

# UNIVERSITY CENTERS

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*Students walk Badger Street Mall with energy and excitement to celebrate the first annual Eagle Fest, September 10, 2021*

# ANNUAL REPORT

2021 / 2022

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**Prepared By:**

Kyle E. Burke, Director-University Centers

Karen Daniel, University Services Program Associate







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*The Green Fund Grant for the UWL DRIFT Bike Share Program was passed in fall 2021, Green Fund student Andrew Ericson with a shared bike (top left). A Pop-Up Holiday Concert in the Union (top right). Late Night Breakfast volunteers stand ready to serve students at Late Night Breakfast in Whitney Center: Jeff Keenan-REC Director, Corey Sjoquist-Assistant Vice Chancellor for Admissions, Will Vanroosenbeek-Pride Center Director, and K.C. Cayo-Vice President Student Association (bottom left). UW System President, Governor Tommy Thompson, speaks on the Union Lawn during fall semester about the 70 for 70 Campaign and the importance of a COVID vaccine (bottom right).*

## A Message from the Director...



Greetings! My name is Kyle Burke, and it is my sincere honor and privilege to serve as the Director of University Centers. Having assumed this role in March 2021, I now feel as though I have a solid understanding of the University, our department, and most importantly, our students. I sincerely appreciate all the support that has been provided by colleagues and students alike over the past 15 months. I look forward to continuing our collective efforts to advance our mission and support our students into the future.

I continue to be in awe of the excellent programs and services that University Centers provides to our students and greater UWL community. None of this would be possible without the hard work and expertise of the University Centers team. Together we have accomplished great things over the past year and have exciting things planned during the year to come. My sincerest appreciation to each member of the University Centers team for all your hard work and dedication.

This past year we had many staff changes. Four staff members have retired: Rob Hamann-Custodial Services Supervisor, Duke Temp-Student Union Lead Custodian, Mark Barton-Whitney Center Lead Custodian, and Scott Marshall-Student Union Custodian. I congratulate them on their retirements and thank them for their many years of service. Five staff have moved on to other opportunities: Drea Higgins-Interim Associate Director for Involvement and Leadership, Kelsi Grubisich-Civic Engagement & Leadership Coordinator, Wanda Nemeth-Student Union Lead Custodian, Gary Moe-Student Union Custodian, and Shayna Hornbeck-Student Union Custodian. I also thank them for their service and wish them well on their next career endeavors. We also welcomed a few new staff members including Jacob Hart as the Associate Director for Involvement and Leadership, Magann Dykema as the Program Coordinator-Student Activities, Corey Stilwell as the Interim Program Coordinator-Outreach and Communication, Leeann Dobson as the Custodial Supervisor, Robby Dayton as a Student Union Lead Custodian, Nathan Zinn-Wirtz as a Student Union Lead Custodian, and Dean Gelbeck as the Whitney Center Lead Custodian. We also hired seven new Custodians: Anita Bashaw, Ajay Valentine, Johnathon Thao, Cara Senn, Colin Smith, Casey Moran, and Allen Schlittler. Welcome to the University Centers team, we are glad to have you here. Lastly, we continue to address a few current vacancies as we develop an organizational structure that will move us forward and allow us to support students as efficiently and effectively as possible. We hope to have a full team by the end of the fall semester.

Throughout this annual report you will find an overview of our goals, accomplishments, points of pride, as well as challenges that were faced during the 2021-2022 academic year. A few of our highlighted achievements over the past year include:

- Produced the first Eagle Fest which saw over 4,000 student, staff, faculty, and local neighborhood attendees
- Engaged 95% of new first-year students and 82% of second-year students in at least one activity/program/service during the first six weeks of the fall semester
- Launched the UWL chapter of the National Society of Leadership and Success
- Launched the Chancellor's Volunteer Service Award
- Developed new residential and off-campus Dining Plans
- Students performed 10,409 volunteer service hours on campus and in the local community
- 60,848 OZZI reusable containers were used at the Student Union and Whitney Center
- Redesigned the University Centers websites including the Student Union, COVE, and Campus Dining sites

Some of our goals for the 2022-2023 academic year include: focusing on the engagement of our first- and second-year students, supporting student wellness initiatives, streamlining the promotion of campus activities and events, implementing the new Dining programs, and to build upon our initiatives to engage our students in campus activities, programs, and volunteer service. As we approach our work towards these goals, it is imperative that we keep the holistic well-being of our students and their success at the forefront of our efforts.

The University Centers department, and the buildings we operate, will continue to be safe and inclusive environments. We remain dedicated to celebrating the diversity of our community in an equitable and inclusive manner.

We are excited to be hosting the second annual Eagle Fest on Friday, September 9, 2022. You won't want to miss this new UWL tradition!

As always, we hope that you will get involved in the many programs and services that we provide and take time to enjoy your campus living room. I hope to see you in "The U" very soon! Take good care!

