The Davis Center is STUDENT-FOCUSED, complements the University’s ACADEMIC MISSION, celebrates and supports SOCIAL JUSTICE, and is a community-centered ENVIRONMENTAL college union.

The Davis Center mission informs many aspects of our day-to-day operations such as food sourcing, purchasing, product flow and building practices. This is a collective commitment made by all members of the community.
The Dudley H. Davis Center has completed its third year of operation and we continue to be proud of the role the staff and facility have played in developing community at the University of Vermont. The values of environmental stewardship, social justice, student centeredness, and academic integration continue to provide a valuable frame from which we operate. To this end, we have provided an accessible venue for formal and informal discussions, gatherings, and programs produced by on- and off-campus community members.

The Davis Center has become a central location for programming. Student focused programs this past year have included singer Josh Ritter, screenwriter Dustin Lance Black, the Translating Identities Conference, Fraternity and Sorority Recruitment, DC Delirium, Nightmare in Vermont, Wicked Wednesdays and Week of Welcome. Environmental programs have included Localvore Dinners, Farmer’s Markets, bicycle repair workshops, the Bring Your Own Bottle campaign, Coffee Cup Challenge and slow food presentations. Many of the annual Earth Week programs were based in the Davis Center. Academic connections have extended from partnerships with Plant and Soil Sciences for plant purchase and maintenance to hosting Burak Lectures, Janus Forums, undergraduate and graduate student research symposiums and individual department special lecture programs.

The Davis Center took 2009–2010 to perform some key alterations to the building to make it more efficient and to better fit the cultural needs of the campus. Increasing handicapped access to doorways, improving access to filters in the HVAC system, creating a more robust emergency power network, installing a Blue Light in the tunnel and improving roof run-off represent some visible and invisible physical plant enhancements. A collaborative effort was also made to enhance the menu and aesthetics of Brennan’s. These renovations have been positively received with an increase in the student “hang out” factor and in sales plus a clearer student ownership of the location through the “Flair for your Chair” program.

As we enter the 2010–2011 academic year nearly the entire undergraduate class at the University will not know what the campus was like before the Davis Center—as it has always been here for them. This reality will help shape our future endeavors, as does the clear data we receive from the annual Davis Center Survey. This Annual Report captures our past year while defining direction for our future. Please read it with an open mind and spirited heart, and feel free to give us any additional feedback. The Davis Center belongs to the University community and we want to continue to be partners in success.

Pat Brown
Director, Student Life & the Dudley H. Davis Center
UVM Juggling Club outside the Olin Atrium.
davis by numbers 2009–2010

4,500 dollars raised by University Dining Services for the Keep Local Farms movement

61.7 percentage of waste materials that were diverted through recycling and composting efforts

56.25 tons recycled (included corrugated cardboard, mixed paper, glass and plastic bottles, and metal cans)

100 percent of coffee grinds composted at Henderson’s Café

30,000 scoops of ice cream sold at Ben & Jerry’s

60,000 burritos sold at New World Tortilla

23,429.80 event hours delivered by Operations and Event Services

3,715 total number of students, faculty and staff who responded to the annual survey

6,500 dollars raised by UVM Bookstore during “Vote for your favorite club” book buy back promotion

215 number of Student Government Association event reservations (the most by any organization)

31,000 hours that Davis Center student employees collectively worked

1,301 tabling reservations at the Olin Atrium

This past year, overall traffic coming and going from the Davis Center increased with over 1.7 million people entering the building over 12 months for food, running errands, attending events and programs, and just passing through. The busiest month for traffic each year is September when students return. September 2009 alone saw over 275,000 people coming and going!
Black Student Union Annual Fashion Show in the Grand Maple Ballroom.
operations + event services

Folks say “the third time is the charm” and that just may be the case for Davis Center Operations and Event Services. It is hard to believe we have already completed our third full year of operations. This year has seen a whirlwind of increased activity and some notable accomplishments across a broad spectrum of areas.

A very significant milestone was reached this year as we closed out the construction “punch list” for the building. A building of this size requires an amazing amount of tweaking and adjusting to ensure everything is running properly. Completing the list of remaining construction-related issues was a major accomplishment.

With the relocation of the UVMtv studio to the Davis Center, 2009–2010 was the first full year where all tenant/service locations in the building were occupied. Overall traffic and business was up in every tenant location this year and food sales across the board increased significantly. The data shows that not just students, but also staff and faculty, are increasingly using the building in both formal and informal ways.

Since opening in 2007, the Davis Center has been the recipient of several awards and recognitions. This past year was no exception with the building being selected by the National Association of Campus Auxiliary Services (NACAS) as the recipient of its 2009 Innovative Achievement Award for our sustainability efforts and initiatives. As a result, the Davis Center continues to develop and grow its reputation nationally among college and university student centers as a leader for environmental stewardship.

In the area of event support, the Davis Center has continued to evolve service levels to the campus as well as to off campus guests and customers. In addition to re-locating our full-time Event Coordinator’s office to the fourth floor, a new walk-up Event Services Center staffed by students was introduced this past year. Feedback on these improvements and on the overall level of event satisfaction has been very positive.

