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.

Since opening, the Davis Center has focused efforts on doing more than just being an occupant of a green building. It has pushed the boundaries on walking the walk around environmental stewardship and has developed a host of creative and informative practices that enrich the building ethos, support the academic mission of teaching all guests – not just students – about the benefits of responsible stewardship.
welcome

The Dudley H. Davis Center completed its fourth year of operation and we continue to be proud of the role the staff and facility play in developing community and delivering services 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 include the Translating Identities Conference, the Black Student Union Fashion Show, Diwali Night, Fraternity and Sorority Recruitment, DC Delirium, Club 590, Wicked Wednesdays, and Week of Welcome. Environmental programs have included Localvore Dinners, Farmer's Markets, bicycle repair workshops, and the Coffee Cup Challenge. Many of the annual Earth Week programs were based in the Davis Center. Art exhibits increased in number and presentation, and included student shows and the local area presentation of Michael Nye’s “Hunger and Resilience”. 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. External programs have included the National Organic Farmers Association conference, Better Learning by Design conference, local high school proms, and annual visits from the Council for the Advancement and Support of Education (CASE) and the American Association of Colleges and Universities (AACU).

The Davis Center took the spring of 2011 to audit the overall ethos of the building and begin to define strategies to implement many of those recommendations. We have also continued to assess what it means to be a gold certified building, asking ourselves if the design elements that provided the certification are actually working as planned. This effort will continue in the next couple of years as we work with UVM staff and academic programs to codify building performance. We are also proud of the fact that the Davis Center and all the affiliated programs and offices based here provided 636 undergraduate students some form of employment last year.

As we enter the 2011-2012 academic year, 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. We hope that the building will continue to serve all community members within our defined values and their specific needs. 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
Week of Welcome event in the Olin Atrium.
davis by numbers 2010–2011

240.9 pounds of batteries recycled in Techno Trash collection bins

55.96 tons recycled (including corrugated cardboard, mixed paper, glass and plastic bottles, and metal cans)

50.8 percentage of waste materials diverted from the waste stream through recycling and composting efforts

6,400 boxes of books ordered and packed through the textbook reservation system at the UVM Bookstore

28,000 dollars raised by FeelGood towards the sustainable end of world hunger - one grilled cheese at a time

2,400,000 number of people who entered the building for food, errands, events, programs, or just passed through

30,000 plates of authentic Indian entrees from Sukhi’s

9,500 pancakes sold at Brennan’s

636 number of work-study students employed in all areas of the Davis Center

18,700 paper cups saved by refilling coffee mugs at Hendersons

4,500 number of campus maps distributed at the Info Desks

1,429 number of programs presented by student organizations

DAVIS BY THE NUMBERS FOR VISITORS
This past year a new and improved traffic counter system was in place collecting data coming and going at all entrances. This new technology has provided a much more accurate count on the overall traffic which, in the past year, came to just over 2.4 million guests. This figure accounts for people simply passing through, coming to an event, running errands at any of the building tenant locations, grabbing a bite, or coming to work.
Thinking back over the past year, it is impossible to fully reflect on all that has occurred. The completion of our fourth full year of operation has been fast and furious. We are now fully part of the history and fabric of the campus experience for a generation of students and will continue to serve as the “living room” for the campus for many generations to come.

The Davis Center is a fluid and dynamic place complete with all kinds of events and programs, amazing and inspiring art, and mind expanding conversations and interactions for students, staff, faculty and guests. With each passing year we see the return of annual events such as the Black Student Union’s Annual Fashion Show and the Translating Identities Conference (TIC), as well as a mix of new programs and events that keep those of us in Operations & Event Services on our toes. Every year we find a few challenges and fun opportunities to use the building in new ways. For example, this year we successfully turned one of our meeting rooms into a 100° + Bikram Yoga space as part of the annual Burlington Yoga Conference. While the Davis Center has hosted many wedding receptions in the past four years, a highlight of this year was a wedding ceremony in the 4th floor Livak Fireplace Lounge where the couple first met while studying as undergraduates.

