

2016–17

ERB MEMORIAL UNION IMPACT REPORT





Welcome to the University of Oregon's Erb Memorial Union

The Erb Memorial Union (EMU) is much more than a building. It's a collection of programs, services, and spaces designed to invite, involve, and inspire. Most importantly, the EMU is a place for our campus community to unite, celebrate, and learn about issues important to all of us.

The renovated and enhanced EMU reopened just over one year ago and is now home to hundreds of programs, services, and spaces that engage visitors in the arts, media, international issues, outdoor programs, and more. Our state-of-the-art meeting and conference facilities accommodate diverse groups from throughout the region, and—like Main Street in any small town—our great selection of retail services makes it easy for visitors to find just about anything they need, whether it's a new ID card, a favorite food vendor, or the latest Duck gear.

This year a record-breaking 3 million people passed through our doors. We worked hard to ensure that every guest, from freshmen exploring campus for the very first time, to thousands of event attendees, and throngs of graduating seniors, experienced exceptional hospitality and service.

I hope you have a chance to visit our exciting new facility, participate in one of our many programs and events, and see for yourself how the new and improved EMU continues to play a vital role on campus.

Laurie Woodward
Director, Erb Memorial Union

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Program Overview

The EMU is a place where ideas and passion translate to action. It's a place where students have the freedom to express themselves, make connections, and feel a part of campus. In fact, a recent Division of Student Life study identifies the EMU as the top campus location where students feel like they belong (Sense of Belonging in Focus, 2016, Office of Assessment and Research Brief, Division of Student Life).

We want the EMU to be the go-to destination for meaningful, out-of-classroom experiences, and we work hard to offer something for everybody. We've created hundreds of year-round, inclusive, fun, and educational experiences that help students find their passion, create community, and develop skills that can last a lifetime. From the smallest workshop to major welcome events for thousands of new freshmen, our goal is to invite, involve, and inspire.



CENTER FOR STUDENT INVOLVEMENT SERVED
3,680
STUDENTS

OUTDOOR PROGRAMS PRESENTED
181
EVENTS, WORKSHOPS, AND TRIPS

1,244
STUDENTS PARTICIPATED IN CLUB SPORTS



BUSINESS OFFICE SERVES
259
EMU AND ASUO PROGRAMS

PROCESSED
8,000
STAFF AND STUDENT PAYCHECKS IN 2016-2017



“As a person with a physical disability, I have always believed that there is nothing impossible, and that we can do anything we want, but in different ways. The Outdoor Program has confirmed this belief by pushing me to do activities that some people thought I never could. OP has made my educational journey even more exciting—they got me to ski and bike for the first time in my life!”

Abdullah Al-Shbanah
BUSINESS, 2018



Inviting You Home

DURING THE ACADEMIC YEAR, STARBUCKS SERVES MORE THAN
1,100
CUPS OF COFFEE A DAY

There are lots of reasons to come through our doors. The EMU offers everything that Ducks might need between classes, as well as in the evenings and on weekends. Whether grabbing a quick snack or sitting down to a meal with friends, reading e-mails in a comfy chair or catching some Zs in one of our napping areas, the varied needs of the UO community are at the core of the EMU design. The experiences can be as easy as watching a Ducks After Dark movie or joining a spontaneous pop-up program, or as involved as learning to throw pottery.

“Working in the EMU at the Outdoor Program Bike Shop has encouraged me to interact and connect with students on a daily basis. Our location makes it easy to stop in to fix your bike, ask for bike advice, take a class, or just hang out. The EMU is where I make friends!”

Desmond Blair
PRODUCT DESIGN, 2018

craftcenter.uoregon.edu

ssc.uoregon.edu

HELPING FUEL OUR CAMPUS

Along with great programs, food is an important part of building community, and student unions have a long tradition of offering a variety of retail services to campuses. The renovation of the EMU provided the unique opportunity to completely renew and enhance the entire lineup of retail and food from the ground up. Based on input from students, we worked to find the right balance of cuisine and pricing, and local and national vendors. The EMU receives rent and a percentage of sales that help keep student incidental fee as low as possible.



FALLING SKY PIZZERIA AND PUBLIC HOUSE SELLS UP TO
500
GIANT SLICES A DAY



U.S. BANK OPENED
58
NEW CHECKING ACCOUNTS THE IN FIRST TWO WEEKS OF SEPTEMBER 2016

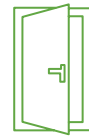
Get INVOLVED

Some of the most impactful lessons are learned outside of the classroom. EMU programs offer experiential learning and encourage development of life skills that will serve students long after they graduate. Involvement in clubs and student organizations can help shape students' career choices, as well as provide them with a sense of community while attending the UO.

MOSS STREET CHILDREN'S CENTER

The Moss Street Children's Center provides developmental childcare services to UO students, faculty, and staff. The benefits of Moss Street are two-fold: UO student parents receive affordable, quality childcare while they attend classes, and student staff receive education and training through employment at the center.

moss.uoregon.edu



"Involvement in the EMU has positively impacted my college experience by allowing me to surround myself with like-minded individuals that have a desire to succeed. It has improved my work ethic and taught me skills that I can use for the rest of my life."

