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## Open University Day Final Report

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*Celebrating 150 years*

## Open University Day Final Report



### Overview

Open University Day was held on Saturday, October 17, 2015 from 10 AM – 3 PM as part of UMaine's 150<sup>th</sup> Anniversary Celebration. This was held in conjunction with Homecoming and Family & Friends Weekend. A total of 29 venues were open to the public. The venues represented a cross section of UMaine teaching, research and public service activities. A map and list of venues are shown in Figures 1 and 2.

Cumulative total attendance at the venues was 1,665. Six venues had 100 or more individual visits. Attendance at each venue is summarized in Table 1.

In addition, there were two events that were closely tied to Open University Day but were not in the Saturday, 10 AM – 3 PM timeframe. These were: Lecture by Cornell Professor Dr. Edward Baptist titled "Civil War Era Morrill Land Grant Acts and the Creation of Modern American Values" and Tim Sample's reading of author Stephen King's audiobook "Drunken Fireworks". Both were organized by History Professor Dr. Liam Riordan and had an attendance of about 75 people.

### Organization

Overall organization of Open University Day was coordinated by Dr. Dana Humphrey (Dean of Engineering). Drs. Laura Lindenfeld (Director Margaret Chase Smith Center) and David Neivandt (Associate Vice President for Research and Graduate Studies) were in charge of establishing the list of venues that would be part of the day. They did this with the assistance of the Blue Sky Faculty Fellows, which is a network of faculty leaders trained to communicate the importance of UMaine and their research to Maine citizens and organizations. Margaret Nagle (Senior Director of Public Relations and Operations) was in charge of publicity and printing. Suzi Miller (Special Assistant to the President for Events and Projects) was in charge of coordination with facilities management, dining services, and outside vendors (except for publicity). This required a significant commitment of her time. Dr. Neivandt with the assistance of a graduate student was in charge of on-the-ground logistics on Open University Day. Several

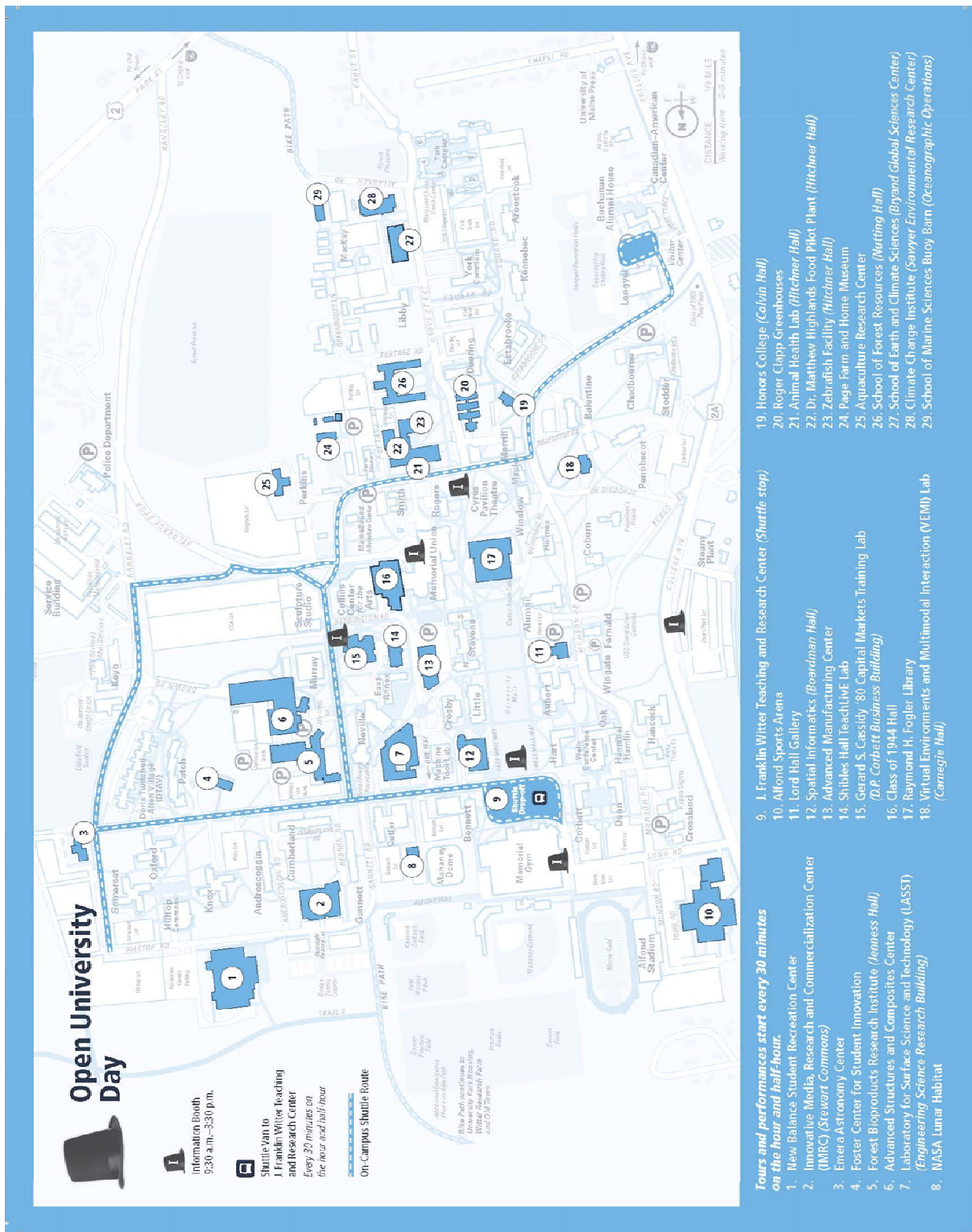


Figure 1. Map of Open University Day venues.