Building traffic and business in every tenant location continues to increase as a result of students, staff and faculty choosing the Davis Center as the place to be when not in class or at work. Upgraded traffic counters began collecting more accurate data on the volume of people coming and going from the building this year. We learned that over 2.4 million people came to the Davis Center this year, be it for a meeting, to attend a program, to grab a bite to eat, or simply to pass through on the way to the other side of campus. That number is hard to wrap one’s head around and indicates that not only are we the busiest place on campus, we may be the busiest building in the entire state of Vermont!

Our division within the University, Administrative & Facilities Services, awarded Operations & Event Services the 2011 Diversity Initiative Award for actively promoting diversity and social justice in the work we do, from our hiring practices to ongoing staff training. In addition to this recognition within our community, we and our partners in Student Life continue to present regionally and nationally on a variety of topics including social justice, environmental stewardship, and creative marketing and use of social media. The energy spent on these areas is often best in class and is solidifying our reputation among our peers as a leading example of what the modern day student union can and should be. We are all very proud of this work and hope the UVM community shares our enthusiasm and pride.

Our success would not be possible without our partnership with UVM’s custodial and physical plant staff and, in particular, our nearly 80 student staff members who keep this building running smoothly. Collectively our students worked over 33,000 hours this year helping our community and guests with thousands of questions, processing reservations, setting up rooms, creating engaging marketing materials, running sound and lights, watering plants, hanging art, and managing the building in the evenings and on weekends. A colleague once said to me, “We’re kind of a big deal,” and our students are an essential part of what make that statement so true. We hope you feel the same and we look forward to seeing you back this next year!

Allen Josey
Director, Davis Center Operations & Event Services
operations + event services

(continued)

WHAT’S NEW?

● Became UVM site for weekly student farm share pickups from the Intervale Food Hub.

● Opened the Nursing Mothers Lounge on the first floor for campus community use

● Installed significant lighting upgrades in the Grand Maple Ballroom for events

● Added a sixth vendor table to the Olin Atrium to meet student demand

● Installed event lighting in Brennan’s for concerts, DJ, Club 590, and general programming efforts

● Upgraded TV system in Brennan’s to allow for multiple channels to be viewed at same time

● Installed cell phone signal boosters to improve reception on 1st floor

● Upgraded emergency power capability for building allowing for food production in case of power loss

Statistics Report on the Usage of Davis Center Program Spaces

<table>
<thead>
<tr>
<th>Program Space Usage</th>
<th>Academic Year FY10</th>
<th>Academic Year FY11</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Occurrences</td>
<td>Event Hours</td>
</tr>
<tr>
<td>Student Organizations</td>
<td>1,350</td>
<td>5,143</td>
</tr>
<tr>
<td>Internal UVM (Non Student Orgs)</td>
<td>1,779</td>
<td>9,886</td>
</tr>
<tr>
<td>External Organizations</td>
<td>349</td>
<td>3,370</td>
</tr>
<tr>
<td>TOTAL A</td>
<td>3,478</td>
<td>18,399</td>
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<table>
<thead>
<tr>
<th>Program Space Usage</th>
<th>Summer FY10</th>
<th>Summer FY11</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Occurrences</td>
<td>Event Hours</td>
</tr>
<tr>
<td>Student Organizations</td>
<td>19</td>
<td>98</td>
</tr>
<tr>
<td>Internal UVM (Non Student Orgs)</td>
<td>510</td>
<td>2,570</td>
</tr>
<tr>
<td>External Organizations</td>
<td>401</td>
<td>2,362</td>
</tr>
<tr>
<td>TOTAL B</td>
<td>930</td>
<td>5,030</td>
</tr>
<tr>
<td>GRAND TOTAL (A+B)</td>
<td>4,408</td>
<td>23,429</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table Space Usage</th>
<th>Academic Year FY10</th>
<th>Academic Year FY11</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Occurrences</td>
<td>Event Hours</td>
</tr>
<tr>
<td>Student Organizations</td>
<td>726</td>
<td>2,737</td>
</tr>
<tr>
<td>Internal UVM (Non Student Orgs)</td>
<td>556</td>
<td>2,602</td>
</tr>
<tr>
<td>External Organizations</td>
<td>19</td>
<td>82</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,301</td>
<td>5,421</td>
</tr>
</tbody>
</table>
ENERGY REVIEW