With regard to diversity and social justice, the Davis Center has been a campus leader in a number of ways. One notable and exciting area is reflected in our increasingly diverse student staff. The number of Davis Center student staff who identify as a person of color increased from 18% to 24% this past year, and the number of women holding leadership positions among the student staff also increased noticeably. Additionally, regular and ongoing trainings and staff development around diversity and social justice were implemented for full-time professional staff.

The Davis Center proudly employed nearly 75 students in a variety of jobs that are critical to the success of this facility. These amazing students collectively worked over 31,000 hours translating into over $300,000 being earned to support their financial needs while pursuing their academic goals.

During this upcoming year, we will transition away from being a “new” addition to campus. Those last few students who knew UVM before the building opened will graduate and the campus will begin to think of the Davis Center as something that has “always been there.” How quickly time passes!

Allen Josey
Director, Davis Center Operations
operations + event services
(continued)

WHAT’S NEW?

- An improved layout of the Operations and Event Services Office geared towards an emphasis on the customer experience and service delivery.
- On-site fourth floor professional staff presence with the Event Coordinator Office.
- Also on the fourth floor, the Event Services Office is an additional point of customer service delivery, providing easy access to the student building managers, technical and event management staff.
- Ideas for 2010–2011 include a Catering Office located on the fourth floor.
- Internal usage (Student Organizations & University Departments) has increased by 5% for occurrences and 30% for event hours respectively over FY09.

Overall, usage has increased by 4% and 20% for occurrences and event hours respectively over FY09.

The Davis Center processed 1,301 Olin Atrium table reservations totaling 5,420 hours for FY10.

Vermont Symphony Orchestra dinner.

Statistics Report on the Usage of Davis Center Program Space

<table>
<thead>
<tr>
<th>Program Space Usage</th>
<th>Academic Year FY09</th>
<th>Academic Year FY10</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Occurrences</td>
<td>Event Hours</td>
</tr>
<tr>
<td>Student Organizations</td>
<td>1,360</td>
<td>4,659</td>
</tr>
<tr>
<td>Internal UVM (Non Student Orgs)</td>
<td>1,684</td>
<td>8,285</td>
</tr>
<tr>
<td>External Organizations</td>
<td>302</td>
<td>2,394</td>
</tr>
<tr>
<td><strong>TOTAL A</strong></td>
<td><strong>3,346</strong></td>
<td><strong>15,338</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program Space Usage</th>
<th>Summer FY09</th>
<th>Summer FY10</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Occurrences</td>
<td>Event Hours</td>
</tr>
<tr>
<td>Student Organizations</td>
<td>14</td>
<td>49</td>
</tr>
<tr>
<td>Internal UVM (Non Student Orgs)</td>
<td>395</td>
<td>2,345</td>
</tr>
<tr>
<td>External Organizations</td>
<td>543</td>
<td>5,565</td>
</tr>
<tr>
<td><strong>TOTAL B</strong></td>
<td><strong>952</strong></td>
<td><strong>7,959</strong></td>
</tr>
<tr>
<td><strong>GRAND TOTAL (A +B)</strong></td>
<td><strong>4,298</strong></td>
<td><strong>23,297</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table Space Usage</th>
<th>Academic Year FY09</th>
<th>Academic Year FY10</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Occurrences</td>
<td>Event Hours</td>
</tr>
<tr>
<td>Student Organizations</td>
<td>715</td>
<td>2,695</td>
</tr>
<tr>
<td>Internal UVM (Non Student Orgs)</td>
<td>544</td>
<td>2,104</td>
</tr>
<tr>
<td>External Organizations</td>
<td>83</td>
<td>655</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,342</strong></td>
<td><strong>5,454</strong></td>
</tr>
</tbody>
</table>
EVENT SERVICES HONOR ROLL
Top 20 Leaders in Reservations for the 2009–2010 Academic Year (August 24, 2009 – May 23, 2010)

1. Student Government Association (215)
2. Department of Student Life (190)
3. University Program Board (161)
4. Office of Admissions (139)
5. Alpha Phi Omega (117)
6. Continuing Education (96)
7. UVM Hillel (88)
8. Community Development and Applied Economics (87)
9. Pan-Hellenic Council (83)
10. Alpha Delta Pi Sorority (68)
11. Center for Health and Wellbeing (67)
12. UVM Greek Life (64)
13. Campus Programs (63)
14. Office of the President (63)
15. Lambda Theta Alpha Sorority (60)
16. Office of International Education (58)
17. Salsa and Swing Society (55)
18. LGBTQA Services (54)
19. Inter-Residence Association (51)
20. Development and Alumni Relations (51)

Top 20 Leaders in Event Hours for the 2009–2010 Academic Year (August 24, 2009 – May 23, 2010)

