ALL ROADS LEAD TO THE DOME

UCONNIC 2018

Meet the SUBOG Concert Board!

Understanding UCONNIC: What to expect at this year's newest event

2017-2018

nutmeg.uconn.edu
“if Lil Uzi showed up, then UCONNIC wouldn’t exist”

Building upon a legacy.

When we started planning UCONNIC together, it was nameless. We knew we were creating a music festival. We knew it would be about capturing an experience. We knew it would be so much more than anything we had done before, in our personal lives and for SUBOG. But, we had no idea what to call it.

So, we explored what we wanted from a title and realized how big of a challenge it actually was. The title needed to cover all aspects of UConn and represent the community holistically.

How do you effectively name something that means so much, in just a few words? Coming off of a cancelled show, we felt like there was a lot to prove. Students had a high expectation of us to make something crazy out of the show. And honestly, we wanted that too.

So together, we invested a lot of time and resources into making the music festival idea a reality. We started fresh by re-evaluating everything we had done. The whole time, through all the changes, we wanted the event to be memorable. Something that years after, you would remember as a pivotal moment in your time at UConn. Something that new students would look forward to every year and create a new campus tradition. Something that was so iconic, it had a name and reputation of its own. Naturally, the title was perfect.

One day, when meeting to talk about creating this spread, we asked Nutmeg for help coming up with a title. With the creativity and knowledge of UConn’s history through the yearbooks, we knew there had to be something good. Meeting with Rachel and Elise, Lexi and I brought up our thoughts for what the title should represent and floated around some examples. On the shelf behind us was about a dozen Nutmeg yearbooks, and one in particular caught my attention. I grabbed the book that was all navy and had the UConn Jonathon logo imprinted on it. Written on the cover in bold text was “UCONNIC.” A yearbook named to represent the most iconic events of the year. Immediately, after hearing it out loud, Lexi and I looked at each other and knew it was a perfect title and exactly what we were looking for. UCONNIC embodies all of UConn’s diverse culture and elements. The term refers to an event that will define UConn’s concert history and be a special experience and memory for all students. UCONNIC will become a legacy of UConn.

It’s amazing to see it all come full circle, and to have that story told, in this spread with Nutmeg. Today, with those words being slapped across every graphic, website, and email – it’s a great representation for what this event is going to be. One of the most iconic events at UConn.

Adam Sherif, Concert Chair
Setting the Stage

Article by Nicole Sanclemente
Photographs by Owen Bonaventura
Design by Morgan McKenna

Lexi, PR Chairwoman
Autumn, Hospitality Chairwoman
Eleanor, Committee Relations Chairwoman
Emily, Marketing Relations Chairwoman
Ryan, Music Relations Chairman
Kiah, Digital Marketing Chairwoman
Ben, Event Management Chairman
Adam, Concert Chair
Milcah, Community Development Chairwoman
Keith, Communications Chairman
Ryan, Music Relations Chairman

SUBOG 4
SUBOG 5
The University of Connecticut has so many organizations on campus that offer great professional and extracurricular experiences throughout the year. One of the largest organizations on campus in charge of providing UConn students with fun and educational opportunities is the Student Union Board of Governors. SUBOG’s office located on the third floor of the Student Union, is home to hundreds of undergraduate students that want to be a part of something bigger than themselves, and want to give back to their university community.

SUBOG’s Concert Board is made up of ten very diverse, hard-working and enthusiastic students that meet every week throughout the school year to organize UConn’s fall and spring concerts. Adam, the board’s chairman oversees the organization, and is there to help, challenge and support the board to try and organize incredible concert experiences for the UConn community. However according to Adam, the other nine individuals that are on the board do the actual “backbreaking work”. Alexandra, better known as Lexi, is the public relations chair for the board, and works as a liaison between the board and other sponsors for the events they plan. Milcah, the community development chair makes sure that every community at UConn is involved and heard. She reaches out to the cultural centers at the university to incorporate their ideas and preferences as well. Ben is the event management chairperson and he is in charge of the production of the event. This includes the security hired as well as making sure everything runs smoothly during the presentation. Eleanor, the committee relations chair is the point of contact for the committee members, and does the meeting minutes. She is the person that does all the forms regarding the logistics of the event. Autumn, the hospitality chair is the point of contact for the artist for the entirety of the show. She makes sure that the artists and performers are comfortable and are being given everything they need to make the show a success. The communications chairman Keith, makes sure that communication is clear and reliable between the board and the students at the University of Connecticut. Emily, the marketing relations chairperson works with SUBOG’s outreach committee to publicize the events on social media and around campus through fliers and other forms of publication. Kiah, the digital marketing chairperson works alongside Emily to create the videos and promotional posters that are posted. And finally Ryan, the music relations chairperson researches new artists and finds ways to tie them into future shows and presentations. He creates the surveys that are sent out to UConn students so the board can see what genres of music or specific performers students want to see.

Last year, SUBOG’s Concert Board decided on hiring hip-hop artist Lil’ Uzi Vert for their annual Spring Concert. Students were very excited for this performer and tickets for the show sold out quickly. The evening the show was scheduled for, Lil Uzi Vert contacted the school and told them he would not be performing. This last minute cancellation caused much backlash for the board, and many students started doubting the work that the individuals on the board do to schedule events for UConn students. “You don’t fix things that are not broken,” said Adam the chairman of the board. “If nothing’s wrong with it, then you just leave it how it is.” After the abrupt cancellation, the board met for four hours just to reflect on the unfortunate event, and brainstorming ways they could fix their methods for the next year. “We knew Spring concert was something we had to rebuild and that we actually had the potential to do better,” said Milcah. So the board decided on turning the Spring Concert into a music festival, where there...
would be many more opportunities for fun activities and ways to involve a bigger audience of students. The board sent out a survey to students asking what performer and genres they were interested in, and they got about 5,000 answers back. It allowed students to participate in the decision-making process. Together the board came up with the perfect name for the one-day festival they are planning on organizing; “UCONNIC.” They explained that the name came from the Nutmeg school yearbook a couple years ago. “This is a festival, it’s a full-day event. You don’t have to just show up for the concert; there’ll be activities to do outside,” explained Ben, the event management chairperson. There will be food trucks, souvenirs, games, prizes, photobooths and much more available. The fun will continue inside Gampel with a whole new stage and set-up so that both fans on the higher levels get the same experience as fans with floor seats.

The members explain that they are always welcoming and encouraging students to attend their meetings on Wednesdays at 5pm in Student Union Room 303. They want students to get involved and speak out for what they want to see. However there are many reasons as to why many popular artists cannot be invited to perform at UConn, and the board wanted the student body to understand these reasons. “When picking an artist we have to keep in mind the price and availability of the artist. We face the challenge of Coachella and other competing schools and universities that want to book the performers for their concerts as well,” Lexi explained. Contrary to popular belief, it is not an easy process to hire an artist due to the budget that SUBOG is given. It’s complicated and time-consuming, and it takes a lot of patience and hard work from the board to come together and try to find someone that makes the cut.

“Know the process, love the artist”
We’re reinventing what it means to go to a concert at UConn.

Our goal is that everyone will hear about UCONNIC - whether that’s before the show or after.
SUBOG CONCERT

Artist Release Party, March 5th
UCONNIC, April 12th