# Open University Day

Tours, demonstrations and performances, 10 a.m.–3 p.m.  
Tours and performances start every 30 minutes on the hour and half-hour

**MAINE**  
**Celebrating 150 years**

## Advanced Manufacturing Center

30 Bridgeway Road  
Tour the facility that provides product prototyping services, consultation, product research and testing, and commercialization services for entrepreneurs and businesses.

## Advanced Structures and Composites Center

35 Hagsaff Road  
Tour world-class engineering laboratories, including the wind blade testing lab and new wind/wave facility.

## Allford Sports Arena

169 Munson Road  
Tour the home of the men's and women's ice hockey teams.

## Animal Health Lab

6 Portage Road  
Tour the facility that focuses on food safety procedures and animal health issues for Maine farmers, veterinarians, Maine government agencies and the public.

## Aquaculture Research Center

12 Perkins Lane  
Tour UMaine's on-campus wet lab, with display and touch tanks featuring marine species, and the home base of the new Sustainable Ecological Aquaculture Network (SEANET).

## Class of 1944 Hall

49 Belgrade Road  
10 a.m.–2 p.m.  
Enjoy cabaret and jazz combo performances in Minsky Recital Hall, tour the home of the School of Performing Arts, and take in backstage preparations for the upcoming production of "The Cherry Orchard."

## Climate Change Institute

Savage Environmental Research Center, 82 Grove Street Extension  
Tour the ice core and fossil analysis facilities of UMaine's internationally recognized institute.

## Dr. Matthew Highlands Food Pilot Plant

Hickner Hall, 7 Portage Road  
Tour the School of Food and Agriculture facility that provides equipment and expertise in food science, processing and safety.

## Emera Astronomy Center

167 Bangor Road  
Come see the largest and most advanced planetarium and observatory in Maine in the newest building on campus.

## Forest Bioproducts Research Institute

Jamess Hall, 47 Hagsaff Road  
Tour the nation's only Nanofiber Pilot Plant and pilot paper machine.

## Foster Center for Student Innovation

123 Cox Road  
Tour the home base for student entrepreneurs and startups, and UMaine's Innovation Engineering Program.

## Gerard S. Cassidy '80 Capital Markets Training Lab

112 Corbett Business Building, 6 Biddington Road  
Tour one of UMaine's newest laboratories equipped with nine Bloomberg terminals, connecting business students with Wall Street, including those involved in the Student Portfolio Investment Fund (SPIFFY).

## Honors College

Colein Hall, 21 Estabrooke Drive  
Meet with Honors College students and faculty, hear about student theses research, and tour Colein Hall, Charlie's Terrace and Estabrooke Hall.

## Innovative Media, Research and Commercialization Center (IMRC)

Stewart Commons, 7 Hilltop Road  
Tour state-of-the-art facilities, and see demonstrations of equipment that supports innovation and the creative economy.

## J. Franklin Witter Teaching and Research Center

Shuttle van leaves from front of Memorial Gym, 8 Gym Drive  
Tour UMaine's dairy farm, standardized horse program and new herd of Icelandic sheep.

## Laboratory for Surface Science and Technology (LASST)

Engineering Science Research Building, 47 Biddington Road  
Tour the state-of-the-art research facility focused on surface science and related technology.

## Lord Hall Gallery

101 Munson Road  
Tour the Department of Art exhibition, "Visualizing Home and Homelessness," part of the Maine Photo Project, a statewide photography collaboration.

## Lunar Habitat

Wireless Sensing Laboratory next to Mahaney Dome, Long Road  
Tour NASA's one-of-a-kind Inflatable Lunar Habitat for wireless sensor research focused on leak detection in space.

## New Balance Student Recreation Center

22 Hilltop Road  
Tour one of the nation's top recreation centers and one of the most popular facilities on campus.

## Page Farm and House Museum

12 Portage Road  
Tour the museum's four buildings, including 18 exhibits showcasing Maine farm life and the university's role in the development of the agricultural industry.

## Raymond H. Fogler Library

14 Moscone Road  
Learn the secrets of the archives, discover the Stein Collection, view Plism yearbooks and more in Maine's largest library.

## Roger Clapp Greenhouses

9 Grove Street Extension  
Tour the College of Natural Sciences, Forestry, and Agriculture's horticultural teaching and research facilities.

## School of Earth and Climate Sciences

Byard Global Sciences Center, 48 Grove Street Extension  
Tour the Microanalysis Laboratory that houses advanced electron-beam facilities, and the Sedimentology and Near Surface Geophysics Laboratory that houses a wide range of equipment for field and laboratory analysis of terrestrial and marine sediments.

## School of Forest Resources

Nutting Hall, 20 Grove Street Extension  
Tour the state-of-the-art GIS computer facility and various labs conducting research on biomass energy, carbon cycling and nanocellulose composite materials.

## School of Marine Sciences Buoy Barn

Oceanographic Operations Building, behind 82 Grove Street Extension  
Tour the Oceanographics Operations Building that is the home of the University of Maine Ocean Observing System.

## Shibles Hall Teaching Lab

Shibles Hall, room 207  
10 a.m.–noon  
See demonstrations of the new avatar simulation laboratory for training pre-service teachers and other education professionals.

## Spatial Informatics

School of Computing and Information Science, Boardman Hall, rooms 321 and 237  
Tour the Geosensor Network Laboratory that is using wireless sensor networks to support precision agriculture, and the Robot Interaction Laboratory that focuses on human-robot interaction.