1. Department of Student Life (740.7)
2. University Program Board (739.8)
3. Office of Admissions (668.5)
4. Student Government Association (655.8)
5. LGBTQA Services (481)
6. Community Development and Applied Economics (473.3)
7. Office of the President (415.4)
8. Alpha Phi Omega (407.5)
9. UVM Greek Life (315.5)
10. Pan-Hellenic Council (314.3)
11. UVM Hillel (298.5)
12. Community Development and Applied Economics (279)
13. Alpha Delta Pi Sorority (278.8)
14. Board of Trustees Office (273.8)
15. Free2Be (273)
16. Office of International Education (267.8)
17. Ski and Snowboard Club (252.5)
18. Campus Programs (240.1)
19. Center for Disability and Community Inclusion (234.8)
20. Development and Alumni Relations (231.3)

EVENT SERVICES: CUSTOMER SATISFACTION ASSESSMENT
In a survey of 179 campus events: 91.7% expressed satisfaction with the initial planning process.
94.7% expressed satisfaction with day-of-event services. 96.8% felt their overall event experience was positive.
operations + event services (continued)

WASTE MANAGEMENT

- The overall amount of waste generated in the building is declining as a result of conscious waste prevention efforts on the part of students and staff, such as the Coffee Cup Challenge, Bring Your Own Bottle and Water Bottle Refill Stations.

- 59.01 tons of materials were recycled from Davis Center operations, including corrugated cardboard, mixed paper, glass and plastic bottles and metal cans.

- The composting program experienced a minor setback in December 2009 when we were notified that Intervale Compost Products would no longer accept compostable utensils alongside food waste and other compostable packaging. As a result, the Marketplace had to switch back to using non-compostable utensils. (But on the flip side, they also started using more stainless steel reusables).

- Henderson’s Café, in collaboration with the Davis Center student Eco Rep, launched the Coffee Cup Challenge program to encourage refills. Data from January and February and revealed that the percentage of refills sold plateaued at 49%. During March, customers were challenged to collectively meet a new benchmark of 55%. This goal was achieved and all customers who brought their mug on the last day of March got a free refill.

- Custodial Services switched to using a “stretch fit” thinner plastic bag in lieu of conventional plastic bag liners; this saved an estimated $225.

<table>
<thead>
<tr>
<th>Davis Center Waste (tons)</th>
<th>FY08</th>
<th>FY09</th>
<th>FY10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waste (to landfill)</td>
<td>117.06</td>
<td>104.62</td>
<td>96.88</td>
</tr>
<tr>
<td>Recycle (“single stream”)</td>
<td>44.56</td>
<td>59.38</td>
<td>56.25</td>
</tr>
<tr>
<td>Compost (estimate)</td>
<td>98</td>
<td>98</td>
<td>100</td>
</tr>
<tr>
<td>Percent Diverted from Waste</td>
<td>54.91%</td>
<td>60.07%</td>
<td>61.70%</td>
</tr>
</tbody>
</table>

Eco Reps conduct the Davis Center waste sort.

Water Bottle Awareness Campaign.
**operations + event services (continued)**

**Results of Davis Center Waste Sort**

<table>
<thead>
<tr>
<th></th>
<th>FY08 lbs.</th>
<th>FY08 percentage</th>
<th>FY09 lbs.</th>
<th>FY09 percentage</th>
<th>FY10 lbs.</th>
<th>FY10 percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recyclables Found</td>
<td>78.9</td>
<td>11.5%</td>
<td>23.9</td>
<td>13%</td>
<td>79.2</td>
<td>18%</td>
</tr>
<tr>
<td>Compostables Found</td>
<td>421.0</td>
<td>61%</td>
<td>90.9</td>
<td>47%</td>
<td>214</td>
<td>49%</td>
</tr>
<tr>
<td>Paper Coffee Cups</td>
<td>12.24</td>
<td>1.8%</td>
<td>5.5</td>
<td>3%</td>
<td>7.8</td>
<td>1.79%</td>
</tr>
<tr>
<td>Techno Trash</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>9</td>
<td>2%</td>
</tr>
<tr>
<td>All other trash</td>
<td>16.72</td>
<td>25.7%</td>
<td>69.8</td>
<td>37%</td>
<td>125</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Total Sample Size</strong></td>
<td><strong>680</strong></td>
<td></td>
<td><strong>182</strong></td>
<td></td>
<td><strong>435</strong></td>
<td></td>
</tr>
</tbody>
</table>

**WHAT'S THE FIRST THING THAT COMES TO MIND WHEN YOU HEAR THE DAVIS CENTER?**

A place that culminates in the gathering of thinkers and doers. These thinkers are constantly creating and the doers are carrying out the creations. Like a great eden, the Davis Center acts as a beacon, a fire, a light that brings students and faculty closer together.
Sakura Sushi in the Marketplace.
Food is front and center at the Davis Center. This past year, The Marketplace lived up to its name, becoming a vibrant, bustling dining destination for students and staff as they streamed into the space to enjoy offerings at Capers, made-to-order sandwiches at Centerline Deli, Indian cuisine at Sukhis, sushi from Sakurabana’s or the daily fresh salad and local soup choices.

The Marketplace introduced “Simply To Go” this year; a new, highly successful, branded take-out option. It features new packaging, an expanded menu and labeling which includes nutritional information. Over 100,000 Simply To Go items were sold last academic year, a significant increase over the previous year.