**Kyle E. Burke, Director - University Centers**

## **MISSION**

### **University Centers Mission**

University Centers serves the community by providing a welcoming environment that facilitates learning opportunities, embraces inclusivity, and enriches the campus experience.

### **COVE Mission**

A place where students gather to create, collaborate, and develop; encourages growth in a supportive and dynamic student-driven environment where all are welcome; provide resources for student organizations.

### **Custodial Services Mission**

The University Centers Custodial Services Department enhances the UW-La Crosse experience by providing a high level of cleaning, safety, and event set-up services.

## **CORE VALUES**

- **Leading to Serve:** We engage in activities that serve the goals and best interest of our students, colleagues, and community – those that promote self-actualization. Our success lies in the success of others.
- **Multiculturalism:** We recognize and embrace the strength that resides in our human diversity, both culturally and intellectually. As a result, we strive to benefit from the inclusion of diverse perspectives and to become “more than the sum of our parts.”
- **Assessment:** Assessment lends direction and strength to our endeavors. It informs and motivates the effectiveness of our programming, and it supports our understanding of critical changes among the students and communities we serve and the colleagues with whom we collaborate.
- **Integrity:** We strive to model the highest level of ethical behavior in our interactions with students and colleagues as well as in our research and assessment activities.
- **Advocacy:** As agents of positive social change on campus and in the community, student development and diversity professionals empower those who lack a voice on campus.

## **SMART GOALS 2021-2022**

- By September 1, 2021, University Centers, in collaboration with the Divisions of Student Affairs, Diversity and Inclusion, and Academic Affairs, in effort to support first-year, second year, and transfer students’ retention will establish a six-week engagement plan, as demonstrated by the development of a new student engagement baseline. **GOAL COMPLETED!**
- By October 15, 2021, University Centers, in collaboration with University Dining, will assess our current Dining Plans offered, with the purpose of providing a student-centered model that supports the health and well-being of students, as demonstrated by the development of a high quality, value focused residential meal plan. **GOAL COMPLETED!**
- By April 20, 2022, University Centers, in collaboration with the Division of Student Affairs and University Marketing and Communications, in effort to further develop and support our students’ affinity to UWL, will develop and begin the implementation of a comprehensive plan to build a sense of school spirit, establish new campus traditions, and an affinity to our Stryker mascot. **GOAL PARTIALLY COMPLETED-TO BE CONTINUED!**
- By September 8, 2021, the Leadership and Involvement Center within University Centers, will develop a comprehensive program to engage students in service-learning opportunities. This will include the development and implementation of a new Chancellor’s Service Award program as well as UGetconnected volunteer platform education. The goal of these initiatives is to increase student service hours by 5% during the 2021-2022 academic year. **GOAL COMPLETED!**



## GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2021-2022

- Eagle Fest 2021:** The first annual Eagle Fest was held on Friday, September 10, 2021, on the Student Union Lawn, Badger Street Mall, and Eagle/Coate Field. The event was an enormous hit with students to start the school year and featured food, fun, and entertainment: a kick-off with the Screaming Eagles Marching Band, Crafts, Student Organization and department tabling, Drag Queen BINGO, concerts by TUGG (reggae), TeawhYB (hip-hop), After Midtown (country), caricatures, Apothik food truck, Jean Luc Crepes, BBQ dinner hosted by University Dining, and a Student After Party-Headphone Disco. Total attendance exceeded 4,000. Eagle Fest was the first large social event since COVID, sponsored by



University Centers. The second annual Eagle Fest will be held on September 9, 2022. A new tradition has been established. *The Drag Queens hang with Stryker prior to Drag Queen BINGO (above left). Students pose with Stryker on the mall (top right), and relax on Coate Field with Eagle boom sticks, (bottom right).*

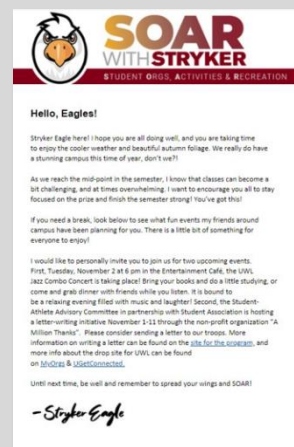


- “70 for 70” Vaccine Campaign:** UW-La Crosse was the first comprehensive campus in UW System to reach a 70% student vaccination rate, a System-wide goal established last summer as part of the “70 for 70” campaign. By reaching 70%, UWL unlocked at least seven \$7,000 scholarships from UW System, and other prizes, which were distributed by drawing (students had to be fully vaccinated, grant UWL’s Student Health Center permission to confirm their status, to be eligible). University Centers Director Kyle Burke was involved with the steering committee - he and University Centers staff assisted by distributing 140+ exclusive Stryker Eagle hoodie sweatshirts. UWL achieved an impressive 83% vaccination rate as of 10/31/21. *Stryker poses with a student as they are awarded an Eagle sweatshirt in the Union (left).*

- “Did You Know” Series:** This was the fourth year of the Diversity and Inclusion Initiative that is permanently displayed on the north entry of The U. The series was updated three times this year using both previous and new pieces.