## Virtual Environments and Multimodal Interaction (VEMI) Lab

Carnegie Hall, 16 Balestine Road  
Tour the one-of-a-kind facility where a research focus is on improving safe and efficient navigation, independence and quality of life in older adults.

## Zebrafish Facility

Hickner Hall, 7 Portage Road  
Tour the genetics and toxicology research facility with its nearly 800 tanks containing more than 30,000 zebrafish.

**umaine.edu/150**

Figure 2. List of Open University Day venues.



Table 1. Summary of attendance at each venue.

New Balance Student Recreation Center	20
Innovative Media, Research, and Commercialization Center	75
Ermera Astronomy Center	100
Foster Center for Student Innovation	75
Forest Bioproducts Research Institute	50
Advanced Structures and Composites Center	181
Laboratory for Surface Science and Technology	50
NASA Lunar Habitat	100
J. Franklin Witter Teaching and Research Laboratory	18
Alfond Sports Arena	20
Lord Hall Gallery	64
Spatial Informatics	60
Advanced Manufacturing Center	54
Shibles Hall TeachLivE Lab	7
Gerald S. Cassidy '80 Capital Markets Training Lab	15
Class of 44 Hall	15
Raymond H. Fogler Library	78
Virtual Environment and Multimodal Interaction Lab	60
Honors College	50
Roger Clapp Greenhouses	120
Animal Health lab	50
Dr. Matthew Highlands Food Pilot Plant	25
Zebrafish Facility	100
Page Farm and Home Museum	60
Aquaculture Research Center	100
School of Forest Resources	35
School of Earth and Climate Sciences	17
Climate Change Institute	30
School of Marine Sciences Bouy Barn	36
TOTAL	1665

other faculty members and staff provided critical support. There were many others that contributed in ways both large and small to the success of Open University Day.

## **Coordination**

Coordination of Open University Day with Homecoming Weekend and Family & Friends Weekend was essential. This was done through several planning meetings organized by the UMaine Alumni Association. These meetings were very beneficial since there were representatives from the Alumni Association, Student Affairs, Development Office, President's Office, Public Safety, Safety & Environmental Management, Marketing & Communications, and Open University Day.

## **Publicity**

Open University Day was advertised in Down East Magazine, Bangor Daily News, Kennebec Valley Journal, Maine Edge, Maine Sunday Telegram, and Star Herald (Aroostook County). In addition, there were media interviews about Open University Day that appeared on TV2 News, TV5 News, George Hale and Rick Tyler Show (WVOM Radio), and Maine Hockey Radio (WVOM Radio). Open University Day was promoted on the University website. A letter was sent to high school principals and guidance counselors promoting Open University Day. Invitation letters were sent to members of the Stillwater Society and President's Club.

## **Logistics**

Significant coordination was required with facilities management and dining services. This was performed by Ms. Miller. For the event day itself, this included having the venues unlocked, having custodians on call, having facilities set up the canopies, tables, chairs for information booths, and signage that was not handled directly by Open University volunteers, and lunch tickets for volunteers.

Upon arrival on campus, each visitor needed to obtain a map, passport (Figure 3) that they could have stamped at each venue, and drawing tickets (Figure 4) that they could deposit in boxes at each venue. This was accomplished at one of six information booths located as shown in Figure 1. There were two sets of prizes: one for passports with the greatest number of stamps and for the drawing tickets which were drawn from all the tickets that were turned in. Prizes included UMaine men's hockey tickets, UMaine men's and women's basketball tickets, Maine Historic Atlas, UMaine ball caps, framed UMaine then and now posters, and 150<sup>th</sup> anniversary shirts. Visitors needed to enter their contact information on their passport and drawing tickets. Once these were turned in they were given to the Development Office and provided at least a partial record of who attended Open University Day.



*Celebrating* **150** *years*

## Open University Passport

Get a stamp at each event venue you visit today. Venues are listed on the back of this card. Turn in your passport before 3:30 p.m. at one of the Open University information booths. See back for drawing details.



Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Class of \_\_\_\_\_

Front


## Open University Sites

Get a stamp at all event venues you visit today. Turn in before 3:30 p.m. at one of the Open University information booths. Winners will be drawn from those with the most stamps and then notified by phone or mail.

- |   |   |
|---|---|
| <input type="checkbox"/> 1. Advanced Manufacturing Center                                   | <input type="checkbox"/> 16. Laboratory for Surface Science and Technology (LASST)      |
| <input type="checkbox"/> 2. Advanced Structures and Composites Center                       | <input type="checkbox"/> 17. Lord Hall Gallery  |
| <input type="checkbox"/> 3. Alford Sports Arena   | <input type="checkbox"/> 18. Lunar Habitat  |
| <input type="checkbox"/> 4. Animal Health Lab   | <input type="checkbox"/> 19. New Balance Student Recreation Center                      |
| <input type="checkbox"/> 5. Aquaculture Research Center                                     | <input type="checkbox"/> 20. Page Farm and Home Museum                                  |
| <input type="checkbox"/> 6. Class of 1944 Hall  | <input type="checkbox"/> 21. Raymond H. Fogler Library                                  |
| <input type="checkbox"/> 7. Climate Change Institute  | <input type="checkbox"/> 22. Roger Clapp Greenhouses                                    |
| <input type="checkbox"/> 8. Dr. Matthew Highlands Food Pilot Plant                          | <input type="checkbox"/> 23. School of Earth and Climate Sciences                       |
| <input type="checkbox"/> 9. Emera Astronomy Center  | <input type="checkbox"/> 24. School of Forest Resources                                 |
| <input type="checkbox"/> 10. Forest Bioproducts Research Institute                          | <input type="checkbox"/> 25. School of Marine Sciences Buoy Barn                        |
| <input type="checkbox"/> 11. Foster Center for Student Innovation                           | <input type="checkbox"/> 26. Shibles Hall TeachLivE Lab                                 |
| <input type="checkbox"/> 12. Gerard S. Cassidy '80 Capital Markets Training Lab             | <input type="checkbox"/> 27. Spatial Informatics  |
| <input type="checkbox"/> 13. Honors College   | <input type="checkbox"/> 28. Virtual Environments and Multimodal Interaction (VEMI) Lab |
| <input type="checkbox"/> 14. Innovative Media, Research and Commercialization Center (IMRC) | <input type="checkbox"/> 29. Zebrafish Facility   |
| <input type="checkbox"/> 15. J. Franklin Witter Teaching and Research Center                |   |

Back

Figure 3. Open University Day Passport.