Mechanical engineers estimated that the Davis Center would save 51% on its overall energy consumption as compared to a conventionally designed (non-LEED) building. In order to verify this statement, we recently completed an Energy Consumption Study. This process revealed a few important findings.

The energy consumption study highlighted areas we need to address by collecting more data and trending utility usage. While there are still some critical HVAC and pressurization issues that need to be improved, the overall energy efficiency of the Davis Center is slightly better than was estimated during design and construction. We’re perfectly poised to begin the next phase of being green: maintaining what’s working and improving what is not.

The study revealed that the original 51% energy savings estimate only factored in building infrastructure needs and did not include “plug load” items such as office equipment, cash registers, and other items that occupants plug in. It also probably underestimated the total energy used by the kitchen equipment in the building, which likely accounts for about 25% of all the energy used during the academic year. However, after analyzing occupancy data, including who is using the building when and what hours, it was determined that the Davis Center serves more people, more efficiently during the course of a day than was anticipated.

We have enhanced the trending of utility usage data, which has allowed for strategic improvements such as modifying the heating, lighting, and cooling schedules in the building to make the Davis Center even more efficient.

The LEED Gold certification that the Davis Center received was for the design and construction of a new building, not for how we maintain or operate the building now that it is occupied. As a result of the energy consumption study, we now know what information we still need to gather to successfully register the Davis Center for the USGBC’s LEED Operations and Maintenance (O&M) rating system, and also to receive an Energy Star Score. Obtaining a LEED O&M rating will help us maintain the utility efficiency standards and be accountable for the building performance the Davis Center was designed to achieve. LEED O&M also emphasizes integrating sustainability into all facets of operations, including indoor environmental quality, green cleaning practices, more sustainable purchasing practices, and educating the occupants of the building (such as integrating sustainability language into all position descriptions).

Perhaps most importantly, some of the shortcomings that the energy consumption study identified have become our “lessons learned” and will help to ensure that future UVM construction projects, like the renovation of the Aiken building next door, will be designed to better answer these important questions.

Michelle Smith, ’02
UVM Green Building Coordinator

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

WASTE MANAGEMENT

- In its fourth year of operation, Davis Center still boasts a landfill diversion rate just over 50%. Although this is a decline from prior years, the rate is still way above the campus average of 41%.

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

- At the loading dock, a small platform scale was installed in order for custodial and operations staff to weigh the compost carts prior to pickup. This is being done to capture more accurate data about organics waste diversion.

- “Reuse” in retail dining is starting to take center stage over recycling and composting. In Fall 2010, a reusable “Spork” utensil was introduced to students. Eco-Ware, a reusable take-out program, was successfully piloted in Brennan’s.

- The Techno Trash recycle bins in the Davis Center helped to collect 169 pounds of household batteries and 81 pounds of small electronic media for recycling.

<table>
<thead>
<tr>
<th>Davis Center Waste (tons)</th>
<th>FY09</th>
<th>FY10</th>
<th>FY11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waste (to landfill)</td>
<td>104.62</td>
<td>96.88</td>
<td>108.0</td>
</tr>
<tr>
<td>Recycle (“single stream”)</td>
<td>59.38</td>
<td>56.25</td>
<td>55.96</td>
</tr>
<tr>
<td>Compost (estimate)</td>
<td>98</td>
<td>100</td>
<td>55</td>
</tr>
<tr>
<td>Percent Diverted from Waste</td>
<td>60.07%</td>
<td>61.70%</td>
<td>50.80%</td>
</tr>
</tbody>
</table>