Themes this year: Multicultural Student Organizations, Black History Month, and Women’s History Month.

- Six-Week Engagement-SOAR/Involvement:** University Centers, in collaboration with the Divisions of Student Affairs, Diversity and Inclusion, and Academic Affairs, established a successful Six-Week Engagement Plan. 95% of new first-year students and 82% of second-year students engaged in at least one identified activity during the first six weeks of the fall semester. University Centers communicated with the student body via Stryker emails 20+ times this year. The goal of this communication is to inform students of various events taking place on campus, as well as ways in which they can get involved and engage on campus by easily viewing event links on their phones. *University Communications assisted in crafting a new design for the Stryker email format which is visually appealing (right).*



## **GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2021-2022...CONTINUED**

5. **Chancellor’s Volunteer Service Award:** University Centers launched a new program this year to encourage student volunteerism on campus and in the local La Crosse area. 79 students participated, and 32 students were awarded a certificate of completion along with a lapel pin for their level of service hours completed. A total of 3,361 service hours were completed!
6. **National Society of Leadership and Success (NSLS):** The Leadership & Involvement Center launched a new chapter of the NSLS, the nation’s largest leadership honor society program. There were 576 students that participated in activities and events, and 242 were inducted into lifetime membership.
7. **TrafSys Traffic Data:** Comparisons of traffic into The U during 2021-2022 display significant increases from 2020-2021 during COVID (*below*).

<b>Period 1: 5/24/2020 to 5/30/2021</b>				
<b>Period 2: 5/31/2021 to 5/30/2022</b>				
<b>Location</b>	<b>Period 1</b>	<b>Period 2</b>	<b>Gain/Loss</b>	
East Entrance	135,765	201,575	48%	
North Entrance	161,532	238,467	48%	
West Entrance	154,741	396,031	156%	
<b>Total</b>	<b>452,038</b>	<b>836,073</b>	<b>85%</b>	

8. **Student Union Vinyl/Photo Signage:** Program Coordinator, Corey Stilwell, spent almost a year collaborating with University Communications developing large signage ideas for open walls in the building. As part of phase I, new vinyl signs were installed June 2022 in locations throughout the Student Union. This includes Spirit Marks in main entryways, a “wing” wall, an Eagle Fest save-the-date logo, a welcome sign in University Centers reception area, and other signs in the COVE, Theatre entry, and the Entertainment Café entry. We are looking forward to the next phases of this project in the coming year (*see page 18 for the new images*).
9. **University Centers Website Update:** In partnership with University Communications, the University Centers Student Union and Dining web pages have been completely revamped with updated images and easy to find information. The pages look amazing <https://www.uwlax.edu/university-centers/>



Center, Eagle Fest, Spring Break Send Off with Wellness and Health Advocacy, Student Support Services, Residence Life, Office of Multicultural Student Services, Violence Prevention, Pride Center, and Los Noj Mov (Come & Eat) with Chef Yia Vang with Cru and HOPE. *Students enjoy a free movie in The U Theatre (above). CAB NSO BINGO in the E Café is led by CAB student staff Grace Tester-Public Outreach Lead, and Katie Jensen-Executive Board Lead (right).*

10. **Campus Activities Board:** Continued to develop their Instagram and Facebook presence to ensure students knew what events were happening. The team saw an increase in attendance from followers. Grab-N-Go Craft Nights were offered for students with high attendance. The team will continue these craft nights on a bi-weekly basis. CAB also brought back our Campus Cinema experience, hosting films weekly on Thursday - Friday (adding Saturdays from October - March) in the Student Union Theater. CAB continued partnerships with other organizations, departments, and initiatives: Sample the City and Volunteer Fair with the Leadership and Involvement



## GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2021-2022...CONTINUED

11. **Recognized Student Organizations:** The COVE returned to hosting the fall Annual All Recognized Student Organization Meeting in-person. The event covers an important overview of MyOrgs, Annual Registration, website resources, how to utilize Ugetconnected, fundraising, licensing/trademark apparel, and other important student organizations privileges and benefits. The COVE also created virtual training for Student Organization Advisers including a quiz and acceptance of Terms and Conditions. Additional student involvement:
- 30+ Student Organizations participated in service projects or volunteer opportunities
  - 10,409 Hours of Service approved on My Orgs and Ugetconnected
  - 61 Fundraiser Registrations approved
  - 11 new Student Organizations were recognized with 168 completing Annual Registration to remain active in the fall 2021

AREA	ATTENDANCE
Campus Activities Board Events	7,958
Leadership and Involvement Center	1,248
Pride Center (events, panels, presentations)	5,558 <i>(one virtual speaker)</i>
TOTAL Event Attendance	14,764
Student Organization Members	4,169
MyOrgs Reported Service Hours	5,423.62
UGetConnected Reported Service Hours	4,985.67

12. **Social Media/Instagram:** Over the past year, we have grown our social media following significantly. Our @uwlacrossstudentunion Instagram page grew from 654 followers to 913 followers, and our @uwlthecove Instagram page grew from 462 followers to 813 followers. We worked diligently to create a social media strategy which included a specific number of posts per week, and consistent graphics/communications that promoted our building as well as the events taking place within it.