**MAINE**  
*Celebrating 150 years*

**Open University Drawing**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Alum ☐ yes ☐ no




Figure 4. Open University Day Drawing Ticket.

A lead was identified for each venue. Instructions provided to the leads are given in Appendix I.

The information booths were staffed by volunteers. These were a mix of UMaine retirees, current employees, and Army ROTC cadets. Instructions for booth volunteers are given in Appendix II. A training session was held for these volunteers on the evening of October 14, 2015.

The Advanced Manufacturing Center (AMC) was the operations center for Open University Day. Supplies were delivered to the AMC. In the week before Open University Day, two undergraduates organized materials into packets for each of the 29 venues and kits for each of the six information booths. The contents of each venue packet and information booth kit are shown in Appendices I and II, respectively.

Two vans were used on Open University Day. One van was provided by Maine Bound (driver: Jeff Hunt, Director of Campus Recreation) and the other was rented from Darling's Ford (driver: Don Russell from UM Facilities Management). The vans were used during the early morning of Open University Day to deliver materials and place 100 Open University Day signs on the roads leading to campus. From 10 AM to 3 PM the vans transported visitors to and from Witter Farm, as well as transported visitors to other locations on campus. After 3 PM, the vans were used to pick up unused materials from information booths, as well as, venue and road signs, and then return them to the AMC. A bus provided by the Alumni Association circulated on the route shown in Figure 1. It transported visitors between major parking areas and destinations on campus.

Army ROTC Cadets provided logistical support on Open University Day. Approximately 20 cadets under the direction of Major Jeffrey Shirland reported for duty at 8 AM. The group included students from UMaine and Husson University. They performed the duties listed in



Table 2. The cadets were essential to successfully carrying out Open University Day. A small donation was made to the ROTC activities fund as a token of thanks for this service.

Table 3. Open University Day ROTC Cadet Duty Schedule

<b>Time</b>	<b># of cadets</b>	<b>Task</b>
0800 – 0815	All	Briefing on duties for the day
0815 – 1000	6	Working with the two van drivers, place 100 Open University signs on roads leading to campus
0815 – 0930	2	Place Open University Site signs at main entrance of each of the 29 venues; place Witter Farm pickup sign in front of Memorial Gym; working with van drivers bring 10 boxes of 150 <sup>th</sup> tote bags to Harold Alfond statue near entrance to football stadium; put boxes in plastic bags to keep dry; place boxes in space between back of statue and the fence
0815 – 0930	4	Using two-wheeled hand trucks bring supplies to each of the six information booths; attach information booth banner to canopies with bulldog clips
0930 – 1000	6	Final quality control check (on foot) that venues are open, properly signed, and staffed by faculty/staff/students; assist as needed to place missing signs
0815 – 1600	2-3	Runners – duties as assigned by David Neivandt
0930 – 1530	----	Staff information booths as assigned on separate schedule
1500 – 1600	6	Working with the two van drivers, pick up 100 road signs and return to AMC
1500 – 1600	2	Pick up 29 venue signs and return to AMC (on foot)
1530 – 1600	6	Pick up excess supplies and banners from information booths and return to AMC; sort returned supplies into those that should be recycled, saved, or trashed; assist with sorting returned passports and counting the number of raffle tickets from each venue

The list of critical phone numbers used by Dr. Neivandt on Open University Day is given in Appendix III. A checklist of logistics used in the months leading up to Open University Day is given in Appendix IV.

## **Expenses**

Open University Day was funded by the 150<sup>th</sup> Anniversary Fund and Marketing and Communications' Budget. The total cost was \$21,317. A breakdown of expenses is given in Table 4. This includes all expenses associated with Open University Day. It does not include the \$1,125 honorarium paid to Dr. Edward Baptist for his lecture the day before Open University Day. This was paid from the 150<sup>th</sup> Anniversary Fund.

Table 4. Expense summary for Open University Day.

Item	Expense Account	
	150 <sup>th</sup> Anniversary	Marketing and Communications
Advertising in Bangor Daily News, Down East Magazine, Kennebec Valley Journal, Maine Edge, Maine Sunday Telegram, and Star Herald		\$9,401
Signage		\$1,156
Printing (event maps, event passports, drawing tickets)		\$5,534
Postcard mailing	\$231	
Meals for volunteers	\$899	
UMaine facilities management labor and services	\$2,865	
Shuttle van rental	\$98	
Miscellaneous supplies	\$502	\$131
Student labor (ROTC Cadets)	\$400	
<b>SUBTOTAL</b>	<b>\$4,995</b>	<b>\$16,222</b>
<b>GRAND TOTAL</b>	<b>\$21,217</b>	

### Assessment and Recommended Improvements

Assessments of Open University Day along with recommendations for the future are given in this section. These are made with the thought that there might be events similar to Open University Day in future years.

