

# STUDENT SERVICES FEE (SSF)

2023-24

DEPARTMENTAL REPORT TO THE COUNCIL ON STUDENT AFFAIRS AND FEES (COSAF)

## SECTION 1: DEPARTMENT SSF DATA

The following data was provided to COSAF from Budget & Intuitional Analysis and Student Affairs Divisional Resources

Student Services Fee Recipient: **Mondavi Center**

Contact: Yulia Kiefer

Finance Manager:

Total 2023-24 SSF Projected Allocation: \$440,000

Percent of Overall Budget Funded by SSF: 5%

Approximate percent of the total 2023-24 SSF revenue: 1%

Expense	2022-23 SSF Actuals	2023-24 Projected SSF Allocation
Salaries/Benefits	\$419,680	\$436,000
Operational Costs	\$3,301	\$4,000
Other	\$0	\$0
<b>TOTAL</b>	<b>\$422,981</b>	<b>\$440,000</b>

Explanation if over a 10% differential between 2022-23 and 2023-24:

N/A

## SECTION 2: DEPARTMENT RESPONSES

Use as much space as needed

### 1. Please provide a general description of your department's function

We are the Mondavi Center for the Performing Arts. Our mission "Illuminate, Educate, Connect" is especially important in connection with UC Davis students whose lives we strive to enrich by engaging them with the full range of the performing arts. To do so, we present a rich program of diverse artists and thinkers in public performance and as the basis for education and engagement programs on our campus and in our region. It is also our responsibility to steward and sustain a state-of-the-art venue for artists and audiences, as well as for the thousands of students for whom Jackson Hall is a classroom.

### 2. Please list the departmental program(s) and/or service(s) specifically funded by the Student Services Fee

The allocation of funds from student registration fees to the Mondavi Center provides vital support to the Center's provision of important services to students including The Study Lounge, with free coffee and tea, open during Finals Week in the MC, the Curriculum Connections tickets program; artist residency activities on campus; dedicated courses connected to the Arts through First-Year Seminars; and the One Free Ticket for UCD students, including Residence Hall group outings to the MC.

The support goes to underwrite the Center's ticket programs for students. The Mondavi Center offers one of the most generous and expansive student ticket discount programs among similar centers – 50% off ticket prices with no restrictions or limitations. In addition, Curriculum Connections tickets – those tied to classroom syllabi – are \$5 regardless of face value. And every student (undergraduate, graduate or professional) receives a free ticket the first time attending the Center. In all, the value of the ticket price foregone by virtue of these programs is just under \$140,000 per school year. In addition, the funds support student

employment in various areas of the Mondavi Center such as the Ticket Office, Production, Artist Services, and Audience Services. We are a working laboratory that allows the students to learn real, technical skills to advance in their future careers. Students receive valuable mentoring and resume building, affording them the opportunity to work with artists as well as with the public, and to emerge with refined professional skills preparing them for professional life. We are happy to note that we were able to hire some of our students as career staff. Finally, the support is also used to fund programs and the staff that organize them.

**3. Please provide information regarding the benefit to UC Davis students from the departmental program(s) or service(s) specifically funded by the Student Services Fee**

*Be as specific and concise as possible. Include the specific type (e.g., undergraduate, graduate, professional, transfer, etc.) and an estimated number of students served.*

Serving UC Davis students is at the core of our mission and our values at the Mondavi Center. We plan to continue to provide expansive benefits to all UC Davis undergraduate, graduate, and professional students. We believe that the modest investment of student fees in the MC is well worth it; without this critical income, we almost certainly would need to reduce the benefits to students that have been part of our organization throughout its history.

Please see the attached brochure for a detailed description of benefits that the Mondavi Center offers to students. Below is a brief summary:

- Undergraduate student employment – 65+ positions annually
- Curriculum connections tickets (at \$5/ticket)
- First-year student tickets (free)
- 50% unlimited, unrestricted discount on ALL student tickets
- \$10 student rush tickets on the day of most performances
- Use of the Student Lounge space in lobby
- Special pre-performance and student events in the Student Lounge

In 2022-23, we received 34 faculty requests from 15 departments for Curriculum Connections, which allows student to purchase \$5 tickets when assigned by a professor. 1,027 \$5 tickets were purchased by students.

Beginning in Winter 2023, we replaced the single day Study Session with a Study Lounge with free coffee & tea, open the first four days of Finals Week, thus giving students more opportunities to utilize the MC for studying. This will continue in the 2023-24 season.

In addition to giving students their own space in the Center to call home whenever the building is open, we held special pre-performance receptions for UC students at select performances and programmed Student Night Socials and Student Appreciation Events. We believe our investment in creating this space will deepen the connection of many students to the Mondavi Center. Please see Marketing Student Engagement document for details.