Falafel Thursdays at the Capers platform joined Tuesday Dessert nights as a favorite weekly special event. Breakfast participation increased as students stopped in on the way to class for a quick breakfast sandwich and coffee to go. The Marketplace continued to use cage-free eggs, Fair Trade coffees and local produce. Spring semester, Chef Charlie Cunningham, much to the delight of his student customers, converted a food cooler into a greenhouse; growing fresh herbs for use in recipes at The Marketplace. Fresh vegetables and salad greens from the student-run Common Ground Farm were also in use throughout the summer and well into fall semester.

The Marketplace was the scene for the launch of the Keep Local Farms (KLF) initiative on the UVM campus. The KLF movement is a program designed to raise awareness of the plight of Northeast dairy farmers and help them through university dining services

purchase of their products. Ten cents of every individual milk purchase was donated to KLF and UDS has raised over $4,500.00 since its inception.

New World Tortilla had another banner year while continuing to be a student favorite. Over 60,000

<table>
<thead>
<tr>
<th>Facility</th>
<th>Fall ’08</th>
<th>Spring ’09</th>
<th>Total ’08–’09</th>
<th>Fall ’09</th>
<th>Spring ’10</th>
<th>Total ’09–’10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brennan’s</td>
<td>51,331</td>
<td>53,564</td>
<td>104,895</td>
<td>50,129</td>
<td>57,291</td>
<td>107,420</td>
</tr>
<tr>
<td>Marketplace</td>
<td>140,050</td>
<td>168,539</td>
<td>308,589</td>
<td>169,989</td>
<td>196,650</td>
<td>366,639</td>
</tr>
<tr>
<td>New World Tortilla</td>
<td>42,310</td>
<td>45,979</td>
<td>88,289</td>
<td>43,936</td>
<td>42,568</td>
<td>86,504</td>
</tr>
<tr>
<td>Ben &amp; Jerry’s</td>
<td>18,205</td>
<td>22,542</td>
<td>40,747</td>
<td>18,113</td>
<td>22,696</td>
<td>40,809</td>
</tr>
<tr>
<td>Total Customers</td>
<td>251,896</td>
<td>290,624</td>
<td>542,520</td>
<td>282,167</td>
<td>319,205</td>
<td>601,372</td>
</tr>
</tbody>
</table>

WHAT’S THE FIRST THING THAT COMES TO MIND WHEN YOU HEAR THE DAVIS CENTER?

A place to meet people for a bite to eat, or enjoy music at Brennan’s or take a seat in their comfortable chairs and study. The DC always has something going on, and there are so many resources to use that help make the college experience memorable. Plus that’s where the club headquarters are so if you’ve questions about that you can go to the DC—it’s always alive and kicking.
burritos were sold. The perennial favorite remains the Thai Chicken Burrito.

**Ben & Jerry’s**, still a popular dessert stop, just keeps on scoopin’. Over 30,000 scoops of ice cream were sold this past year and over 4,000 cones were given away on free cone day.

**Brennan’s** underwent a summer renovation, opening the academic year with a new look and menu. The bold color palate changed to favor more subdued shades. The lighting fixtures were reconfigured along with the addition of more soft seating, locally crafted maple tabletops and hand-painted student organization “theme” chairs all adding to a warm and inviting atmosphere.

The new menu reflects a commitment to sustainable dining practices, serving local, organic and natural foods. Menu items such as Vermont Breakfast all day, sandwiches, salads and ice cream shakes all feature Vermont dairy, chicken, beef, pork, cheeses, fresh produce and a number of state produced condiments and sauces. Fresh lemonade and ice tea are brewed daily and served in Mason jars. Local milk, soymilk, Vermont wines and the addition of “Switchback” on tap complete the beverage menu.

Pub Quiz, Comedy Night and local band gigs were all popular with students along with the annual Hot Wing Eating contest. Weekly visits from local producers gave students an opportunity to source their food and learn more about the farmers who grow it.

**Davis Center Catering** played an important role supplying food for events held throughout the building. Well over 1,000 catered events involving student, community and conference groups were held this past year. VSO Waltz Night, NOFA Conference, Top Chef Competition, TIC Conference, Battle of the Campus Chefs, Soul Food Social and Parent Weekend Jazz Brunch were a few of the highlights. Catering also supports sustainable catering practices by promoting the use of reusable china, compostable ware and bulk beverage offerings which significantly reduces bottled water consumption within the building.

We look forward to another year where food, entertainment and education all blend creating an awesome experience for the Davis Center community.

---

Melissa Zelazny
Director, University Dining Services
FEELGOOD

Since the spring of 2005, UVM FeelGood has been responsible for empowering over 13,000 individuals to help end hunger. The way that they’ve done it? One grilled cheese at a time. By selling gourmet grilled cheese, FeelGood provides not only a delicious lunch for the campus community but a means of connecting UVM students with the developing world. One hundred percent of the money taken in by FeelGood is contributed to The Hunger Project (thp.org), an international organization that seeks to sustainably end world hunger by empowering people to be the solution to their own hunger.