#### *Big picture items*

The format of Open University Day from 10 AM to 3 PM was made possible by the 3:30 PM start time of the football game. It would not have been possible to have an effective Open University Day if the game time was say 1:00 or 1:30 PM. Attendance at the venues before noon was light.

It was not possible to determine the number of people who were here for Homecoming or Family & Friends Weekend, but also visited one or more venues, from those who came specifically because it was Open University Day. Nonetheless, there were a number of alums who came and knew about Open University Day before arriving on campus. Open University Day provided guests something to do between the President's Club Brunch and the football game.

There were issues with parking and the shuttle bus. Some visitors were upset because of limited parking combined with the need to pay a fee to park near the Stadium/Field House. There needs to be better signage to direct visitors to the free shuttle bus and lots where parking is free. The shuttle bus was a standard yellow school bus. This makes it difficult for individuals with mobility issues. There should be at least one handicapped accessible van that circulates on the shuttle route.

Publicity for the three parallel events (Homecoming, Family & Friends Weekend, and Open University Day) was poorly coordinated. Only the UMaine Marketing Department promoted all three through the 150<sup>th</sup> website. The Alumni Association and Student Affairs websites promoted primarily their events. If Open University is held again in the future, consideration should be given to having just one website for all three events. In particular, there needs to be better publicity to parents who will attend Family & Friends Weekend. Some parents expressed frustration that they arrived shortly before the start time of the football game, then learned about Open University Day but it was too late to visit any of the venues.

Consideration should be given to holding Open University Day and Family & Friends on the same weekend in September and then Homecoming as a standalone event in October. This would reduce overall congestion on campus.

#### *Maps, Passports, and Drawing Tickets*

Only about 70 passports were turned in. This is a very small return and suggests that passports may be ineffective. If passports are used in future years, the numbering system on the passports and map should match. Potentially, the map itself could serve as the passport.

The write-ups submitted by the venue leads for use on the maps were generally too verbose to be useful. The leads must submit correct venue names and a concise statement – one sentence – of what visitors will see or do when they arrive at a venue and why they should care.

Need to have an open solicitation of possible venues. For example, the Hudson Museum was not invited to participate and thus was not one of the venues.

#### *Information Booths*

The information booths were important to the quality of the visitors' experiences no matter why they came to campus. Information booths and shuttle stops should be the same locations. Need multiple, clearly marked shuttle stops. The information booth in the Union was very lightly used and is not necessary. There needs to be an information booth that catches visitors walking down from Hilltop.

There was too much unrelated information at the booths (e.g., admissions brochures, sports schedules, Collins Center for the Arts schedules, etc.). Only information needed for the events

happening that day should be available at the booths. Each booth should have contact numbers for each major event category. For example: where to purchase tickets for game and what time does the stadium open. If there are prizes to be given away, there should be signage at each booth that promotes what the prizes are. Should have inexpensive give-away that can be provided to guests.

The most common questions were: where do we catch the shuttle bus and where can we park?

The Homecoming Parade at noon was very well attended. During the parade, this area should be saturated with volunteers giving away information about Open University Day.

The training dinner for the booth volunteers was very useful. It should be scheduled at a time when the ROTC Cadets can attend. The latter is important because some of the ROTC Cadets were from Husson University so were unfamiliar with UMaine.

The stovepipe hats were not popular and were not worn by the volunteers.

1,500 copies of maps and similar handouts would be sufficient.

### *Venues*

There needs to be a training session for venue leads. Successful leads from 2015 should be used as part of the training. The year, about one-third of the venue leads did not pick up their packets of materials at the start of the day. In some cases, the person who was listed as the official lead delegated the responsibility to someone else but did not pass along the instructions. Consider having the venue packets delivered to the leads in advance rather than having them pick up on the morning of Open University Day.

The number of visitors was small at Witter Farm (18 visitors) and at the venues located at the south end of campus (25-35 visitors). If these venues are to participate in future years, they should bring equipment/displays/activities to the mall rather than have visitors go to the physical venue.

Should be selective about which venues are allowed to go forward. Maybe have fewer total venues. If Open University Day will be held for several years in a row, consider rotating which venues are open in a given year.

Rather than providing the venue leads with four different sets of arrow signs, each with an arrow pointing in a different direction, for use in their building, just give one type of sign with a separate arrow that can be taped on in the direction needed.

### *Logistics*

Some of the venue lawn signs were placed at the wrong building entrance or not placed at all. Possible solutions include: giving the cadets better instructions on where to place the signs; have a staff member place the day before; or have venue leads place at their own venue.

The shuttle route needs to more closely align with the venue locations. Specifically, the route needs to extend to the venues in the south end of campus. There was just one shuttle bus. This resulted in some visitors needing to wait a long time before the bus arrived. In future years, need at least two busses (maybe one paid for by Alumni Association and the other paid for by Open University Day) or maybe a mix of busses and vans. At least one van needs to be handicapped accessible.

### *Advertising, promotion, and publicity*

A more extensive effort should be made to promote Open University Day through the public school systems. This could include advertising through the Pulp and Paper Foundation's list of teachers. Postcards and letters should have descriptive graphics.

Consideration should be given to advertising on the radio.

Venue leads should advertise through their constituencies. Need to provide leads with "canned" email and/or postcard that they can use.

Objective of publicity is to get people to attend and once they are here, drive them to the information booths as the first stop.

### *Other*

On Open University Day command central needs representatives from all major groups: Open University Day, Alumni Association, Student Affairs, and Athletics. David Neivandt, as the coordinator on the day of the event, was getting many calls from information booths that he could not answer.

Need snacks and possibly lunch at command central.

Need enough lunch tickets for all volunteers including those staffing information booths, ROTC cadets, and command central.

