

AVENA LOUNGE

Year in Review 2012-1013

The Avena Lounge continues to achieve its main goal of providing a place on campus for students to relax, socialize, play games, hone business and leadership skills, and to be entertained. It operates on funds earmarked by the Student Government Association for this purpose. The lounge operates with a student



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staff consisting of 3 Work-Study, 4 Campus Activities Program and 6 Budget Students covering a 10:00a.m. to 10:00p.m. Monday-to-Thursday schedule, and a 10:00a.m. to 5:00p.m. Friday schedule. The staff planned, promoted and executed monthly & annually events, as well as maintained a day-to-day operations of activities including table tennis, pool, board games, video games, foosball, air hockey, projection TV, and the selling of refreshments.

Accomplishments:

- The main accomplishment for the 2012-2013 year was in increase in the average daily use of the lounge by students compared to the previous year.
- Another major improvement was the purchase of new furniture, lighting, and fans for the lounge; and the installation of four flat screen TV's, projector and screen, blue ray player and other equipment upgrades.
- The Avena management team did staff evaluations at the end of the semester; and concluded that all staff would have to go through a review process before being rehired.
- The Avena maintained a Facebook profile which is very popular for getting information out as well as putting up pictures of events, as of today we have 2,000 friends.
- The lounge was also frequently utilized by other clubs and organizations, and by individual LIU community members seeking to rent the space.
- One of the lounge's more successful events was Spoken Word which had an average of 80 attendees at each of the 6 performances held throughout the year. This event was hosted by J. Sharrell with performances by students as well as up-and-coming artists in the community. Students got an opportunity to display their talents, and to socialize.
- Marathon Movie Madness was another well-attended event, with an average of 25 students per show. Movies were shown from 10:00a.m. 10:00p.m., and were chosen based on different themes of the day, week or month. Movies and show times were listed on the Avena Lounge "marquee" well in advance so students could plan to attend schedule shows.
- The lounge hosted 7 monthly comedy shows with an average attendance of 57 persons per show. Students had the opportunity to see and hear comedians that they are accustomed to seeing on television. The goal of these shows as stated by the Avena staff

- was to provide stress relief, entertainment, socialization and a good laugh for students, which was met in its entirety.
- A new lunchtime/evening alternating schedule for Karaoke proved to be successful in that attendance increased, with more students participating in the lunchtime Karaoke. 7 monthly events were held.
- The Lounge's 6th annual "Thank You" Social, designed to thank students, staff and administrators for their support to the lounge throughout the year was extremely successful with over 200 persons in attendance. A thanksgiving program complete with dinner and entertainment was enjoyed and appreciated by all.
- The Lounge hosted its 12th annual Hypnosis Show. This is a fun event that students, staff, and administrators look forward to. It's our 4th year holding it in the Kumble Theater there were 175 in attendance. The students who agree to get hypnotized are usually the energy for the show. Students continue to request this event.
- The annual Jazz Night was a great success this year because we coordinated it with a Greek Life event; there was about 90 student and staff in attendance. The Jazz night was hosted by Professor Sam Newsome of the Music department; it also gave the students a chance to perform/sing for other students.
- The Avena usually ends the year with an annual Casino Night catered primarily to graduating students. This year's event was a success based on attendance; there was an average of 30 people at all times during the night, and all the tables and games were always occupied for the duration of the event. It's the 13th year using this same company for the show and since they accommodate from the novice to experience player. Students really enjoyed and there were prizes raffled off at the end of the night.

Challenges:

- A devastating loss to senseless violence of one of the senior staff members of the lounge was clearly the major challenge for the rest of the lounge staff this year; nevertheless the staff celebrated his life in a memorial attended by students, faculty, staff, administrators and his family and friends. The staff mounted a plague with his picture in the lounge in his honor. A positive thing that ensued from this tragedy is that students were given the opportunity to discuss what today's youth can actively do to prevent violence.
- Another challenge was the low attendance for Game Night and Tournament Tuesdays despite ample advertisement. The lounge staff plans on doing surveys to find out what times, games, and tournaments work best for the population, and they plan to revisit the planning and marketing of the event.
- With the Avena being declared unsuitable for parties, the lounge's usual, most successful event, the annual "Black Out Party" was cancelled. This cancellation in addition to not be able to host parties in general significantly affected our income. The Avena staff will meet to decide whether to proposed having the "Black Out" event at another location on campus.

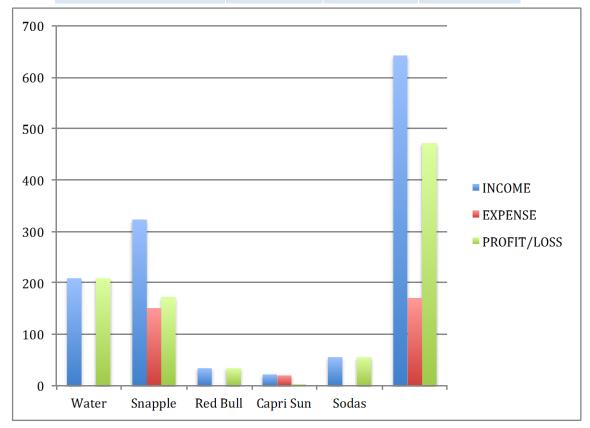
Financial Report:

Although quite small at only \$642.25, the Avena Lounge total revenue for the spring 2013 semester is an over 200% increase in revenue in comparison to the spring 2012 semester, which was the lowest it had been in over a decade. This year's cash sales accounted for

\$462.25 and transfers for \$180.00 of the total revenue. The main reasons for this decrease in revenue were that we are still in the process of obtaining a new beer and wine liquor license, and that there were no Avena Thursdays nor parties held in the lounge.

