reflection and meditation.

> *Completed/Ongoing:* Collaborated with CMA, Center for Student Involvement and Dean of Students Office in the planning and presentation of the University's annual Memorial Service to honor students, faculty, staff, alumni and friends of the University that have passed away within the past 12 months.

Objective: The University Centers will work toward integrating programs, services, operations and facilities.

> *Completed/Ongoing:* a) The A.D. Bruce is now included as one of the Centers within the family of University Centers; b) Established a partnership with the Center for Student Involvement for the coordination and support of registration and services for the Registered Student Organizations that self-identify as Religious/Spiritual; 3) Strengthen the relationship with the Campus Ministries Association and other cohort groups to provide service and support for their programs and mission.

Objective: Maintain and increase marketing and public relations efforts for the University Centers organization to expand awareness of the services, programs and facilities that exist for all members of the University community.

> *Completed/Ongoing*: Currently *i*dentifying on-line wedding planning sites to market the Chapel at .AD. Bruce; the redesign of updated content for the A.D. Bruce Religion Center web pages for a new website is in progress; develop plan of action to showcase events as part of web site with the addition of event photos and venue information on web.

> *Completed:* Completed the transfer of major special events and all FY2010 wedding and quinceañera bookings from a paper reservation system to a computerized event management system (EMS). All event reservations received to date have been entered into the new system for 2010-2011.   The use of the new system has already provided access to a variety of reports related to the number, type and duration of event bookings, customer data, customer event attendance, and sales reports to capture income generated.

4. **Please discuss the means that you are utilizing to evaluate both your successes in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exists, discuss the number of persons served by each of your programs and the satisfaction level of those served. Please provide the method for collecting these data.**

The A. D. Bruce Religion Center has a great opportunity to expand and improve the facility, its programs and services as we plan for our 50th anniversary in 2015. To that end, it is imperative that we establish baseline data, evaluate current programs and policies, and research and dialogue with other institutions that provide similar programs and services.

The A.D. Bruce Religion Center main office staff worked with UH students, faculty, staff, student organizations, campus departments and off-campus customers to ensure effective planning and management of several special events in addition to those already hosted by the ministries from the various charter groups. Specifically, in FY2010, the Center served over 15 UH student organizations which included both student groups affiliated with the charter religious groups as well as other groups seeking to utilize the Center's facilities. The Center was utilized by campus departments for special events including graduation ceremonies for special programs, meetings, workshops and seminars, memorial services, and receptions. The Center's chapels were utilized for an additional 132 special events involving UH students, faculty, staff, alumni, and community members which included weddings, quinceañeras, memorial services and a funeral.

With the Center's event scheduling process moving from a paper process to a computerized event management system beginning in the 2010 spring semester the Center has already been able to more effectively document the actual usage of the Center due to the increased efficiencies realized with the computerized system. For FY 2010 in the new system with only a small portion of the campus sponsored events included in addition to all community events the event hours equaled 2,581.

To illustrate the Center's usage further, the figures already captured in the system for the 2010-2011 fiscal year as of the middle of October include the following breakdowns by customer types:

- 560 event bookings by 15 UH registered student organizations

- 315 event bookings by the Campus Ministries Association and Charter member groups

- 102 event bookings by campus departments

- 58 event bookings by UH students, faculty, staff and alumni

- 123 event bookings by community members

These event bookings to date entered into the event management system as of mid-October already amount to 3,056 event hours.

As a result of the entry/exit people counters installed during December 2009 traffic count figures have already been captured for review to further illustrate usage of the Center:

- For the 2010 spring semester the monthly traffic count was as follows: January 7,701; February 12,138; March 14,531; April 14, 175; May 8,099.

- For the 2010 summer term the monthly traffic count was as follows: June 6,077; July 5,883; August 10,617.

- For the 2010 FY11 fall semester to date the monthly traffic counts for the Center have been as follows: September 16,851; October 4,249 (partial).

Research/communication continues with other colleges & universities with similar programs and services:

Campus Ministry Programs
Florida State University
North Carolina State - Chaplains Cooperative
Northern Illinois University - Association of Campus Religious Organizations
Notre Dame
University of Nebraska - Lincoln
Western Carolina University

Chapels

Auburn University - University Chapel	Tulane University - Rogers Memorial Chapel
Bastyr (WA) University - Chapel	Univ. of Chicago - Rockefeller Memorial Chapel
Emory University - Cannon Chapel	Univ. of Georgia - Chapel
Howard University - Andrew Ranking Memorial Chapel	Univ. of Kansas - Danforth Chapel
Indiana University - Beck Chapel	Univ. of Maryland - Memorial Chapel
Michigan State University - Alumni Chapel	Univ. of Mississippi - Paris Yates Chapel
Northwestern University - Chapel (2)	Univ. of Missouri - A. P. Green Chapel
Rice - Memorial Chapel	Univ. of Southern California
Southern Methodist University - Perkins Chapel	Univ. of Southern Mississippi - Danforth Chapel
Trinity University - Chapel	Univ. of Tulsa - Sharp Chapel

5. **Please discuss any budget changes from your last (FY 2011) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections. In addition, if your unit concluded FY 2010 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.**

As an auxiliary unit within the Division of Student Affairs most recently affiliated with the University Centers, the A.D. Bruce Religion Center has relied primarily on two sources of funding: income generation from rental fees and support from the Rockwell Foundation. Both funding sources have experienced fluctuations over the years due to space limitations during past renovations/facility repairs, rental fee fluctuations, changes with the economy, and more recently changes with the financial markets.