It is essential to have two backups for person in charge of logistics on the actual day of Open University Day. This way one can stay at command central while the other roams around. This also allows for one person who at the last minute may be ill or otherwise unable to participate.



Consider having a roaming reporter on Open University Day whose job is capturing some of the moments and posting them in real time on social media.

Dr. Neivandt is happy to assist in future years, especially with identifying venues.

Overall many faculty and staff thought that Open University Day was a success and a similar event should be held in future years.

Respectfully Submitted,  
Dana N. Humphrey, Ph.D., P.E.  
Chair, 150<sup>th</sup> Anniversary Implementation Committee  
June 30, 2016

## Appendix I – Instructions for Event Location Leads



*Celebrating 150 years*

**Instructions for Event Location Lead  
Open University, October 17, 2015**



*In total, nearly 30 venues will be open to the public. These venues cover the breadth of UMaine with participation from every college, Cooperative Extension, sports venues, Fogler Library, and many of our research centers. This is a wonderful opportunity to demonstrate how important UMaine is to our State. We want visitors to walk away saying “Wow!”*

- Each venue coordinator will be provided with a “kit” containing the following:
  - One “Open University Site” sign for door through which guests should enter
  - Entrance door direction signs ( 3 right arrow and 3 left arrow)
  - Direction signs for use inside buildings (2 each: right arrow, left arrow, up arrow, down arrow)
  - Roll of scotch tape
  - 20 extra maps
  - 20 extra passports
  - 30 extra drawing tickets
  - Box for drawing tickets
  - Marker stamp for passports
  - Eight nametags for volunteers
  - Four meal vouchers for lunch for your volunteers

- **Pick up your kit from 210 Advanced Manufacturing Center between 8:30 AM and 9:30 AM**

- Janitorial staff will unlock the exterior doors of your building by 9:00 AM and will relock them after 3:00 PM. Please be present no later than 9:00 AM to ensure that the building is unlocked. If your facility not unlocked by 9:00 AM please call David Neivandt at (207) 356-0812 (backup number 207-581-2219). You are responsible for unlocking/relocking the interior rooms that will be part of your tour/performance.
- By 9:00 AM, a volunteer will place an Open University lawn sign near the main entrance of your venue. If you want the sign placed at a different entrance, feel free to move it.

- Using the signage provided in your kit, put the "Open University Site" sign on the door through which guests should enter building; on other entrance doors, put arrow signs directing people to the correct entrance door; once inside building, use arrow signs to guide people to the right room.
- Ensure that you have sufficient and appropriate/enthusiastic tour guides /demonstrators/performers to cover the full 10:00 AM – 3:00 PM timeframe including coverage throughout lunch; students are always well received. If possible, wear UMaine attire. Guides should use the name tags provided.
- Greet people cordially. There should be a member of your team near the entrance door at all times to greet guests and for building security.
- Ensure that appropriate personal protective equipment is provided and that appropriate safety measures are in place.
- Tours/Performances/Demonstrations should last for 20 minutes in order for visitors to have time to get to the next location.
- Tours should start promptly on each hour and half hour starting at 10:00 AM. The final tour should be completed by 3:30 PM.
- Guests are competing for two different sets of prizes<sup>1</sup>. Most guests should have received an Open University Day Passport and a supply of drawing tickets at one of the Open University Information Booths. If they don't have them, you have a small supply in your kit that you can give out. If you run out, direct guests to an Information Booth. Now, here's what you need to do:
  - **Passport - Using the marker stamp provided, put a stamp in the check box for your venue on the back of each guest's passport.** FYI - Prize drawings will be made for passports with the most stamps. There should be just one passport per guest. Passports must be turned in at one of the information booths before 3:30 PM. **Do not collect passports.**
  - **Drawing Tickets – Have guests place drawing tickets in the drawing box (provided in your kit) at each venue.** There is no limit on how many drawing tickets a guest may enter.

- **Before 3:30 PM, bring your drawing ticket box and any leftover maps, passports, and drawing tickets to 210 Advanced Manufacturing Building.**
- Reiterate that there is a circulating bus on campus for those requiring/desiring assistance (see map for route)
- Food options:
  - Bear's Den: 10:00 AM to 2:00 PM
  - Oakes Room (Fogler Library): 10:00 AM to 3:00 PM
  - Bear's Dean Café and Pub: 1:00 PM to 10:00 PM
- In the case of a medical or safety emergency, call 911

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<sup>1</sup> Prizes include: UMaine hockey tickets, UMaine basketball tickets, Maine Historic Atlas, UMaine ball caps, UMaine then and now posters, 150<sup>th</sup> anniversary shirts, and 150<sup>th</sup> window clings.

- If issues arise that you need assistance with call David Neivandt on (207) 356-0812 (backup number 207-581-2219) Note: On Open University Day, David will be working out of the AMC, so he will not be answering his regular office number.