Cody King
STUDENT BUILDING SERVICES COORDINATOR,
GENERAL SCIENCES 2018

Inspiring Innovation

Our programs make a difference, spark creativity, encourage change, and create leaders. We provide students with a safe place to explore new ideas and take risks, an environment that fosters real-world experience and a process that allows students to learn at their own pace—all within the framework of staff support and guidance.

KWVA 88.1 FM

Since first hitting the airwaves in 1993, KWVA has been a voice for students as well as a place for them to gain broadcast, production, and operation experience in a hands-on broadcast facility. In addition to music of all genres, the station airs sports, news, and talk programming over FM radio and streams via the internet. With the EMU renovation, KWVA gained a new expanded studio on the ground floor of the building.

kwva.uoregon.edu



CRAFT CENTER ENGAGED
3,385
UNIQUE PARTICIPANTS



"Joining the EMU through the Center for Student Involvement has been one of my favorite and most impactful experiences at the UO. It opened doors for me to meet new people and gave me a voice on campus. Working with Ducks After Dark has been a highlight of my college experience. I love being able to create a safe and welcoming environment for all students on Thursday nights. Even off campus, other students have recognized me as a member of the Ducks After Dark and EMU team!"

Nikola Tavani
MEDIEVAL STUDIES WITH A MINOR IN CLASSICAL CIVILIZATIONS, 2018

18,000
EVENT OCCURRENCES

7,281
UNIQUE SCHEDULED
EVENTS

MOSS STREET STUDENT
EMPLOYEES WORKED
39,230+
HOURS

KWVA OPERATES 24/7 FOR
8,760
HOURS PER YEAR





Building Campus Culture

The EMU renovation and expansion was built upon the concept of environmental design and how space can impact behavior and campus culture. The building has a variety of offerings: it's part movie theater, part café, part bank, part museum—and it's all under one roof.

The expansive, three-story student atrium's south-facing wall of windows lets in an abundance of natural light and connects visitors to the outdoors. Chairs and couches are plentiful, and provide comfortable places to study or visit.

Just as there are big and bright spaces throughout the EMU, there are likewise cozy dens tucked away to encourage rest and relaxation. Nap spaces under stairwells beckon students after pulling all-nighters. The O Lounge, with booths and interactive TV screens, is a perfect place for classmates to plug in their devices for informal study groups.

For organized gatherings, multiple meeting rooms are available with screens and projectors, adding to the "center of campus" purpose of the EMU. These spaces are also available for public conference use, which generates income and helps reduce reliance on student fees.

The renovation has allowed for more food and retail space, making the EMU a favorite place to meet for all members of the UO community. And having commonplace services in one building saves students time as well as money, and helps contribute to their academic success.

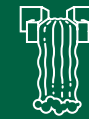
emu.uoregon.edu/involvement



52%
MORE LOUNGE SPACE

56%

MORE PROGRAM SPACE



8 H2O STATIONS
SUPPLIED ENOUGH WATER
TO FILL MORE THAN
424,000
8-OUNCE WATER BOTTLES



The move into the newly renovated EMU changed the way we do virtually everything. State-of-the-art AV systems in every meeting room has allowed us to serve our partners more efficiently with fewer labor charges, and new meeting room furniture allows us to optimize the way our spaces are used.

"Being a student employee at the Craft Center improved my grades and made me appreciate the interconnectedness of my science study and art pursuits, and gave me a community of like-minded and diverse people to relate to in a nonacademic environment."

Cassie Shammel
GENERAL SCIENCE, 2017

Scheduling and Event Services | Campus Cash | Ticket Office | ID Card Office | Safe Ride | Designated Driver Shuttle | Campus Copy Center | Duck Nest Wellness Center | Computer Lab | ASUO Student Legal Services | ASUO Office of Student Advocacy



AVERAGE OF
8,610
VISITORS PER DAY



THURSDAY
IS THE BUSIEST DAY OF THE WEEK



BUSIEST TIME OF DAY IS
2:00-3:00 P.M.

21%
IMPROVEMENT IN BUILDING-
WIDE ENERGY EFFICIENCY
(ENERGY USED PER SQUARE FOOT)





Your UO Community

People, programs, places, and spaces—they all add up to community. Community that provides a sense of belonging for students, alumni, faculty, and staff. A place to feel a part of, and always want to return. A place where pleasant surprises happen. A place that gives each student confidence to try new things and to become the person they want to be, a place that complements and encourages education. That’s the EMU, the heart of campus.



“I can honestly say that working for the EMU as a student staff member at Moss Street Children’s Center was probably one of the most impactful parts of my college experience at the University of Oregon. At Moss Street, I found a community of friends, mentors and teachers—a place where I would be encouraged to grow and learn, and a passion for working with children. Working for the EMU at Moss Street helped me get connected to the university community, gain hands-on learning experiences, and supported me as I discovered my passion and career path.”

Julia Mauro
EDUCATION FOUNDATIONS, 2017

emu.uoregon.edu

“Working at the Student Sustainability Center (SSC) this past year has helped me grow as a student personally and culturally. I now know several interesting people in the community dedicated to my own interests: biking, gardening, and outdoor work. The SSC is also a place that I recommend to all students for not just work but general enjoyment. I wish more students knew about the programs the SSC offers and would take advantage of them. The entire campus would line up at the doors if they knew how much it’s helped me enjoy my college experience at the EMU and UO. I only have the highest praise for their programs and care for students.”

Alec Cowan
ENGLISH, 2018



Division of Student Life

Erb Memorial Union

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