Note: The campus average for “Percent Diverted from Waste” is 41%.
operations + event services (continued)

Results of Davis Center Waste Sort

<table>
<thead>
<tr>
<th></th>
<th>FY09 lbs.</th>
<th>FY09 percentage</th>
<th>FY10 lbs.</th>
<th>FY10 percentage</th>
<th>FY11 lbs.</th>
<th>FY11 percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recyclables Found</td>
<td>23.9</td>
<td>13%</td>
<td>79.2</td>
<td>18%</td>
<td>97.5</td>
<td>28%</td>
</tr>
<tr>
<td>Compostables Found</td>
<td>90.9</td>
<td>47%</td>
<td>214</td>
<td>49%</td>
<td>156</td>
<td>44%</td>
</tr>
<tr>
<td>All other trash</td>
<td>69.8</td>
<td>37%</td>
<td>125</td>
<td>28%</td>
<td>98.5</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Total Sample Size</strong></td>
<td><strong>182</strong></td>
<td><strong>37%</strong></td>
<td><strong>435</strong></td>
<td><strong>28%</strong></td>
<td><strong>352</strong></td>
<td><strong>28%</strong></td>
</tr>
</tbody>
</table>

What’s the first thing that comes to mind when you hear the Davis Center?

The Davis Center is so much more than a simple gathering place— it’s the ultimate hub of UVM activity! The DC combines academics, diversity, music, art, food, sustainability, community, and fun. You get all the best parts of UVM under one roof!
Since opening in 2007, the Dudley H. Davis Center has truly come into its own as the campus destination for good times, good food, and good service.

Strategically located in the heart of the Davis Center, **The Marketplace** has something for everyone serving over 390,000 customers and is a favorite with students. It was voted Best Dining Location On Campus by the Cynic for 2011. Simply To Go take-out continues to be a welcome option for busy students and staff, providing over 62,000 packaged fresh foods to go. Customers on-the-go boosted annual coffee sales to over 60,000 cups. Like clockwork, students line up every week at the Capers station for Falafel Thursday with chef Charlie Cunningham. Charlie rolls falafels to the strains of Reggae, engaging his customers with “Charlie Chat” while he builds their sandwich. He and his crew made over 14,000 falafel sandwiches last year.

Sukhi’s Indian Cuisine remains a favorite stop as well. Over 30,000 plates of authentic Indian entrees were prepared last year. Chicken Curry remains the favorite, requiring 650 lbs of chicken each week. Some other significant dining numbers over the course of the academic year include: 38,000 units of yogurt, 32,000 pieces of whole fruit and 43,300 orders of sushi.

The Marketplace continues to enhance the sustainability profile of the Davis Center through its support of Keep Local Farms (KLF), a program tied to the purchase of single serve milk that has raised over $10,000 for aid to Northeast dairy farmers. We continue to feature local foods whenever possible, including vegetables and greens from UVM’s Common Ground Farm. Cage free eggs and Fair Trade coffees are used at The Marketplace, and the dining services team aided the Davis Center Eco-Reps/Student Life with the distribution of “Sporks” during fall semester in an effort to reduce the amount of disposable utensils in the campus waste stream.

### Customer Counts by area 2008–2010

<table>
<thead>
<tr>
<th>Facility</th>
<th>Fall ‘09</th>
<th>Spring ‘10</th>
<th>Total ‘09–‘10</th>
<th>Fall ‘10</th>
<th>Spring ‘11</th>
<th>Total ‘10–‘11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brennan’s</td>
<td>50,129</td>
<td>57,291</td>
<td>107,420</td>
<td>59,133</td>
<td>68,431</td>
<td>127,564</td>
</tr>
<tr>
<td>Marketplace</td>
<td>169,989</td>
<td>196,650</td>
<td>366,639</td>
<td>187,148</td>
<td>205,576</td>
<td>392,724</td>
</tr>
<tr>
<td>New World Tortilla</td>
<td>43,936</td>
<td>42,568</td>
<td>86,504</td>
<td>41,707</td>
<td>46,147</td>
<td>87,854</td>
</tr>
<tr>
<td>Ben &amp; Jerry’s</td>
<td>18,113</td>
<td>22,696</td>
<td>40,809</td>
<td>18,307</td>
<td>23,054</td>
<td>41,361</td>
</tr>
<tr>
<td><strong>Total Customers</strong></td>
<td><strong>282,167</strong></td>
<td><strong>319,205</strong></td>
<td><strong>601,372</strong></td>
<td><strong>306,295</strong></td>
<td><strong>343,208</strong></td>
<td><strong>649,503</strong></td>
</tr>
</tbody>
</table>