13. **Fraternity & Sorority Community:** Students enjoying the ever-popular Delta Sigma Dog Days event on the Student Union lawn during spring semester *(left)*.

14. **The COVE Graphics Garage:** Staff worked hard to make the Garage their home this year. They revamped the interior of the Garage, creating a more expressive and artistic atmosphere. The team got into a working rhythm, with 170 invoices deposited for the academic year totaling \$4,564.65. *Graphics staff Creative*



*Communications Designers bottom row: Devin Bauert, Kady Cheng. Top row Madison Vaillant, and Corey Stilwell-Adviser (right).*

15. **Campus Food Pantry:** The Campus Food Pantry shifted their Access Request Form to MyOrgs and received 643 requests for access during the year. A total of 454 individuals swiped into the Food Pantry 4,338 times. The Campus Food Pantry, along with campus partners, launched 4 Satellite Pantries locations: Office of Multicultural Student Services, Counseling & Testing Center, McNair Scholars Office, and Student Support Services



## **GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2021-2022...CONTINUED**

16. **Pride Center:** The Pride Center held their 18<sup>th</sup> Annual Drag Show. This was the first one since COVID. Many students had not ever attended a show prior, so it was challenging to get them, as well as faculty/staff to take part. Three alums, who perform drag in Madison, were invited to be our hosts and to teach the participant what to do at a drag show. We sold out twice and raised over \$3,000 (in tips) for Thrive! The tickets sales go to the Pride Center’s Scholarship Account as well as the LGBTQ+ SFO Account for Rainbow Unity and Transform. Currently, Pride Center has five scholarships, four through the Pride Center and one funded by an alumnus (Mini Mohns Scholarship). *Pride Center 2022 staff: Will Vanroosenbeek-Director, Amanda Wesche-Graduate Assistant, and Peer Educators Connor Obgartel, Jamie Henk, and Adam Whitney (right).*



17. **Pride Center Programming:** The Pride Center took 21 students to the Midwest BLGTA College Conference. Two of our students were presenters at the conference, which is the largest college LGBTQ+ conference. Students who attend are more involved in the Pride Center, Rainbow Unity, and Transform, they hold leadership roles within the student organizations, and stay connected with the Pride Center though graduation. *The Pride Center booth at Eagle Fest: Cait McCreavy-Peer Educator, Amanda Wesche-Graduate Assistant, Hope Carter-Peer Educator, Aaron Ickler, Rainbow Unity & Transform Co-Chair (right).*



18. **University Reservations:** Reservations still experienced COVID restrictions and had few events. However, revenue collected was \$30,976 compared to \$0 in 2021-2022.

- Number of bookings in The U: 4,457
- Number of Event Hours in The U: 15,735
- Number of bookings rest of campus (EMS): 1,236
- Number of event hours rest of campus (EMS): 3,415
- Number of bookings per group type (EMS):
  - Academic depts: 997
  - Non-Academic depts: 2,645
  - Student Organizations: 1,676
  - External Groups: 21
- Number of bookings in academic spaces: 810

19. **Audio Visual Lighting Support:** Cody Organ was hired as the new AVLS Coordinator. Cody trained new staff to an overall level of competence and autonomy and implemented an advanced Production Technician position. Several purchases were made to improve quality including DI Boxes, EV Evolve 50 Speakes, new iPads, Atlona WAVE 101 devices, OWL USB camera, and 16 channels of new Shure ULXD wireless mics.

20. **Building Operations:** Room 0150 was rearranged following the storage of furniture for COVID spacing. More space will be opening as many storage items have been designated for surplus. We brought the Student Union and Whitney Center fully back online for the 21/22 academic year. All the furniture that was stored during the pandemic was put back in place, with some modifications to meet changing building needs. Chars is the only location that was not brought back to pre-COVID use status. Many typical UWL events returned: on-site CAB movies in The U Theatre, Multicultural Student Organization banquets, Campus Close-Up, UWL Dance Team performance, and many awards and end-of-year celebrations. External groups that returned include Mrs. Oktoberfest, Mathey Construction training, May Feaste, and the International Death, Grief, and Bereavement Conference.