UVM FeelGood is able to accomplish their mission through the help of local cheese makers and bread bakers including Shelburne Farms, Red Hen Bakery, Klingers Bread Co., along with help from the Student Government Association. UVM FeelGood is able to run with the help of countless student volunteers who are committed to a world free from hunger. UVM FeelGood is one of 27 FeelGoods located on college campuses across the country. To date, UVM FeelGood is the highest grossing out of the 21 other chapters.

Currently UVM FeelGood is located on the 1st Floor of the Davis Center next to the tunnel and is open three days a week (Tuesday, Wednesday, and Friday, 11 a.m.–3 p.m.).

DURING THE 09–10 ACADEMIC YEAR

Members: 164

Hours at the cart: 70+ hours volunteered per week

Record number of sandwiches ordered in a day: 174

WHAT’S THE FIRST THING THAT COMES TO MIND WHEN YOU HEAR THE DAVIS CENTER?

I think about all of the great spaces there are to relax. I love coming in to the Davis Center and lounging on the chairs by the pool tables while the snow was blowing outside. I love having a place where I can escape the suitemates and just watch a movie by myself. All in all, the Davis Center is everything and more that I wanted from a student center.
Henerson's Café, managed by the UVM Bookstore.
service + retail providers

UVM BOOKSTORE

The bookstore completed its third full year of operation in the Davis Center on a high note. Textbook reservations for FY10 increased to over 6,300, a 12% increase from 5,600 reservations in FY09. Orders for emblematic items on the new uvmbookstore.uvm.edu website saw a dramatic increase after it was launched in October 2009 of over 42%. The new website also was awarded the Best Graphic Design award by a national bookstore association as well as the Best Customer Service Award at the annual Division of Finance and Enterprise Services luncheon. The bookstore also switched to selling Green Weaver environmentally friendly caps and gowns this year. Each gown is made of 100% recycled plastic bottles. The new material resulted in a soft gown virtually indistinguishable in color, feel or fit from traditional polyester gowns. With this effort the University of Vermont saved over 44,505 plastic bottles from going into landfills. For the second year the bookstore partnered with SGA to help support student clubs on campus with their Vote for Your Favorite Club promotion during their semi-annual book buyback. Funds raised in FY10 were more than double the amount in FY09 giving more than $6,500 to deserving SGA sponsored clubs on campus. Over 80 work study students were employed in FY10 throughout the three operations, up from 60 in FY09.

HENDERSON’S CAFÉ

Henderson’s once again appears to be the place to hang out with your friends. Six more comfy chairs were added this past year and almost every day sees all the seats taken continually throughout the day. This past year once again saw an increase in refills for both hot and cold drinks. Total refills increased from 41% in FY09 to over 45% in FY10 while hot coffee refills went from 47% of sales to 49.5%. An Earth Day promotion with the Davis Center Eco Rep saw 285 free refills given away on April 22nd. Henderson’s also worked with the UVM Greenhouse to compost 100% of coffee grounds.

CAT PAUSE CONVENIENCE STORE

Owned and operated by the UVM Bookstore, the Cat Pause Convenience Store has continued to search out new and exciting local products to showcase in their store. This past year they added Comfort Cookies (gluten free cookies), Skinny Cow Ice Cream, Chobani Greek Yogurt, and Vito Coconut water to their already impressive list of over 70 different local vendors. They also had a two page spread in College Store Executive magazine describing them as the wave of the future, the next big thing in the college store industry. Cat Pause now uses 100% recycled green coffee cup covers for all of their cups. They have also added Small Steps 100% recycled toilet paper, napkins and paper towels as well as Leanin’ Tree recycled greeting cards.
COMPUTER DEPOT

Staffed by Enterprise Technology Services, UVM’s authorized campus store and service provider of Apple and Dell computer products continued to have great visibility in the Davis Center over the past year. Beyond the sale of computers, software, peripherals, accessories and supplies, the Computer Depot Clinic (CDC) and the Computer Depot Service group assisted thousands of clients during the year:

- Number of support issues assigned to the CDC from August ’09 through May ’10: 5,530
- Number of support issues assigned to the CDC from August ’08 through May ’09: 5,098

This represents an 8.5% increase in support visits over the previous record. The CDC provides services to students, faculty and staff at no charge. In addition to the walk-in software support at the CDC, the Computer Depot hardware repair group took in 1,835 work order requests for service. Service and support in these areas continues to be in high demand.

As for the summer time traffic, we continue to experience a 400% increase in the number of students and their families visiting our store during Orientation when compared to our previous location.

Overall computer sales to students for the period ending in June 2010 came in at 975 units. These sales contributed to a gross revenue of $1.79 million in student sales of computer related products in FY10.

GROWING VERMONT

Mission

Growing Vermont is a student-operated Vermont products store overseen by the Community Development and Applied Economics (CDAE) Department in the College of Agriculture and Life Sciences. The two part mission of the store is:

1. to provide hands-on learning experiences to entrepreneurial students.