**What’s the first thing that comes to mind when you hear the Davis Center?**

I think of this building as the heart and the hub of campus and, in another sense, the face of the university. It’s where all student life comes to convene in a variety of shapes and forms. It is both a place of vibrant activity and quiet serenity.
New World Tortilla had another banner year while continuing to be a student favorite. Over 60,000 burritos were sold. The perennial favorite remains the Thai Chicken Burrito.

Ben & Jerry’s, still a popular dessert stop, just keeps on scooping. 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 made 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 beverage 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
university dining services (continued)

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 chapter.

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 10–11 ACADEMIC YEAR

- Members: 150
- Hours at the cart: 70+ hours volunteered per week
- Most popular sandwich: Cheesus Loves Me
- Money raised since opening in 2005 at UVM: Over $100,000
- Record number of sandwiches ordered in a day: 174

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

A community. A place where professional staff, students, and community members collaborate to constantly change the face of UVM. It is a place where innovation is key, where mutual respect and cooperation are imperative. The Davis Center gives students a voice, nurturing the leaders of tomorrow through mentorship and support.
Henderson’s Café, managed by the UVM Bookstore.
service + retail providers

UVM BOOKSTORE

The UVM Bookstore completed their fourth full year in the Davis Center on a positive note. Once again their popular textbook reservation program was a huge success with over 6,400 boxes of books ordered and packed. Lines at checkout during the peak back-to-school time were once again less than 10 minutes wait time even at the busiest times of the day. The bookstore delivered over 150 refrigerators and 100 microwaves to students in residence halls all within the first week of the fall semester. New programs this past year included a partnership with Bed, Bath, and Beyond where the bookstore opened up 300 sq ft of retail space at back-to-school time for their products. The bookstore website once again was fortunate enough to be awarded as the Best Web Site of the year by a national bookstore association, the second year in a row it was recognized by this association. The bookstore rolled out a pilot textbook rental program in the fall of 2010 and will continue to expand upon that program this coming year with a partnership with Chegg.com. Another successful new program this past year was the commencement stole buyback program. Over 100 stoles were bought back from graduation seniors in this first-time effort. The bookstore employed over 100 different work study students throughout the year in their three operations within the Davis Center.

HENDERSON’S CAFÉ

Henderson’s continues to be the place to be when you want to just relax and hang out with friends or colleagues. Three more café style tables and six more chairs were added to the mix of seating this year, though it still continues to be standing room only throughout the day. Sales continue to grow annually with a 10% increase this year. This past year Hendersons served over 47,000 cups of coffee and of that over 18,700 (40%) were refills, which saved almost 20,000 cups, lids and java jackets. All coffee grounds continue to be composted through the UVM composting program. New this year Henderson’s was open for late nights during exam weeks for both fall and spring semesters. Free coffee and tea was provided during this program and each night was packed with late night studiers until 11:00 p.m. or midnight.

CAT PAUSE CONVENIENCE STORE

Another very popular convenience store operation, Cat Pause on the first level continues to search out new and different local products and vendors to showcase in their store. This past year they added Vita Coco coconut water and Chobani yogurt, which were both instant hits. Vermont Cookie Love is back in stock and now offers a very popular two-pack. This past year they partnered with Ben’s Sandwiches and have been continually selling out on a daily basis and adding new varieties of sandwiches and subs, including all-time favorite peanut butter and jelly! They now use only Earth Friendly coffee supplies for all of their Green Mountain coffee purchases. New upcoming year will be a gluten-free section of products, a first on this campus.

