

2016 Associated Students

The Underground Coffeehouse

AS Structure and Program Advisory Committee



Introduction:

The Underground Coffeehouse presented to the AS Structure and Program Advisory Committee on **January 6th**, 2016. The currently approved statement of purpose for **Office** is:

“The Underground Coffeehouse programs weekly events in VU 350, including trivia night, open mic night, live music showcasing local and regional talent, and AS club night in order to entertain students and strengthen their connection to the Western community. The Coffeehouse also serves as a venue for creative expression and appreciation as well as social engagement.”

This office provides programming on a weekly basis and aspires to be a safe and accepting environment for all people. Programming evolves year to year to reflect changes in music tastes, relevant cultural changes and student preferences. The UGCH is an office under AS Productions and we promote inclusivity on all levels while providing entertainment for students on campus.

Program/Services Provided:

The UGCH provides a community and safe space for students to share their passions and interests with each other without judgement or scrutiny. Consistently putting on events nearly every day of the week, the UGCH has been providing the student body with weekly events such as the Wednesday Night Concert Series, Open Mic Night, Trivia nights, Jazz Jams and so on. In order to further push our involvement with the student body, the UGCH has been collaborating with a variety of clubs to bring relevant topics and great music to the UGCH.

The following is a complete list of all events and programs being put on by the UGCH.

Day	Date	Time	Event	Sound	Security
Friday	25-Sep	8pm-11-pm	VU Latenight: Seaside Tryst w/ Scruffager	Yamaha	yes, 2
Monday	28-Sep	7pm-9-pm	Jazz Jams	No	No
Tuesday	29-Sep	7pm-9-pm	Open Mic Night	Yamaha	Yes,2
Wednesday	30-Sep	7pm-9-pm	Wednesday Night Concert Series: The Home Team w/ Hooves and Bleak	Yamaha	
Thursday	1-Oct	7pm-9-pm	Comedy Open Mic	PA + Mic	No
Monday	5-Oct	7pm-9-pm	Poetry + Lyric Open Mic	PA + Mic	No
Tuesday	6-Oct	7pm-9-pm	Open Mic Night	Yamaha	Yes,2
Wednesday	7-Oct	7pm-9-pm	Wednesday Night Concert Series: The Co Founder w/ Drew Perrin	Yamaha	
Thursday	8-Oct	7pm-9-pm	Karaoke Night	TV, Laptop,PA	No
Monday	12-Oct	7pm-9-pm	Jazz Jams	No	No
Tuesday	13-Oct	7pm-9-pm	Open Mic Night	Yamaha	Yes,2
Wednesday	14-Oct	7pm-9-pm	Wednesday Night Concert Series: Vervex w/ Paris the Songwriter Williams	Yamaha	
Thursday	15-Oct	7pm-9-pm	Comedy Open Mic	PA + Mic	No
Monday	19-Oct	7pm-9-pm	Poetry + Lyric Open Mic	PA + Mic	No
Tuesday	20-Oct	7pm-9-pm	Open Mic Night	Yamaha	Yes,2
Wednesday	21-Oct	7pm-9-pm	Wednesday Night Concert Series: Traveler Of Home w/ Adventure Dirt Team	Yamaha	
Thursday	22-Oct	7pm-9-pm	Trivia Game Night: Game Of Thrones	TBA	No
Monday	26-Oct	7pm-9-pm	Jazz Jams	No	No
Tuesday	27-Oct	7pm-9-pm	Open Mic Night	Yamaha	Yes
Wednesday	28-Oct	7pm-9-pm	Wednesday Night Concert Series: Mike Edel w/ Tyson Motsenbocker	Yamaha	
Thursday	29-Oct	7pm-9-pm	Comedy Open Mic	PA + Mic	No
Monday	2-Nov	7pm-9-pm	Poetry + Lyric Open Mic	PA + Mic	No
Tuesday	3-Nov	7pm-9-pm	Open Mic Night	Yamaha	Yes,2
Wednesday	4-Nov	7pm-9-pm	Wednesday Night Concert Series: The Katie Gray w/ Maddy and the Templates	Yamaha	
Thursday	5-Nov	7pm-9-pm	Karaoke Night	TBA	No
Monday	9-Nov	7pm-9-pm	Jazz Jams	No	No
Tuesday	10-Nov	7pm-9-pm	Open Mic Night	Yamaha	Yes,2
Wednesday	11-Nov	7pm-9-pm	HOLIDAY		
Thursday	12-Nov	7pm-9-pm	Comedy Open Mic	PA + Mic	No
Monday	16-Nov	7pm-9-pm	Poetry + Lyric Open Mic	PA + Mic	No
Tuesday	17-Nov	7pm-9-pm	Open Mic Night	Yamaha	Yes,2
Wednesday	18-Nov	7pm-9-pm	Wednesday Night Concert Series: CON w/ Bob Fossil	Yamaha	
Thursday	19-Nov	7pm-9-pm	Trivia Game Night	TBA	No

SW/COT Chart:

		Section 7: SCOT Analysis	
		Helpful	Harmful
Internal		(S) Strengths	(C) Challenges
		Collaborative w/entire ASP Staff	Budget limits on contracting performers
		Diversity in programming	Decibel limit, constricts the scale and genre of performers
		Accessability to programming through free admission	Size of stage is small, places constraints on type of performance eg dance
		Consistent programming 4 days a week	
External		(O) Opportunities	(T) Threats
		Collaboration w/Makeshift Art Space	Conflicting programming with other offices
		Increased club collaboration	Event services cost increase (decision package needed)

Areas for Improvements/ Recommendations:

The following are the Structure and Program Advisory committee's recommendations for strategic goals over the next four years:

1. *To improve assessment for future years and gather a consistent flow of data we propose to introduce a surveying podium equipped with a tablet*

Assessment in the past has been limited to the tablets available at the VU front desk, the amount of volunteers at hand and the availability of employees to do surveys. In order to save time and money while consistently gathering assessment data, we propose a podium with a tablet locked inside where attendees of the UGCH can take surveys about their experience in the UGCH. The surveys would be managed by the Assistant Director of Marketing & Assessment and collected on a regular basis.

2. *Bring a keyboard to the UGCH to diversify open mics and variety of musical acts**

A high volume of acts during UGCH open mic nights have been limited to guitars and mobile instruments. There is a lack of diversity in music that the UGCH wants to provide. Through a keyboard, the UGCH will provide greater opportunities for musicians to express themselves.

3. *Add signage to the UGCH entrances/exits to promote awareness of sensitive programming*

In order to respectfully inform people of events and programming that may be sensitive to the theme and/or subject matter, we recommend to place signage along the entrances/exits stating the purpose and theme so that people come to the UGCH with full knowledge of what the programming is for the day. For example, "Erotic Poetry Night may contain sexually explicit material".

4. *Update mission statement to reflect current programming*

The currently approved mission statement reflects a limited view of the current programming and in order to express the evolving atmosphere and environment of the UGCH, we propose a new mission statement.

Below is the proposed new mission statement.

“The Underground Coffeehouse programs free weekly events in VU 350, including live music showcasing local/regional talent and a variety of special events in order to entertain students and strengthen their connection to the Western community. The Underground Coffeehouse coordinates programming for creative expression and appreciation, as well as social engagement.”