21. **Student Employment:** University Centers employed 80 students. Survey results showed us that 100% of students feel the work they do is important, and 88% feel the work they do is valued.

**GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2021-2022...CONTINUED**

22. **Custodial Services:** Three custodial leader’s retirements affected both the Student Union and Whitney Center facilities. Internal candidates were hired to take on these leadership positions. Leeann Dobson was hired as the Custodial Supervisor, Robby Dayton and Nathan Zinn-Wirtz were hired as the Lead Custodians-Student Union, and Dean Gelbeck was hired as Lead Custodian-Whitney Center.
23. **Dining Services:** Both the self-serve salad bar and spice rack returned to Whitney Center. Although still impacted by COVID, some progress was made to increase off-campus students purchasing Dining Plans with 265 Off-Campus Talon Plans by the first week of May 2022. Breakfast for students on a traditional Dining Plan was moved from Sono to the La Crosse Café allowing students to get a made-to-order breakfast of eggs or pancakes (plus side) during the week and omelets on Fridays. Dining Services continued their successful pie sale over both Thanksgiving and Christmas, selling 100 pies. They again were a proud sponsor of Rotary Lights, helping to feed the many volunteers throughout the event. *2021-2022 Meal Swipes and Dining locations are reflected (below).*

**Meal Swipes 2021-2022 Academic Year**

	Eaglet	Eagle	Mega Eagle	Big Eagle	Total for Location
<b>Sono</b>	3,142	80,599	4,749	13,905	102,395
<b>La Crosse Café</b>	863	25,344	1,850	6,517	34,574
<b>Cellar</b>	542	10,011	634	1,681	12,868
<b>Whitney Main</b>	16,831	422,887	18,796	54,708	513,222
<b>Chars</b>	14	391	2	73	480
<b>Grilled It</b>	1,499	27,837	1,532	4,437	35,305
<b>Whitney to Go</b>	3,870	143,742	8,884	22,604	179,100
<b>Total for Plan</b>	26,761	710,811	36,447	103,925	877,944

24. **Dining Services Programs/Events:** The successful Tailgate Party was celebrated once again on the Union lawn prior to the first home football game featuring mac & cheese, Mexican street corn, foot long hotdogs, and Asian pulled pork sandwiches. Dining created a program of engagement and retention through offering of retail and residential Dining specials called The Joyful Campaign. Elements of the campaign were: Festi-Ful (September), Thank-Ful (November), Delight-Ful (February), and Grate-Ful (April). These events, along with Eagle Fest in the fall, set a tone of “coming together.” The Dining Program continued to host Recipes from Home (51 recipes were featured during spring semester), and International Week at Whitney Center (entrée and dessert from one of the featured countries of Italy, Pakistan, Slovakia, and Ecuador). Every week in the spring semester featured a Pop-Up Chef/Cook to Show station in Whitney Center Main Dining Room. A new concept this spring was Recipe Showdown: Division of Student Affairs. Six departments submitted one recipe in each category of appetizers, dips & salsa, and desserts. Each category was featured on a different day where students tasted and voted on them. *Students celebrate at the Tailgate Party on the Student Union Lawn (top right), and head down the Whitney Center corridor to the Main Dining Hall (bottom right).*



## GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2021-2022...CONTINUED

25. **Late Night Breakfast:** May 2022 finally saw the return of the traditional event with a breakfast of French toast sticks, sausage, cheesy eggs, hash browns, and frost your own donut. A great kick-off event to finals week. 842 students participated and 17 staff served. *Students enjoy Late Night Breakfast at Whitney Center (right).*



26. **Eagle ID Card Office/NEW Dining Plans:** Ashley Hansen was hired as the new ID Card Specialist. NEW Dining Plans were developed and approved to begin in the fall of 2022. The plans available will be Stryker Classic (19 meals per week), and Stryker Deluxe (21 meals per week), and the Reuter Plan. New marketing material resources and a new website were developed and launched during the START program in June 2022 which include all the Dining Program and ID Card Policies. Campus Cash and Refunds Policy was also updated (when a student withdraws from the university). A new ID Card design was also facilitated that is easier to read.

27. **OZZI Reusable Containers:** Two Green Fund Grants fund two OZZI vending machines. It was another great year of reusable container use at both the Student Union and Whitney Center. The OZZI System has reduced UWL's reliance on single-use to-go containers. *Stryker returns his container to the OZZI machine in the Union (right). 60,848 reusable containers were recycled through the OZZI (below).*



CUSTOMER	Serial #	Total Thru 2021	JAN, 2022	FEB, 2022	MAR, 2022	APR, 2022	MAY, 2022	YTD 2022	TOTAL TO DATE
Univ of Wl La Crosse - Student Union	1146	7,999	225	766	556	678	492	2,717	10,716
Univ of Wl La Crosse - Whitney Ctr	1179	39,611	883	3,449	1,476	3,036	1,677	10,521	50,132

28. **BOOST Mobile Ordering:** The BOOST mobile app is popular on campus. There was a total of 9,429 mobile orders! Erbert & Gerbert's averaged 42 transactions per day during fall semester, and 48 per day during spring semester. BOOST was not available for Einstein's.