"What’s the first thing that comes to mind when you hear the Davis Center?"

I think about a comfortable space with a lot going on and so many options to offer to different students.

Cat Pause convenience store, managed by the UVM Bookstore.
COMPUTER DEPOT

Staffed by Enterprise Technology Services, UVM's authorized campus store and service provider of Apple and Dell computer products closes out an era. Having been a stand-alone department, the Computer Depot sales and service operations have served the campus community since August of 1985. Effective July 1, 2011 the Depot sales operation will be managed by the UVM Bookstore, maintaining its well-known Computer Depot identity inside the Bookstore. The physical move to the Bookstore is planned for October 2011. The Computer Depot hardware service group is now part of the Client Services department, still under the ETS umbrella.

Overall computer sales to students for the period ending in June 2011 totaled 850 units. These sales contributed to a gross revenue of $1.55 million in student sales of computer related products in FY’11. The sales of Apple iPads, campus wide, came in at 212 units, which represents the first full fiscal year of iPad sales data.

Beyond the sale of computers, software, peripherals, accessories and supplies, the Computer Depot Clinic (CDC) and the Computer Depot hardware service group assisted thousands of clients during the year: 5,639 support issues were assigned to the CDC in FY10, and 6,052 for FY11. This represents a 7.4% 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 service group took in 1350 work order requests for service. Service and support in these areas continues to be in high demand.

Related to summertime Davis traffic, we continue to experience a fourfold increase in the number of students and their families visiting the Depot during Orientation, when compared to its previous location.

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

Through coursework and work-study, students learn to operate a business and provide product and development services to emerging craft and food vendors around the state.
service + retail providers (continued)

Highlights from 2010-2011

- Growing Vermont Students organized themselves into committees to manage the different aspects of the store.
- In FY11, Growing Vermont introduced 25 new vendors to the UVM community.
- Growing Vermont vendors are very local, with the majority coming from Chittenden county.
- Growing Vermont hosted a Networking Night for vendors, students, and the community.

Vendors

One of the main goals of Growing Vermont is to work with local entrepreneurs to jump start their business. According to research by former store manager Gwen Pokalo (M.S. CDAE), Growing Vermont assisted vendors with many informal services such as advice, acting a sounding board for new ideas, networking, emotional support, and mentoring. Students also provide merchandising support by recommending pricing strategies, packaging and display techniques, and encouraging each vendor to tell their unique story. These discussions are essential to the mission of Growing Vermont as a way to apply student and departmental knowledge, bolster the success of Vermont entrepreneurs, and improve the profitability of the store.

In 2010–2011, Growing Vermont did over $25,000 in sales.

Growing Vermont Sales by Month: FY10–FY11
(Sales Revenue Before Tax)

Networking Event

Growing Vermont hosted its first Networking Night in March in the Davis Center with over 50 vendors and service providers in attendance. Burlington’s Community Economic Development Office (CEDO) presented a ‘How to Start Your Business’ seminar, followed by a panel discussion and guest speaker Tom Oliver from Sodexo Food Services at UVM. Vendors of Growing Vermont were invited to meet and discuss their experiences as emerging entrepreneurs.

New Duds

Founded by two UVM alumni and based in Colchester, New Duds is one of Growing Vermont's true success stories. The couple started a simple screen-printing operation several years ago and their designs have quickly caught on. They are best known for their Burlington t-shirts and sweatshirts available year-round in the store.
Growing Vermont manager, Gwen Pokalo
service + retail providers

(continued)

UNDERGROUND COPY

Underground Copy (UGC) completed its third full year of operation this past June. Overall, store gross sales were down 8% from FY 2010, but with gross operating expenses down 24% UGC had its best year yet. This result is the first year of operation that the UGC had a positive net income result. This positive result reduced the UGC fund balance deficit by more than 20%.

