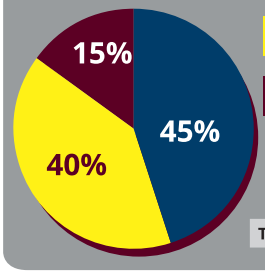
# Memorial Student Center | FY20 Highlights

*The **MSC's Mission** promotes leadership development through campus programs and service opportunities while preparing students to engage in a global society.*

## DEPARTMENT OVERVIEW

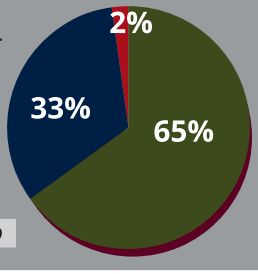
- 70 Years on Campus
- 36 Student Employees
- 32 Full Time Employees
- 18 Programming Committees
- 9 International Programs Sponsored

### MSC BUDGETED REVENUE




- Self-Generated Funding
- University Advancement Fees
- Gifts

### MSC BUDGETED EXPENSES




- Programs, Operations, Utilities & Maintenance
- Professional Salaries and Benefits
- Student Wages

Total Budget $7,338,629

## Program Highlights

- 1,250 Student Committee Members
- 146 External Programs with Attendance of 69,228
- 81 Internal Programs with Attendance of 3,977
- $82,797 in Service Economic Impact; 3,044 Service Hours Completed
- 16 Programs Produced by ISA with 2,678 Attendance
- 18 Attendees in the MSC J. Wayne Stark Northeast Tour
- 25 Student Participants in the Costa Rica Service Learning Trip
- $339,008 in Annual Giving
- $380,610 in Endowment Interest
- 24,615 Lost & Found Items Logged
- 67,744 Tickets Sold by the MSC Box Office
- 3.563 Average GPA of MSC Student Member

## Social Media

**MSC OPEN HOUSE INSTAGRAM**
- 6,895 FOLLOWERS
- 1.475 million ENGAGEMENTS
- 30.7 K ACCOUNTS REACHED

**FACEBOOK** 5,457 FOLLOWERS

**INSTAGRAM** 1,540 FOLLOWERS

**TWITTER** 4,043 FOLLOWERS

## ACADEMIC PARTNERSHIPS 31

## CAMPUS & COMMUNITY COLLABORATIONS 28

## COVID-19 IMPACT

### EFFECTS

- All Staff in Student Programs Office **worked remotely for eight weeks**
- Drop in participation from **91,829** in overall program attendance in fiscal year 2019 to 69,228
- **Ticket sales refunds** of $613,306
- **Cancellation** of most of the MSC OPAS performing arts spring season
- **Cancellation** of all International Travel
- **$28,181.66** spent on COVID-19 expenses

### RESPONSE

- Pivoted to **virtual meetings and programs** for committees, student leaders and department

- 32 Planned Events Cancelled
- 14 Virtual Programs Produced
- More than 3,300 Live Viewers Virtual Program Attendance
- More than 19,400 Views During April 2020

## MSC OPAS (FY18 - FY20)

*is the gateway to performing arts for Texas A&M and the Brazos Valley*

- **$1,384,184 Annual Contributions**
- **85K Tickets Sold**
- **51K Local Children Impacted through Education Outreach**
- **40 concerts + Broadway Touring Companies**

## ACHIEVEMENTS (FY18 - FY20)

- **Hosted 45 Major Campus Events** including: Secretary of State Mike Pompeo, Game Day Events with Aggie Athletics and Made In America: An International Experience with Hasan Minhaj
- **Average of 39** Academic Partnerships Annually
- Provided **17,666 Community Service Hours** with economic impact of **$449,824**
- Shifted MSC Open House, TEDxTAMU and MSC SCONA to **virtual format**

## GOALS

- Achieve program **audience over 50,000** with 25% of programs being academic partnerships
- Implement change based on 2019 CPR results to create a **more welcoming and inclusive environment** through diversity education experiences and anti-racism training