## Appendix II – Instructions for Information Booths



*Celebrating 150 years*

**Instructions for Information Booths  
Open University, October 17, 2015**



*In total, nearly 30 venues will be open to the public. These venues cover the breadth of UMaine with participation from every college, Cooperative Extension, sports venues, Fogler Library, and many of our research centers. This is a wonderful opportunity to demonstrate how important UMaine is to our State. We want visitors to walk away saying “Wow!”*

- Your information booth kit contains the following:
  - 400 Open University Day maps
  - 600 Open University Day passports
  - 800 Open University Day drawing tickets
  - 150 UMaine Bookstore bags
  - 60 (approx.) informational handouts from various organizations around campus
  - Postcards advertising a reading of by Tim Sample of Steven King’s “Drunken Fireworks”
  - Pens, highlighters, post-it notes
  - Blue table cloth
  - Bottled water and snack food
  - Four name tags
  - Four lunch vouchers
  - Two top hats
  - One copy of schedules of Homecoming and Family & Friends Weekend events
  - One copy of building handicapped accessibility maps
- What you need to know
  - Your booth will have table, three chairs, 150<sup>th</sup> information booth banner, and canopy (if outside). These will be set up by facilities management prior to your arrival.
  - Open University Day maps: The front side of the map shows the location of each venue (29 total), the route for the shuttle bus, and the location of the

pickup point for the shuttle van to Witter Farm. The back side gives a short description of what guests will see at each venue

- Performances/tours will start on the hour and half hour starting at 10 AM with the last performance/tour completed by 3 PM.
- Campus shuttle bus (yellow school bus) will start at 6 AM and continue to 9 PM. Guests may be picked up or dropped off at any location on the route. The route is shown on the map. The bus will complete the route once every 15 to 20 min.
- Shuttle van to Witter Farm will depart from front of Memorial Gym on the hour and half-hour. The first departure will be at 10 AM and the last departure at 2:30 PM.
- Open University Day passport: Guests should bring passport with them to each venue. At each venue they should get their passport stamped. Completed passports should be turned in at one of the Open University information booths before 3:30 PM. Passports with the most stamps will be entered into a prize drawing.
- Open University Drawing tickets: Drawing tickets are turned in at each event venue. There will be a drawing for prizes. There is no limit on how many drawing tickets a guest can turn in, but in total there are 6,000 tickets, once they are used up, there are no more. Do not accept completed drawing tickets at your information booth.
- Passport and drawing prizes: prizes include UMaine men's hockey tickets, UMaine men's and women's basketball tickets, Maine Historic Atlas, UMaine ball caps, UMaine then and now posters, and 150<sup>th</sup> anniversary shirts.
- There are three events going on campus today: Homecoming, Family and Friends Weekend, and Open University Day. To help you answer questions about other events, a copy of the schedules for Homecoming and Family & Friends Weekend are included in your kit. Some of the Homecoming and F&F events, including the F&F Lobster Bake, require that tickets be purchased in advance.
- An evening of "Drunken Fireworks", 7 PM, Oct. 17, 100 D.P. Corbett Business Building – Maine humorist Time Sample will share stories and insights from his career, read passages from Stephen King's "Drunken Fireworks", and discuss his recent collaboration with Stephen King, who called the recording a "wild ride". This event is free of charge. No tickets are required. This is not an event where guests get their passport stamped.
- Parking: Parking lots are shown on the map. If guests ask where to park suggest the Collins Center for the Art Lot, Belgrade Lot, and Steam Plant Lot.
- Restrooms: Restrooms are available at each venue location, as well as the Memorial Union, Buchanan Alumni House, and Collins Center for the Arts.
- Food options:
  - Bear's Den: 10:00 AM to 2:00 PM (Volunteer's meal vouchers are good here)

Oakes Room (in Fogler Library): 10:00 AM to 3:00 PM

Bear's Dean Café and Pub: 1:00 PM to 10:00 PM

Hilltop and York Dinning Commons 11:00 AM to 8:00 PM

- Bookstore: 11:00 AM to 6:30 PM

- What you need to do

- Open University information booths need to be staffed from 9:30 AM to 3:30 PM. At most booths two people will staff the first shift from 9:30 AM to 12:30 PM and two people will staff the second shift from 12:00 PM to 3:30 PM. It is critical that the booths be staffed until 3:30 PM because that is the deadline for guests to turn in their completed passports. For those staffing the second shift, be aware that there will be a lot of traffic and parking may only be available in remote lots, thus allow enough time to get to your assigned booth location by the start of your shift.
- Wear UMaine branded clothing if you have some. Wear nametag and the top hat provided in your kit.
- Greet people cordially.
- Provide each group with one map, and each individual guest with one passport and five drawing tickets; explain how the passports and drawing tickets work
- Ask if there are specific facilities that they'd like to visit and mark the map accordingly using one of the highlighters, including the origin (You Are Here)
- Be prepared to help people locate restrooms and food
- Let guests take any of the other handouts that are available on your table; have them take a UMaine Bookstore bag if they need something to put their "loot" in.
- Encourage guests to visit some of the sites on the periphery of campus first and then work back toward the center.
- Mention that there is a shuttle van out and back to Witter Farm and that driving out by oneself is not an option. Once out there, people can do tour three different facilities. The Witter Farm van pickup/drop off point is in front of Field House.
- Mention that there is a circulating bus on campus and that the route is shown on the map.
- Promote the reading of "Drunken Fireworks" at 7 PM this evening.
- Ask if you can help in any other way
- Collect completed Open University Passports and put in box provided; do not collect drawing tickets, they need to be turned in at the event venues.
- **At 3:30 PM return the box of passports to 204 AMC Building**
- In the case of a medical emergency, call 911
- If issues arise that for which you need assistance, such as running short of maps and passports, or if there are questions you can't answer, call David Neivandt on (207) 356-0812 (backup number 207-581-2219; backup to backup number: Laura Lindenfeld 207-949-3679)

### **Appendix III – Open University Day Phone List**

#### **Open University Day Phone List (10/15/15; 6:45 PM)**

##### 150<sup>th</sup>/Open University Day

David Neivandt 356-0812 (Prime contact)  
Laura Lindenfeld 949-3679 (Backup contact)  
Dana Humphrey 944-3054 (Backup contact)  
Advanced Manufacturing Center 581-2219

##### President's Office

Suzi Miller 299-6151

##### Marketing and Communications

Margaret Nagle 949-4149

##### Alumni Association

Anne Cambridge 646-842-2194 (cell)

##### Athletics

Will Biberstein 745-7556

##### Van Driver

Don Russell 745-6586

##### Facilities Management Admin Contacts

Jeremy Chubbuck – 356-1534

Josh Young – 944-4871

Stewart Harvey – 356-3472

##### Grounds – Barricades, moving, general needs, etc.

Harold Dall – 949-4182

Bart Gallant – 949-0565

##### Custodial Shop – Unlocking/locking buildings, custodial needs, etc.

Two custodians will be on site during the day from 7:00am to 5:00pm. They can be contacted through the on call supervisor.