# Marketing Student Engagement – Mondavi Center

## Student Specific Marketing Strategies Used

- Tabling on campus
- Regular UC Davis student emails to 4,500 students
- Ads specifically for students on the digital screens around and outside the Mondavi Center
- Student One Free Ticket handouts
- Student ticket and swag giveaways
- Unitrans Bus Ads
- Meetings with Cross Cultural Center, Strategic Asian and Pacific Islander Retention Initiative, Center for African Diaspora Student Success, Center for African Diaspora Student Success, and Undergraduate Education staff.
- Tik Tok and social media ads targeting UC Davis students.

## Future Marketing Strategies planned in addition to the strategies above:

- Student Orientation Event
- Monthly Regular Student Emails
- Partnership with Athletics
- Outreach to UC Davis Clubs and Organizations

## 22/23 Season

### UC Davis Student Night Socials 22/23

*Free food, beverages, giveaways, and for 22/23 we also provided free tickets to the performances.*

#### **Nella Student Social**

Oct 29, 2022

Attendees: 55 students

#### **Becca Stevens Student Social**

Feb 9, 2023

Attendees: 80 students

#### **Ukulele Orchestra Student Social**

Feb 9, 2023

Attendees: 109 students

Total Students Served: 244

### Student Appreciation Events 22/23

*Free food and drinks outside the Mondavi Center to celebrate UC Davis students the week before finals.*

#### **Fall Quarter Student Appreciation**

Featuring free coffee and donuts

Nov 30, 2022

Attendees: 173 students

**Winter Quarter Student Appreciation**

Featuring free coffee and donuts

Mar 16, 2023

Attendees: 209 students

**Spring Quarter Student Appreciation**

Featuring free lemonade and cookies

Jun 8, 2023

Attendees: 205 students

Total Students Served: 587

**23/24 Season**

**Student Orientation Event**

Students will come during Orientation for Mondavi 360 –an evening at the Mondavi Center. They will learn about their student benefits and there will be a 360-photobooth on the Jackson Hall stage, fun games and activities all around the building, a DJ, food, and prizes.

**UC Davis Student Night Socials 23/24**

*Free food sponsored by Woodstocks Pizza, beverages, giveaways.*

**Coco Live-to-Film Concert Social**

Fri, Nov 17, 2023

**Dino-Lite Social**

Sun, Jan 28, 2024

**Dance Theatre of Harlem Social**

Wed, Apr 17, 2024

**Student Appreciation Events 23/24**

One at the end of Fall, Winter and Spring quarter. Dates TBD



# UC Davis Student Engagement

## TEACHING AND LEARNING

### Curriculum Connections

Curriculum Connections provides \$5 student tickets when a Mondavi Center event is assigned in a UC Davis course. 20–30 faculty members participate annually from departments such as Engineering, Physics, African American and African Studies, English, Native American Studies, Psychology and Animal Science. The Humanities Institute, the University Honors Program as well as First Year Seminars and Aggie Connections utilize Curriculum Connections.

### First-Year Seminars

UC Davis faculty members are invited to design seminars focusing on artists performing at the Mondavi Center or add our artists to your FYS.

## STUDENT ENGAGEMENT WITH ARTISTS



### Classroom Visits & Workshops

Residency activities connect students with Mondavi Center touring artists through classroom discussions, workshops and post-performance discussions. Past events have included UC Davis Symphony Orchestra sectional rehearsals led by members of the San Francisco Symphony.

### Master Classes

Typically three students participate in a music master class with a touring artist and up to 20 students participate in a dance master class with additional students invited to observe these classes. Students are usually recommended for participation by a faculty member.

### Open Rehearsals

Occasionally, artists allow us to invite students (as well as donors and community members) to observe rehearsals and see a show come together. Frequently, the artists address the observers in advance or during the course of the rehearsals.

## STUDENT PARTICIPATION

### Student Lounge

UC Davis students have their own space in our lobby. A portion of the 3rd floor lobby space has been converted into a study/meeting/ hangout space with comfortable seating and an outdoor balcony. Mondavi Center hosts student receptions in the lounge before select performances.



### Study Lounge

During finals week, the lobby of the Mondavi Center is turned into a study session location for students. Students take advantage of the opportunity to study in an airy and quiet location and stay alert with free coffee.

### Student Socials

Each quarter, currently enrolled UC Davis students enjoy free pre-event student socials in the Mondavi Center Student Lounge one hour before the show.

### Student Employment

The Mondavi Center employs UC Davis students each year. Jobs are available in many areas of the organization: Production, Ticket Office, Audience Services, Hospitality, Marketing and Programming.

## ACCESS TO THE ARTS

### One Free Ticket On Us!

The Mondavi Center offers one free ticket to active UC Davis students. Students can select from most events in Jackson Hall or the Vanderhoef Studio Theatre that are presented by the Mondavi Center or UC Davis Department of Music.

### Student Rush Tickets

Currently enrolled UC Davis students are able to purchase \$10 tickets to every show (based on availability on the day of each event).

### Student Housing Partnership

A partnership with UC Davis Student Housing has resulted in both in-dorm residency activities with classical artists and the development of Resident Advisor-led groups of first year students that are able to attend a performance at the Mondavi Center for the first time utilizing the One Free Ticket program.