No Ledger 3 Fund Equity Balance.

6. Please list your 2011-12 objectives in priority order. Larger units may wish to group your responses by subprogram. Under each objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.

Objective: The University Centers will work toward integrating programs, services, operations and facilities.

> *Strategy:* a) The A.D. Bruce included as one of the Centers within the family of University Centers will continue to maintain and expand the established partnership with the Center for Student Involvement for the coordination and support of registration and services for the Registered Student Organizations that self-identify as Religious/Spiritual. Efforts will continue to strengthen the relationship with the Campus Ministries Association and other cohort groups in order to provide ongoing service and support for their programs and mission.

Objective: Maintain and increase marketing and public relations efforts for the University Centers organization to expand awareness of the services, programs and facilities that exist for all members of the University community.

> *Strategy:* Continue to identify on-line wedding planning sites to market the Chapel at A.D. Bruce as well as the reception facilities at the University Center and the University Hilton for after event receptions.

> *Strategy:* Coordinate planning with CMA and other university departments for the annual University Memorial Service each spring to honor the students, faculty, staff, alumni and friends of the university that have passed away.

> *Strategy:* Continue with the development of new content and revisions within the A.D. Bruce Religion Center web pages for the new website currently being designed for completion prior to the end of the fall 2010 semester; Additional features under development as part of the plan include a showcasing of events as part of the website with the addition of special event photographs, additional resource pages for event planning and reservation services, A.D. Bruce expanded venue and facility space photos and amenities listings, links to the UC virtual event management system (EMS) Events Schedule, updated Campus Ministries Association member and program information and links to religion/campus ministry resources,

Objective: Marketing for the A.D. Bruce Religion Center

> *Strategy*: Complete the installation of purchased gripper strips for the various locations in order to post room information and daily calendar of events.

> *Strategy:* Establish Twitter account to help promote events at the A. D. Bruce Religion Center.

> *Strategy:* Work with the UH Alumni Association to 1) develop a list of alumni who were married in the Chapel, and 2) promote re-commitment ceremonies.

Strategy: Develop the planning process and calendar for promoting the 50th anniversary of the A.D. Bruce Religion Center in 2015.

Objective: Explore ways to expand, enhance and/or modify retail services and programs to improve student/customer satisfaction and convenience and/or generate additional revenues.

Strategy: Identify new revenue streams to support the operation of the A.D. Bruce Religion Center, e.g. types of events, copy service for CMA/Religion Center, and other potential rental options. Continue to utilize EMS for customer inquiries and sales reservations.

Objective: Continue to work toward improved Center operations and services.

Strategy: Continue work on the expanded development and use of the computerized EMS through new configurations in order to include campus ministry office spaces as special event locations for their events, e.g. open houses, bible studies etc. so the existence of these programs can also be tracked related to facility usage.

Strategy: Develop event service standards for student assistants and housekeeping staff.

Strategy: Develop plan of action for short term and long term building and maintenance concerns.

Objective: Continue renovation efforts and sustainability initiatives as part of the University Centers organization to maintain facilities and equipment in a fully operational and aesthetically attractive condition.

Strategy: Continue to refine a developed plan of action for cleaning, repair and restoring of the A. D. Bruce Religion Center with the assistance of University Centers staff.

Objective: Continue to enhance reservation services and technology support as part of the University Centers organization in order to increase efficiency and effectiveness for our various students/customers and departmental (and Division) staff as appropriate.

Strategy: Continue to develop uses of the customer kiosk for event reservations; place all event registration forms on the A.D. Bruce Religion Center website.

Objective: **Contribute to supporting the professional and personal growth and development of staff, volunteers and campus ministers as part of the University Centers organization while empowering ownership for the management and maintenance of our facilities, programs and services.**

Strategy: Continue to develop a plan of action to incorporate housekeeping staff in the planning and development of daily, weekly, yearly cleaning objectives for A.D. Bruce.

Strategy: Continue to develop plans to revive the A.D. Bruce Policy Board.

7. What are the other possible sources of funding available to your unit and what efforts are being made to access them (i.e. grants, donations, etc.)?

The Policy Board of the A. D. Bruce Religion Center will be asked to review level and categories of the building use rental fees and damage deposits for all groups that schedule events at the A.D. Bruce.

The Campus Ministries Association and the manager are exploring alternative sources of grant funding that might be able to be secured in order to supplement building operations and programs.

8. **Please describe any overlap between your unit and other unit(s) providing services to students and the rationale for the overlap.**

There is no overlap between other units and the A.D. Bruce Religion Center.