Throughout the year questions regarding financial sustainability surrounded the UGC and talk of consolidations or mergers were considered. The positive result indicates that there is a demand for Print & Mail in the Davis Center and that the high price of starting a business from the ground up has leveled off.

The positive outcome for the UGC can be attributed to lower operating costs in the areas of maintenance, equipment rentals and cost of goods sold. The UGC also stepped up its marketing efforts by advertising on WRUV, video monitors within the Davis Center, signage, sandwich boards, and special events focused on the sale of moving boxes and the annual “Ship it Home” event. For the coming year UGC will begin further advertising on all our delivery vans and on video monitors in other parts of campus.

CATCARD

The CATcard Service Center celebrated 15 years of providing management of the university ID card, the CATcard, by throwing a party. Cake, balloons and prizes were given away during the “15 Days of Fun”. The CATcard is used daily at thousands of locations around campus by faculty/staff and students for access to residence halls, offices, and labs. CATcard holders enjoy the convenience of cashless transactions with the addition of the debit option, CAT$cratch, for purchases at over 300 locations on campus, and at over 120 off-campus locations. The CATcard office processed more than 4 million access transactions last year, over 650,000 financial transactions, and produced over 12,000 ID cards for faculty, staff, dependents, and vendors. For more information about your CATcard, visit their website www.uvm.edu/~catcard.
Davis Center Operations and Event Services staff
student employment

Seventy-five students were employed by Davis Center Operations and Event Services in FY11. Employment areas include: production and event set-up, audio-visual and technical assistance, building manager, office and reservations, and information desk, as well as art curators and an eco-rep.

STUDENT STAFF 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: Anna Griem
Production Assistant: Courtney Phillips
Technical Assistant: Daniel Khalaf
Information Desk Assistant: Anne Sedlack
Reservations Assistant: Annie Bednar

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.

   Ed Osowski

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.

   Rivka Kelly
   Michelle Searer

"WHAT’S THE FIRST THING THAT COMES TO MIND WHEN YOU HEAR THE DAVIS CENTER?
I think of it as a useful tool. I think how you use the Davis Center greatly affects your college life in order to make it smooth while you’re attending UVM."
STUDENT STAFF AWARDS (CONTINUED)

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.

Gregory Herman Jr.

Davis Center Technical Assistants

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.

Holly Copeland
Zachary Sarkis

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.

Peggy Snider
student employment (continued)

ECO-REP

2010-11 was a year of significant growth for the Eco Rep program in the Davis Center. In the fall, Olivia Bulger ('12) was at the helm, hosting three farmer's markets, launching the “reduce-reuse-respork” campaign, and conducting our annual waste sort. While Olivia studied in Oaxaca in the spring, Caylin McKee ('12) returned from studying abroad in India to take her place. Caylin continued the farmer's markets, welcoming 30+ vendors to the Earth Week market (the first ever to be held in the Grand Maple Ballroom). Caylin also built a partnership with the Intervale, making the Davis Center the spot on campus for students to pick up their farm shares. EcoWare, a re-usable take out program launched by Sodexo in the spring, also became a focus of Eco Rep work, creating marketing materials and supporting Dining Services outreach efforts. Caylin’s video can be viewed at: http://vimeo.com/channels/uvm#23506161. EcoWare, sporks, farmer's markets, and the CSA will all return to the Davis Center in 2011-12.

ART CURATOR

Co-curators Nicole Constantine ('11) and Philip Morin ('12) actualized an exciting year of student and community art exhibits. The year launched with Rachel Kahn-Fogel’s “Inside Out”, followed by a collection of student work curated with Vantage Point, and closed with a seminal collaboration with community partners Hunger Free Vermont and The Vermont Foodbank to show Michael Nye’s Hunger and Resilience. The Livak Fireplace Lounge has emerged as a premiere gallery space within the building and on campus. With the addition of an LED track lighting system and brighter colored walls, the artwork truly shines.