1990

UA12/2 University Center Board Overview

WKU Student Activities, Organizations & Leadership Office

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The purpose of University Center Board of Western Kentucky University is to provide a broadly based program of quality entertainment and activities throughout the campus. It is an opportunity for students to become involved in the planning for "on campus" entertainment activities and to develop organizational, leadership and management skills.

Over the past year, UCB has been responsible for over 50 diverse programs for our student population. These have included weekend programs, tailgating, lectures, concerts, Niteclass participation shows and many more. Our 120 plus members worked extremely hard this year to maintain our high quality of programming, and UCB is looking forward to maintaining this same level of competence in 1990-91.

Following is a list of the programs contracted for the 1989-90 academic year:

1. August 17, 1989 - Nervous Melvin & The Mistakes
   Garrett Ballroom
   UCB, IFC, Panhellenic sponsors

2. August 20, 1989 - Wild Video Dance Party
   DUC patio

3. August 25, 1989 - The Expedition
   IW Amphitheater
   UCB, RHA sponsors

   IW Amphitheater
   UCB, RHA sponsors

5. August 27-31, 1989 - European Rock Poster Sale
   DUC patio
   UCB fund-raiser

6. August 25, 1989 - Pre-scrimmage
   D-98 Remote
   DUC South Lawn
   UCB, Football office sponsors

7. August 26, 1989 - The Side
   Niteclass

8. September 16, 1989 - Wizzards of Bozz
   DUC South Lawn
   Tailgate

9. September 22, 1989 - "We can make you laugh"
   Niteclass

10. September 25, 1989 - Laura X Lecture
    DUC Theatre
    UCB, Panhellenic sponsors

11. September 30, 1989 - The Bedrockers
    DUC South Lawn Tailgate

    DUC

13. October 11, 1989 - Rick Kelly
    Niteclass
14. October 14, 1989
   - Spiral Staircase
   - DUC Southlawn Tailgate

15. October 14, 1989
   - Spiral Staircase
   - Diddle Arena
   - Midnite Mania
   - UCB, Basketball office sponsors

16. October 16, 1989
   - Golden Age of Rock and Roll
   - DUC Theatre

17. October 17, 1989
   - Robin Crow Concert
   - Garrett Ballroom

18. Week of Homecoming

19. October 20, 1989
   - Five noon programs during week preceding homecoming
   - UCB, Music Department sponsors

20. October 20, 1989
   - David Naster
   - IW Amphitheater
   - Big Red's Roar

21. October 20, 1989
   - Teachers Pet
   - Homecoming Dance
   - Garrett Ballroom
   - UCB, RHA sponsors

22. October 21, 1989
   - Clifford Curry/Sammy O'Banion Band
   - DUC South Lawn

23. October 30, Nov 1, 1989
   - Elegant Passage Fund-raiser
   - DUC Patio

24. October 31, 1989
   - Video Button Making Helloween
   - DUC Lobby

25. October 31, 1989
   - Hill-o-ween
   - DUC Lobby

26. October 31, 1989
   - Blue Max Band Helloween
   - DUC Lobby

27. November 3, 1989
   - 1964 As The Beatles
   - Garrett Ballroom

28. November 7-10, 1989
   - Trent Graphics Fund-raiser
   - DUC 340

29. November 14, 1989
   - Blizzard of Bucks
   - Niteclass

   - Tommy Wallace, WKU Alumni
   - Hollywood Director
   - DUC Theater, Cherry Hall, Acad. Comp.
   - Worked on coordination with Joe Boggs
   - WKU English Faculty