29. **Catering:** Fall semester there were 370 Catering orders and spring semester there were 560 Catering orders. *A festive Mrs. Oktoberfest table setting in The Bluffs-Student Union (right).*



30. **Dietician:** Our Registered Dietician, Jess Harke, participated in the Wellness Weekend conducting tabling in the Rec featuring wellness-based trivia, energy bite sampling, and prizes. The Dietician also partnered with NUTR 400 Food Safety Class to have students tour Whitney Center's kitchen production facility. During National Nutrition Month, partnered with the Rec for the Get Active/Stay Active event. Multiple groups worked with the Dietician throughout 21-22: Counseling & Testing (Mindful Eating), Student Athlete Advisory Committee and Women's Track and Field Team (Sports Nutrition presentations), First Year Seminar (Intuitive Eating), and Campus Child Care Center (snack demo).

31. **Murphy's Mug:** The 15th anniversary of Murphy's Mug was celebrated on April 15, 2022. Lisa Kumm, the original barista for the Mug, still works there! She brought in the original newspaper story and photos from the grand opening. Cupcakes, coffee, and giveaways were also part of the day.



**GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2021-2022...CONTINUED**

32. **Highlight Photos:** More snapshots from 2022-2023: (clockwise from top left) New Drift Share bike rack between The U and Prairie Springs, After Midtown pumps the crowd at Eagle Fest, picture frame crafting at the Eagle Fest Entertainment Tent, students shoot pool in the Game Room at The U, LIC staff tabling at Involvement Fest: Chloe Hart-Student Program Advisor, Timmy Kissel-Food Insecurity Program Advisor, and Kaytlin Nething-Student Program Advisor.



## **CHALLENGES/ISSUES**

1. **CAB:** COVID continued to halt the planned CAB Fall Concert, which traditionally occurs every 2 years. CAB saw low attendance for small-scale contracted events such as musicians and comedians. The team adapted on the fly due to continued COVID guidelines and permissions when only virtual events could be held the first few weeks of spring 2022.
2. **COVE:** The campus' understanding of the COVE, both the area and the services within, continues to be challenging. Multiple professional staff changes also presented ongoing issues with shifting responsibilities that need to be covered.
3. **Student Organizations:** We continued to see the many effects of 2 years of COVID resulting in many organizations deactivating due to low membership. Some of the remaining organizations struggled with leader role transition processes and understanding what was required to maintain recognition status, such as attending the Fall All Recognized Student Organization Meeting, and how and where to find support/resources to plan events and fundraisers.
4. **Fraternity & Sorority Life:** The community has really been impacted by COVID the past two years. Due to struggling recruitment efforts, there are currently only 5 active Greek student organizations.
5. **Pride Center:** Speaker programming in the fall was difficult due to COVID, as speakers did not want to come to campus and the Center also experienced a cancellation. It was challenging to find students and staff to perform in the Annual Drag Show.
6. **University Dining Staffing:** Staffing was affected as many former full-time employees chose to retire or change jobs. Replacing full-time staff was hard to find, even with Chartwells incentives. The management team had to fill in at all the venues during peak times. Student employment hiring slowly increased during the year which brought some relief. However, some venues had to be closed during shortages: Centennial Coffee Shop, and The Cellar in the Student Union
7. **Digital ID Card:** After the addition of the Digital ID in the spring of 2021, students began to use their digital ID to eat, then loan their ID Card to a friend to eat with them. Another challenge as the school year progressed was that a significant number of students were entering the Main Dining Room through exit doors and not purchasing their meal. University Centers staff spent time talking with these students and those using the Digital ID for friends. Those repeating this action were referred to the Office of Student Life.
8. **CBORD Support:** We continue to struggle with a lack of communication from CBORD. When issues arose with our system, tickets were submitted for technical assistance, but response time was less than desirable, often taking days for replies.
9. **Custodial:** The Custodial hourly pay rate offered is not competitive within the La Crosse job market so there are very few applicants for available positions. We are looking at best practices for gaps in Lead Custodial coverage positions and for taking on the event management meetings and tasks without an Event and Operations Coordinator. The new digital Annual Performance Evaluation implemented by HR was a difficult process for custodial staff and instruction from HR was confusing.
10. **Operations:** We continue to assess the ever-increasing costs associated with maintaining both the Student Union and Whitney Center. The Union is in its sixth year of operation and there are many mechanical, technological, and lighting system issues that need repair or updating.