2. to help emerging, small-scale Vermont entrepreneurs enter the market.

Students, through coursework and workstudy, learn to operate a business and provide product and development services to emerging craft and food vendors around the state.
service + retail providers (continued)

Community Partnerships

- In FY10, Growing Vermont introduced 32 new vendors to the UVM community through its retail space in the Davis Center.
- Vendors and students teamed up to develop logos and marketing materials through the Community Development and Applied Economics course curriculum.
- Fifteen of Vermont’s 16 counties are represented by at least one vendor at Growing Vermont.

Merchandise

Products enter the store through a jury process with the Product Advisory Committee (PAC). The PAC is made up members of the student staff who operate Growing Vermont and other students around the university interested in Vermont products and entrepreneurship. Once the PAC meets with a potential vendor, the vendor and PAC students work together to decide if the product is a good fit for Growing Vermont and may develop the product further through applied research (if appropriate). The PAC meets every other Friday September through April.

In 2009–2010, Growing Vermont did over $30,000 in sales.

Growing Vermont Sales by Month: FY09–FY10
(Sales Revenue Before Tax)

Music Internship

Growing Vermont introduced the music industry internship, filled by sophomores David Pollack and Emma Petersen. These students are responsible for organizing, marketing, and implementing the bi-monthly, free Growing Vermont Concert Series at Brennan’s Pub. The noon-time series features artists playing at Higher Ground that evening, such as Laura Veirs, Zach Deputy, and That One Guy. Interns are also responsible for financial reconciliation and invoicing of ticket sales.

Growing Vermont is now in partnership with the Higher Ground concert venue in South Burlington. Growing Vermont serves as a ticket outlet for Higher Ground while providing exclusive access to Higher Ground artists and merchandise.
The spring farmer's market, hosted by the Davis Center Eco Rep.
service + retail providers
(continued)

UNDERGROUND COPY

Underground Copy at the Davis Center completed its third fiscal and academic year this past June. Our overall sales for the store increased by 9.5%. This increase is completely due to postal and shipping activities which earn modest revenue over its expense. Overall Underground continues to operate with a financial deficit, though the recently completed FY10 was better than FY09. The combined operations of the store lost over $9,500.

Colleges, departments and student organizations are using the store more frequently for quick copy and finishing. Cash, credit and debit card sales remained flat with a twelve month average sales of $14,500. What’s hidden by using an averaging of monthly sales is that sales during June, July and August drop by 70% during these non-academic periods. Less student traffic results in lower sales, leaving the primary business coming from faculty and staff.

The store continues to operate with reduced hours during no-academic periods to reduce expense when the campus population and demand in the store are at their lowest. During FY11 further modifications and changes to equipment and services will be evaluated in hopes of making Underground Copy a sustainable retail choice in the Davis Center.

PEOPLE’S UNITED BANK

Chittenden Bank, now a Division of People’s United Bank, is the only full-service bank located on the UVM campus. An on-campus branch and two ATMs located in the Davis Center continue to provide convenient banking for students, faculty and staff. Throughout 2009, the bank processed over 24,480 transactions, a 30% increase from the prior year. People’s United Bank, a diversified financial services company with $22 billion in assets, provides consumer and commercial banking services through a network of subsidiary banks with more than 300 branches in Connecticut, Vermont, New Hampshire, Massachusetts, Maine and New York.
student employment

Seventy-five students were employed by Davis Center Operations and Event Services in FY10. Employment areas include: production & event set-up, audio-visual & technical assistance, building manager, reservations, information desk as well as art curator and an eco-rep.

AWARDS

Davis Center Employees of the Year: Awarded to students from each staff team who consistently exceed expectations and serve as role models to their peers.

Building Manager: Jackie Thode (UVM ’10)
Production Assistant: Eamon Harrity (UVM ’11)
Technical Assistant: Dan Gillette (UVM ’11)
Information Desk Assistant: Lauren Shepherd (UVM ’11)
Reservations Assistant: Aurie Ben-Ezri-Ravin (UVM ’11)

Davis Center Hale Award: Awarded to that member of the Davis Center student staff whose work, generally done “behind the scenes,” makes a positive impact around the building.

  Kurt Yuna (Continuing Education)

Davis Center Rising Star Award: Given each year to a first year or sophomore Davis Center employee who has put forth an exceptional effort in their job and is viewed by the Davis Center staff to best exemplify the mission of the building through their actions.

  Noel Berrios (UVM ’13)
  Darrion Willis (UVM ’12)
Davis Center Excellence in Social Justice Award:
As a foundational value of the University of Vermont community, a commitment to social justice guides the mission and operations of the Davis Center. Recognizing dedication to social justice through both values and action, the Excellence in Social Justice Award honors a student who is an agent of positive change in the UVM community and an inspiration to their peers and supervisors.

*Whitney Northrop (UVM ’10)*

Davis Center Excellence in Environmental Stewardship Award:
Pervading all operational aspects of Davis Center, this awareness of and commitment to bettering our environment is a fundamental part of life in the building. Recognizing a commitment through values and action, the Excellence in Environmental Stewardship award goes to a student whose enthusiasm for the environment inspires their peers and supervisors.