On Call Supervisor – 478-4342 / 949-3863



David Fowler – 852-8507  
Corey Brooks – 949-3859

Paint Shop – Signs, sandwich boards, broken glass, etc.

David Bowman – 949-4087  
Al Baker – 659-2044

Resource Recovery – Trash/recycling needs, cleanup, etc.

Denny Grant – 944-9925  
Scott Foster – 570-2905

Electric Shop – Craft fair coverage of electrical needs, etc.

Dave Holmes – 356-4830  
Dave Lucas – 944-0940  
Mark Vaillancourt – 949-3473  
Nate Emerson – 478-7154  
Steve Moody – 949-4590

UMPD/UM Security – Callbacks for emergency items (floods, damages, etc.)

UMPD - 581-4040  
UM Security – 949-4086 / 949-4084

## Appendix IV – Logistics Checklist

OPEN UNIVERSITY WEEKEND LOGISTICS - V3.3 (09/16/2015)				
	Contact person/ responsible office	Assignment Made/ Work Order Issued	Estimated Delivery Date	Estimated Cost
ALUMNI HOUSE - Open University volunteer in foray next to information desk				
"Open University Poster"	Marketing			\$35
Easel for poster	Suzi			Nil
Supply of O.U.W. maps and passports	See separate section for printing order			Printing
PRESIDENT'S HOUSE				
"Open University Poster"	Marketing			\$35
Easel for poster	Suzi			Nil
Supply of O.U.W. maps and passports	See separate section for printing order			Printing
Wells Confernece Center				
"Open Univesity Poster"	Marketing			\$35
Easel for poster	Suzi			Nil
Supply of O.U.W. maps and passports	See separate section for printing order			Printing
Jeff Mills announces at end of UMF Annual Meeting	Dana with ask Jeff	9/9/2015		Nil
INFORMATION BOOTHS		Six locations: CCA lot; Steam Plant Lot; Under big "M" outside of field house; North end of Mall; South end of Mall; Map in front of Lengyel		
Six canopies	Suzi			Nil
Six tables	Suzi will issue W.O.			
12 chairs	Suzi will issue W.O.			
Canopy, table, chair, banner setup	Suzi			????
Six "Open University Information" banners	Marketing			\$495
Bottled water and snack food	Suzi			\$85
Lunch voucher for each volunteer (estimate 30)	Suzi			\$240
Pens, highlighters, post-it notes, blue paper table cloth	Suzi			\$51
Supply of O.U.W. maps and passports	See separate section for printing order			Printing
Supply of drawing tickets	See separate section for printing order			Printing
Instruction sheet for each volunteer	David Neivandt			Nil
Training diner for volunteers	Suzi			
Top hat for each volunteer	Already on hand	Done	Done	On-hand
Bookstore bags (1000)	Dana will contact Dick Young		Done	Nil
Other University handouts	Suzi			Nil
EVENT LOCATIONS				
Janitors to unlock buildings by 9 am and lock after 3 pm	Suzi will issue W.O.			\$1,100
O.U.W. location sign for each (estimate 30)	Marketing			\$281
Small supply of O.U.W. maps and passports	See separate section for printing order			Printing
Stove pipe hat or Abe Lincoln rubber stamp (estimate 30)	Marketing			\$90
Ink pad if stamp is not self inking (estimate 30)				\$90
Supply of raffle drawing tickets	See separate section for printing order			Printing
Box for raffle drawing tickets (estimate 30)	Marketing			\$100
Instruction sheet for each event location leader	David Neivandt			Nil
Lunch vouchers for faculty and students staffing venue (estima	Suzi			\$960
PRINTING ORDER				
O.U.W. maps (3,500)	Marketing			\$450
O.U.W. passports (4,500)	Marketing			\$787
Raffle drawing tickets (6,000)	Marketing			\$348
Postcards for mailings and handing out at events (3,000)	Marketing			\$495
8.5x11 "posters" for use on building door and inside building	Marketing			\$264

MISC. ITEMS FOR O.U.W.				
Van to shuttle people to/from Witter Farm	Suzi			\$130
Need driver for van	Suzi ?			
Special sign for departure point to Witter Farm	Marketing			\$35
O.U.W. signs to line streets leading to campus (100)	Marketing			\$353
Two undergraduates to act as sign placers and runners	Suzi			\$400
Prizes for passport and drawings				Donated or on-hand
MAILINGS				
Post cards for malings	See separate section for printing order			Printing
Addressing cost for postcards (2,500) - alumni and legislators o	Marketing			\$82
Mailing costs for postcards (2,500) - alumni and legislators only	Marketing			\$430
Cover letter to principals and guidance councilors	Vicky Wingo			
Schools and guidance councilors	Vicky Wingo	Done	Done	Nil
Political leadership	Jen O'Leary			Nil
RSVP's to President's Club Brunch and Football box	Suzi will request list			Nil
MARKETING AND PUBLICITY				
Advertisement in BDN	Marketing			Marketing will cover
Advertisement in PPH	Marketing			Marketing will cover
Other ????	Marketing			
TOTAL				
				\$7,371