## **INITIATIVES/GOALS 2022-2023**

1. Produce the second annual Eagle Fest on September 9, 2022.
2. Establish sponsorship to support Eagle Fest.
3. Continue to build upon the initial success of the Nation Society for Leadership and Success (NSLS), and the Chancellors Volunteer Service Award initiatives.
4. The COVE will continue to set initiatives and goals with the new Associate Director of Leadership & Engagement and develop a holistic professional staff team to support the COVE.
5. Improve Graduate Assistant training and onboarding processes.
6. Continue to revamp the MyOrgs website to streamline and centralize the student organization resources.
7. Develop processes and protocols for cross-training in all areas of the COVE to be able to assist one another wherever needed.
8. Increase collaboration with programming for all Recognized Student Organizations.
9. Implement monthly BINGO nights with CAB and other organizations and offices.
10. Continue free movie programs with Queer Cinema monthly, and free movies weekly in the Student Union Movie Theater.
11. Continue unifying the Stryker SOAR/Six-Week Engagement programming messaging in the first six weeks of the fall semester so students know where to find event information.
12. Introduce the new Stryker Classic and Stryker Deluxe Dining Plans to the campus and assist returning students understand the way these plans work, which is different from the All-Access Plan.
13. Work with Identisys and CBORD to convert to new production software for the ID cards when ID Works software expires in 2023.
14. Reorientate Whitney Centers custodial staff to the additional cleaning requirements when Chars reopens.
15. Develop programs to increase the number of off-campus students purchasing Dining Plans by engaging students and encouraging on-campus Dining through the Cook to Show Program and other specials.
16. Continue to host Recipes from Home, International Luncheon, and International Week in Whitney Center.
17. Provide options for student with food allergies and intolerances based on population want and need.
18. Encourage students to use the OZZI system and increase usage of the reusable containers.
19. Collaborate with Dining Services to feature one themed dinner during fall or spring semester in the Union Kitchen Classics area.
20. Continue to work with the Dining provider and students to curb the misuse of ID Cards and the prohibited sharing of meals to friends who are not enrolled in a Dining Plan.
21. Re-engage staff in the 'Did You Know' theme series to develop new posters. The staff shortages in University Centers have made it difficult for staff to dedicate time to this development. Continue to highlight the Student Diversity Organizations during summer. Continue to partner with The Center for Transformative Justice to help guide content and re-engage with University Centers staff to generate ideas and creation.
22. Continue to recruit Custodians for multiple vacancies. Determine efficient ways to utilize staff positions in the areas of Custodial Services and Event Management.
23. Update the EMS Event Management System software.
24. Formalize a key distribution and swipe access by job title process. Minimize the number of staff who carry a master key outside of the facility.
25. Orient students to the new SUFAC Budget Hearing process that will take place in fall 2022. Develop and conduct sessions introducing the organizations leadership and advisors (those reporting to SUFAC) to the new budget review process.





University Centers Staff ready for the fall semester - September 2021

### **STUDENT HIGHLIGHTS/TESTIMONIALS**

*“In the past year on the COVE graphics team, I have had numerous valuable experiences. I went in knowing very little about design and the type of work the garage does, but my teammates made it such a fun and worthwhile learning process. I have gained so much experience and skill with the design programs we get to use on a daily basis, and I consider myself very lucky to be getting this experience before graduation. I know that this will set me up to have an easier time job searching after graduation. With the long hours Corey has spent getting to know me and helping me complete projects more effectively, and the others I’ve gotten to work with in the COVE, I am very excited to spend my last year at UWL working in the same space.”*

Madison Vaillant, COVE Graphics Garage 2021-2022

*“I joined CAB as an event coordinator during the spring of my freshman year at UWL. Unfortunately, that same semester, we were sent home due to COVID-19. CAB was my only connection to campus at that time as all classes were online and asynchronous. I didn’t realize how big of an impact it made until I returned the next fall. Like many students, my mental health began to deteriorate when during quarantine as the stress of school continued to accumulate. Although I felt like a new student again, the friendly faces of my fellow CABbies always seemed to brighten my day. No matter the personal struggles each of us were facing, our weekly meetings became a new form of team bonding. We listened to hardships each other was faced with, cracked a few jokes to lighten the mood, supported each other unconditionally, and came up with great ideas to address*

## **STUDENT HIGHLIGHTS/TESTIMONIALS...CONTINUED**

*issues students were facing during the unprecedented times. The support from everyone on campus gave me the boost of confidence I needed to apply for a leadership role. My counterpart, Grace Tester, and I were terrified but extremely excited for the more normal academic year facing us. At that point, a majority of our students hadn't experienced the on-campus events UWL provides to cultivate a sense of community. It became our goal to diversify our events to cater to every student on campus. Although I am no longer a part of CAB, I never forget the opportunities I was exposed to or the friendships that will last a lifetime."*