*Eliese Dykstra (UVM ’10)*

Davis Center Leader of the Year:
In addition to being the namesake for UVM’s student center, Dudley H. Davis was a significant member of the local community whose positive impact made the Burlington community much of what it is today. Similarly, the recipients of the Davis Center Leader of the Year Award are not only valuable members of the Davis Center but they have also impacted the greater UVM community through their significant involvement and leadership.

*Maddie Shellgren (UVM ’10)*
*Han Duong (UVM ’10)*
student employment (continued)

ART CURATOR

Art in the Davis Center continues to be a component of our ethos-building efforts. This year, the Davis Center hired two art curators, Davin Sokup (UVM ’10, Elmer Nicholson Achievement Prize — recipient 2010) and Justine Cohen (UVM ’10). As art history and studio art majors respectively, Davin and Justine were tireless in their commitment to growing the art program. In addition to being added to the Burlington community Art Map, we hosted regular exhibits such as Interrupted Lives (a partnership with Vermont works for Women and Women and Gender Studies), The Greening of Aiken (partnerships with professor Cami Davis and Facilities Design and Construction), Multiplicity (partnership with professor Shelley Warren) and Pioneering Voices (partnership with Free2Be and Campus Programs). Simultaneously, curators welcomed a number of individual submissions from students and community members. Behind the scenes, exhibit loan documents and processes continued to be refined and communication with Operations and Event Services and other campus partners have been identified as areas for improvement. For an overview of last year’s work, check out the online photo gallery.

ECO-REP

Continuing the work of its inaugural year, our non-residential eco rep program has shown great potential in creating change on campus. Once again, Phillip Fandel (UVM ’10, Environmental Citizen Award — recipient 2010) stepped up to the social marketing challenge. In addition to a bi-annual waste sort, three farmer’s markets (two in the fall, one in the spring during Earth Week) and ongoing composting education in the Marketplace, Phil worked to build new collaborations. Seminal accomplishments include: an engaging composting video that was screened during Earth Week, participation on the Earth Week steering committee, working with Henderson’s on the Coffee Cup Challenge (setting a 55% goal for the percentage of refills purchased in March — which was achieved) and assisting with VSTEP’s One Less Bottle campaign.

“Tom Sawyerism (with colored squares)” a UVM community art project instructed by Burlington artist Clark Derbes.

“Pride. I am proud that this building is not only a great student center, but an architecturally significant and community-important gateway to the Queen City.”
The tunnel connects central and athletic campuses.
assessment

This year the Davis Center’s annual campus-wide assessment boasted a higher completion rate than last year with 3,715 responses — 288 more than FY 08-09. The annual survey was administered to the entire UVM campus. Of the respondents, 2,665 (71.74%) were students, 249 (6.70%) were faculty, 796 (21.43%) were staff members and 5 (.13%) were not affiliated. Of the student pool, 36% were first years, 19% sophomores, 16% juniors, 13% seniors, 13% were graduate students and 2% were affiliated via continuing education.

Highlights from the data include:

- 80% agree* (53% “strongly agree”) that the Davis Center is a central meeting place for students, faculty, and staff
- 81% agree (52% “strongly agree”) that the Davis Center is welcoming of all identities
- 85% agree (51% “strongly agree”) that the Davis Center provides a positive experience on campus
- 87% agree (52% “strongly agree”) that the Davis Center supports student life and student activities
- 88% agree (60% “strongly agree”) that the Davis Center is a welcoming place
- 93% agree (69% “strongly agree”) that the Davis Center is a safe place

*Note: agree represents the combined categories of moderately and strongly agree.

For the complete report, visit: http://www.uvm.edu/~davis/DC2010Survey.pdf
assessment (continued)

Satisfaction with the Davis Center’s look and feel

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Moderately agree</th>
<th>Neither agree or disagree</th>
<th>Moderately disagree</th>
<th>Strongly disagree</th>
<th>Unable to judge</th>
</tr>
</thead>
<tbody>
<tr>
<td>42.64%</td>
<td>40.20%</td>
<td>10.04%</td>
<td>3.4%</td>
<td>1.88%</td>
<td>1.85%</td>
</tr>
</tbody>
</table>

The Davis Center... supports student life and student activities

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Moderately agree</th>
<th>Neither agree or disagree</th>
<th>Moderately disagree</th>
<th>Strongly disagree</th>
<th>Unable to judge</th>
</tr>
</thead>
<tbody>
<tr>
<td>51.76%</td>
<td>35.31%</td>
<td>6.20%</td>
<td>1.16%</td>
<td>0.66%</td>
<td>4.92%</td>
</tr>
</tbody>
</table>

The Davis Center... complements UVM’s academic mission

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Moderately agree</th>
<th>Neither agree or disagree</th>
<th>Moderately disagree</th>
<th>Strongly disagree</th>
<th>Unable to judge</th>
</tr>
</thead>
<tbody>
<tr>
<td>33.91%</td>
<td>30.98%</td>
<td>15.58%</td>
<td>3.41%</td>
<td>2.33%</td>
<td>13.79%</td>
</tr>
</tbody>
</table>