31. December 1, 1989
   - Inside Trak Band
   - Niteclass

32. December 5, 1989
   - Dangling Participles Band
   - Niteclass

33. January 16, 1990
   - Dr. Martin Luther King Program
   - Van Meter
   - Co-sponsored-Black Stud. Recruitment

34. January 27, 1990
   - Super Bowl Party
   - Niteclass

35. February 2, 1990
   - Alex Cole Comedian
   - DUC Theatre
36. February 2, 1990 - Kevin Welch
DUC Theatre

37. February 12, 1990 - Jane Powell Concert
Black History Month
DUC Theatre

38. February 16, 1990 - Pretty Jerry Band
Niteclass

39. February 19, 1990 - Regency
Black History Month
DUC Theatre

40. February 14, 1990 - Selectrocution
Niteclass
UCB, RHA sponsors

41. February 14, 1990 - Valentine Carnival
Niteclass

42. February 21, 1990 - Brian Huskey
Niteclass

43. March 1990 - Spring Break Blowout
Niteclass

44. March 1990 - Best Tan Contest
Niteclass

45. March 1990 - NCAA Final Four Party
Niteclass

46. March 1990 - Craig Karges Hypnotist
Niteclass

47. March 28, 1990 - Bloo Zoo Band
Garrett Ballroom

48. April 2, 1990 - Jim Barber & Seville
Rescheduled for April 7, 1990
Niteclass

49. April 2, 1990 - Greenpeace Lecture
DUC Theatre

50. April 7, 1990 - Splash Bash
DUC South Lawn and Niteclass

51. April 7, 1990 - City Streets Band
DUC South Lawn

52. April 12, 1990 - Remote Control
Niteclass

53. April 16, 1990 - Killer Beaz Comedian
DUC Theatre

54. April 21, 1990 - Earth Day
Keen Hall
UCB, UCAM sponsors

55. April 22, 1990 - Student Alumni Senior Sendoff
UCB, Student Alumni Sponsors

56. April, 1990 - Finals Week Blow-out
Niteclass

57. April 24, 1990 - Park Avenue Dregs Concert
Van Meter Auditorium
BUDGET COMMENTARY

Budgeting for an activities/programming board has to be classified as flexible budgeting. Not only is gross income difficult to forecast a year in advance, but expenses are particularly in the recent unstable and inflationary economy.

Since I have the responsibility for University Center Board's budget as advisor, I am particularly aware of the difference between a predictable fixed income and expense operation and a flexible and somewhat unpredictable one.

To date, UCB's budgeting process has been relatively informal. Without a doubt, we are going to have to seek (and have) more refined and reliable methods in the current financial environment.

Faced with "roller coaster" enrollments and inflated dollars, organizations like ourselves are making some crucial decisions about how their budgeted monies are spent and what benefits will accrue from each allocation. To insure a maximum return on each dollar invested in an organization, faculty, staff and UCB need to deliberate the merits of the said request.

PUBLIC RELATIONS

UCB has become a more visible organization making the viable opportunity for incoming students to become involved with us. As a result of this visibility UCB has established what we hope are key programs and alliances with particular groups on campus with which to sponsor future programs. Some of these groups have included the Rodes-Helm lecture committee, Black student recruitment, UCB, faculty lecture committee, UCAM, RHA, IFC-Panhellenic, Student Health Services, intramurals, alumni association and ASG. It is very important to work closely with these and more groups to expand our traditional program base. The more diverse involvement UCB has the more involvement we can expect from the student population.

CONCERT PROGRAMMING CONTRACT FOR GARRETT BALLROOM

Over the past year I have been working closely with Scott Taylor, Director of Student Activities, Dean Howard Bailey and Franklin Berry, University Attorney, to establish a contractual situation for Garrett Ballroom for fully promoted concerts. Because of the demise of arena type programming, WKU has suffered in a lack of music, concert shows. It is clearly evident that with the establishment of a contract to be used by promoters for the use of Garrett Ballroom, UCB could potentially sponsor two to three concerts per semester. I have worked closely with a number of credible regional promoters who have lent their support for this situation if it occurs.
Our geographical demographics make the establishment of a concert series a viable one. Situated on the highly traveled interstate systems north and southeast of the Mississippi River, and also located between several major concert centers makes Bowling Green and WKU in particular a "natural" stop off for routed shows.

The contract has been completed and will be submitted to Mr. Taylor, Dean Bailey, and Dr. Wilder for final approval by mid summer.