Following is the report on items for the Spring 2013 Semester:

ITEMS	INCOME	EXPENSE	PROFIT/LOSS
Water	208.5	0	208.5
Snapple	322.75	150.47	172.28
Red Bull	34	0	34
Capri Sun	22	19.9	2.1
Sodas	55	0	55
	642.25	170.37	471.88

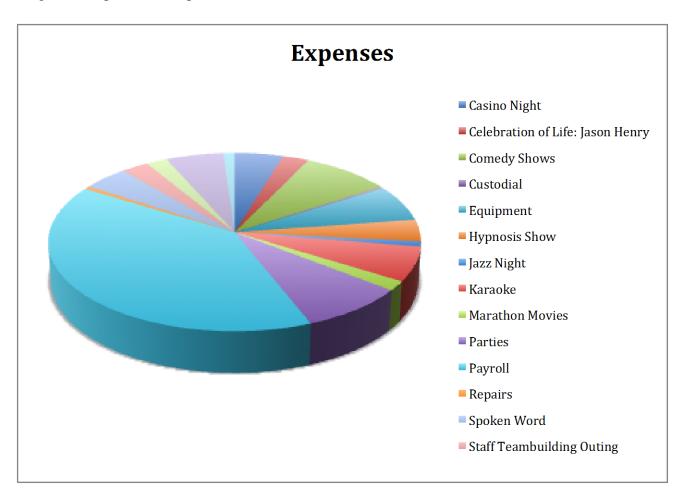


The lounge incurred profits on all of the items sold; the largest profit was on water. The ending inventory has an estimated value of \$100.00.

Following is the breakdown of sales. The average was based on 10 weeks of the semester; we were closed week for spring break, graduation bazaar, and one week later than usual. Wednesday was the best day for day sales while Tuesday was the best for evening sales and Thursday was the best for overall sales for the entire day. The total income from parties was \$93.00, with an average of \$46.50:

DAYS	DAY		EVENING		TOTAL	
	Income	Average	Income	Average	Income	Average
Mondays	33.00	3.30	17.00	1.70	50.00	5.00
Tuesdays	43.50	4.35	34.75	3.48	78.25	7.83
Wednesdays	51.25	5.13	21.75	2.18	81.25	8.13
Thursdays	50.00	5.00	31.25	3.13	29.50	2.95
Fridays	29.50	2.95	CLOSED			
Parties			93.00	46.50		

For general expenses the report is as follows:



General Expense Items (Not including	ng items for resale) \$
Casino Night	2100
Celebration of Life: Jason Henry	1135
Comedy Shows	3850
Custodial	148
Equipment	2940.48
Hypnosis Show	1777
Jazz Night	400
Karaoke	2800
Marathon Movies	775
Parties	3785
Payroll	17787
Repairs	265.65
Spoken Word	1950
Staff Teambuilding Outing	1193.58
Supplies	920.54
Thank You Social	2480.72
Uniforms	495.73

Goals:

The Avena Staff has developed the following goals for the 2013-2014 semester based on the stated rationale:

- 1. <u>Co-sponsor more events with clubs and organizations</u>: The lounge was utilized much more by different clubs and organizations this semester. We'll like to cosponsor more events with different cultural clubs also do more collaboration with other organizations. We already set our calendar for the 2013 2014 year and organizations can choose dates and events they would like to co-sponsor, we also intent to go to leaders on campus and club meeting to pitch this idea.
- 2. <u>Build up an extensive DVD and CD library</u>: With the success of Movie Mondays we have been building our own DVD library. We will be purchasing discounted DVD's as well as new releases so that we can have different themes for every Monday and advertise well in advance with the movies and times they will be playing. We will also be co-sponsoring a program with LIU-TV to show recently released movies in the lounge.
- 3. <u>Have staff attend leadership retreats and conferences</u>: We have observed that when we had student employees who attended leadership retreats and conferences there was more productivity from the entire staff since they shared whatever knowledge they brought back. The lounge will pick up the cost of these retreats/conferences; we think that this would be a worthwhile investment.

4. Supply clubs and organizations with refreshments at functions: With clubs wanting last-minute refreshment, and being dis-satisfied with the refreshments prices elsewhere, the Avena can capitalize on this by providing sodas, cookies, Snapple, and water at a cheaper rate especially when the event is being held in the lounge. Also the Avena staff wants to encourage clubs to hold more of their events in the lounge and have it catered. Pamphlets are being designed to distribute to the clubs.