The Davis Center... is welcoming of all identities

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Moderately agree</th>
<th>Neither agree or disagree</th>
<th>Moderately disagree</th>
<th>Strongly disagree</th>
<th>Unable to judge</th>
</tr>
</thead>
<tbody>
<tr>
<td>51.50%</td>
<td>28.63%</td>
<td>8.79%</td>
<td>0.95%</td>
<td>0.66%</td>
<td>9.47%</td>
</tr>
</tbody>
</table>

The Davis Center... is a welcoming place

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Moderately agree</th>
<th>Neither agree or disagree</th>
<th>Moderately disagree</th>
<th>Strongly disagree</th>
<th>Unable to judge</th>
</tr>
</thead>
<tbody>
<tr>
<td>60.26%</td>
<td>28.70%</td>
<td>6.63%</td>
<td>2.32%</td>
<td>0.92%</td>
<td>1.16%</td>
</tr>
</tbody>
</table>

The Davis Center... is a safe place

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Moderately agree</th>
<th>Neither agree or disagree</th>
<th>Moderately disagree</th>
<th>Strongly disagree</th>
<th>Unable to judge</th>
</tr>
</thead>
<tbody>
<tr>
<td>69.22%</td>
<td>23.81%</td>
<td>3.8%</td>
<td>3.3%</td>
<td>2.11%</td>
<td>2.67%</td>
</tr>
</tbody>
</table>
WHAT'S THE FIRST THING THAT COMES TO MIND WHEN YOU HEAR THE DAVIS CENTER?

The first thing that comes to mind is the center of all that is UVM; a place where everything can be found, a true representation of our college.

LOOKING AHEAD

As we look ahead to next year, we strive to:

• Continue to meet the developing needs of our community.
• Host a wide range of scheduled programs for on- and off-campus constituents.
• Work hard to further our environmental stewardship mission through study and application.
department of student life

Assistant VP Student & Campus Life

Director Student Life & Davis Center

Associate Director of Student Life & Orientation

Assistant Director Greek Life

Assistant Director Leadership & Involvement

Assistant Director Community Service

Assistant Director Orientation

Graduate Assistant First Year Experience

Administrative Assistant

Assistant Director Campus Programs

Program Coordinator

Assistant Director Greek Life

Graduate Assistant Community Service

Assistant Director Community Service

Graduate Assistant Community Service

Assistant Director Orientation

Graduate Assistant Orientation

Assistant Director Campus Programs

Student Program Support — 26–35

Assistant Director Outdoor Programs

Coordinator Marketing

Student Marketing Assistants — 4–6

Assistant Director for Student Media

SGA Business Manager

SGA Secretary

* Business Manager

Student Business Assistant — 1–2

Student Life Administrative Assistant

Student Office Support — 3–5

Student Life Administrative Assistant — 1–2

Assistant Director Student Programs — 3–5

Program Coordinator

Assistant Director for Student Media

Graduate Assistant Community Service

Assistant Director Leadership & Involvement

Assistant Director Community Service

Assistant Director Orientation

Graduate Assistant Orientation

Graduate Assistant Greek Life

Graduate Assistant Campus Programs

Student Program Support — 26–35
operations + event services

**ADMINISTRATION & FINANCE**

- Director — AFS Auxiliary Services
- Director of Operations ^

**EVENT**

- Administrative Coordinator ^
- *** Maintenance Unit Supervisor Senior ^
  - Custodial Services Staff — 11 ^
- Media Tech Senior ^
  (Tech Serv Mgmt Supervisor)
  - Student Tech Crews — 7–10
- Administrative Professional
  (Events Coordinator) ^
  - Student Production Crews — 25–30
- Scheduling Coordinator ^
  - Student Building & Event Managers — 10–15

**FACILITIES/PHYSICAL PLANT**

- Office Program/Support Generalist (Office Mgr) ^
  - Student Office Assistants — 10
- Loading Dock Supervisor
- ** Admin. Facilities Professional
  (Facilities Manager) — .5 ^
  - Facilities Repair Staff — 16 ^

**KEY**

- Exempt
- Non-Exempt
- Graduate Assistant
- Undergraduate/Graduate Student Part-Time
  - Functional Supervision only
- Functional area shared by Student Life and Davis Center Operations.
- ** Administratively supervised by Physical Plant
- *** Administratively supervised by Custodial Services
- ^ Full Time Employee

THE UNIVERSITY OF VERMONT DUDLEY H. DAVIS CENTER 2009–2010 ANNUAL REPORT UVM.EDU/DAVISCENTER
The University of Vermont

DUDLEY H. DAVIS CENTER
The University of Vermont
590 Main Street • Burlington, VT 05405
(802) 656-INFO/4636
Web: uvm.edu/daviscenter • Facebook: facebook/uvmdaviscenter
AIM: daviscenterinfo • Twitter: uvm_daviscenter
Email: daviscenter@uvm.edu