UCAB undergoes several changes to structure, including new name

The University Center Activities Board underwent several changes, all starting with the change that came along with the re-naming of the University Center to the Sadler Center. The Executive Board jumped at this chance to give UCAB a complete overhaul. “We saw the name change as an opportunity to re-brand the organization as a whole and make it more modern and applicable to current W&M students and their lifestyle,” Katy Lang, the Director of the General Board, said.

This change focused on a new name and theme, while keeping the main idea of UCAB intact: to bring a variety of fun and informative events to campus. With that in mind, UCAB spent the fall semester conducting a search within the student body for a new name that would capture the spirit of the organization. Once the names were whittled down to a few, the General Board then Executive Board gave their input, and “AMP” was decided. “Our executive board used a combination of creativity and inspiration from the submissions we received to come up with AMP: Alma Mater Productions,” Lang said. “We wanted something fun but also relevant to William and Mary, and our school is the alma mater of a nation, so it fits perfectly.” The new name went into effect at the beginning of the second semester, and was officially launched with t-shirts, sunglasses and (attempted) hot-air balloon rides in the Sunken Gardens.

AMP continued to bring a range of events to campus, highlighted with musical guests such as The Ting-Tings in the fall, and mash-up DJ GirlTalk and American Idol winner David Cook in the spring. Other events included comedians like Michael Ian Black, newly-released movie screenings, and speakers. AMP was well-received and began a new era in campus events.

‘AMP’ It Up

Katherine Orth