Katie Jensen, CAB Coordinator 2020 and CAB Executive Board Lead 2021

*"COVE Graphics Garage is important to me because it has helped me explore my creativity. I've come to learn about my strengths and weaknesses as an individual and designer by creating meaningful products or providing services to student organizations on campus. I also get the privilege to work with an aspirational team that provides support outside of this role. I am excited to continue my role at the Graphics Garage and connect more with students on campus!"*

Kady Cheng, COVE Graphic Garage 2021-2022

*"Thank you! I sincerely appreciate you being such a supportive figure throughout my four years."*

Cait McReavy, Pride Center Senator, past Peer Educator, and 2022 UWL Graduate

*"When I originally joined CAB, it was in the middle of Covid, and I did it to try and meet people and get out of my dorm more. It most definitely helped me get through that time to connect with students around campus and try and bring some normalcy in what was going on. As I did join the board during Covid I have had many chances to build upon problem-solving skills with different challenges and changes we could be facing often happening last minute. I have also found that I have begun to improve upon my public speaking skills with running our events as we introduced and talked throughout them to engage more students. Overall, I find CAB to be beneficial in both practical lifelong skills and for engagement with peers as you become involved in campus life."*

Maddy Atkinson, CAB Event Coordinator 2021 & 2022

## **ALUMNI HIGHLIGHTS/TESTIMONIALS**

*"The COVE has been important to me during my undergraduate program. I have learned so much and my job as a student helper took me out of the box and made me discover some qualities that I never knew that I had. It helped me meet lots of people and be involved on campus. I am so thankful and grateful that I have been a part of the COVE family. I will never trade the beautiful memories and friendships that I have created for anything. It had been one of the best experiences I have had."*

Vanessa M. Kaja, COVE Student Employee 2018-2021

*"CAB is important to me because it helped me have a voice on campus. It also helped me realize and appreciate the beauty this campus truly has to offer, from the scenic bluffs to the beauty of campus capability to come together. CAB brings many people together every year, I am grateful to be a part of something so special. The memories and friendships I have made through CAB will be irreplaceable and something I will cherish for a long time."*

Emily Boettger, CAB Event Coordinator 2019 & CAB Executive Board Lead 2020

*"CAB is special to me because I applied as an excuse to go back on campus, which sounds bad to say but it provided me with an opportunity to still be a part of the UWL campus while I feared the unknown of living off campus. Through this opportunity I was able to work alongside other university employees and students who*



## ALUMNI HIGHLIGHTS/TESTIMONIALS...CONTINUED

*had the same passion and drive as I did. The excuse of getting back on campus is now a privilege as I am lucky to not only plan events for the community and help make other students experience better here at UWL, but also encourage others to do so within the lead role. I am so glad I took the leap of faith to become a member of such a wonderful, positive, and flexible organization.”*

Grace Tester, CAB Event Coordinator 2020 & CAB Public Outreach Lead 2021

## HONORS/AWARDS/GRANTS/PRESENTATIONS OFF-CAMPUS

1. **NACA Award:** CAB received the National Association for Campus Activities Northern Plains Regional Outstanding Campus Program award for Los Noj Mov (Come & Eat) with Chef Yia Vang that was a co-sponsored event with Cru and Hmong Organization Promoting Education.
2. **Student Employee Supervisor of the Year:** Drea Higgins-Interim Associate Director Student Engagement and Leadership, was this year’s recipient. Drea Higgins and Timmey Kissell, Student Employee of the Year Nominee (*top right*). Other Supervisor nominees were Gary Ellis, Michael Slevin, Tricia Aleckson, and Ashley Hansen.
3. **Student Employee of the Year Nominees:** Timmy Kissel- Leadership & Involvement Center (*top right*), and Jamie Henk-Pride Center with Amanda Wesche-Graduate Assistant, and Will Vanroosenbeek-Pride Center Director, were nominees (*right*).
4. **Outstanding University Staff Award:** Tricia Aleckson-Financial Specialist, was this year’s recipient.
5. **The Pride Center:** Offered 23 training sessions, 14 panels, 50 programs, and 69 consultations.
6. **Student Organization Grants:** 13 Student Organizations received grants from the Student Organizations Committee.



*Student Employee of the Year and Student Employee Supervisor of the Year Award recipients and nominees (above).*





University Centers staff is overjoyed to see the above new vinyl wall art installed throughout the Student Union in June 2022! The art is featured in the following locations: *Clockwise from top left: University Centers/Dining Services Administrative Office, The COVE, southwest entry, north entry, east entry, Eagle Fest 2022 wings facing the Union patio/lawn, Union Theater, Entertainment Café, and the Stryke A Pose-Wing Wall outside the Union Theater.*

**COME TO THE U...  
GET INVOLVED.  
ENJOY YOUR CAMPUS  
LIVING ROOM!**

*University Centers serves the community by providing a welcoming environment that facilitates learning opportunities, embraces inclusivity, and enriches the campus experience.*

*University Centers Mission*

