# TABLE OF CONTENTS...

## Contents

- **MESSAGE FROM THE DIRECTOR** ................................................................. 3
- **CORE VALUES** .......................................................................................... 4
- **GOALS AND OBJECTIVES** ....................................................................... 4
- **UNIVERSITY CENTERS FLOW CHART** .................................................... 6

## Points of Pride

- CAMPUS ACTIVITIES BOARD (CAB) .......................................................... 7
- FRATERNITY AND SORORITY LIFE .......................................................... 7
- LEADERSHIP & INVOLVEMENT CENTER .............................................. 8
- PRIDE CENTER ......................................................................................... 8
- STUDENT ORGANIZATIONS ..................................................................... 9
- STUDENT ASSOCIATION ......................................................................... 9
- UNIVERSITY DINING PROGRAM ............................................................. 10
- OPERATIONS AND ADMINISTRATION .................................................. 11

## Inclusive Excellence

- CAMPUS ACTIVITIES BOARD ................................................................. 12
- LEADERSHIP & INVOLVEMENT CENTER .............................................. 12
- FRATERNITY AND SORORITY LIFE ........................................................ 12

## Workload and Outcome Measures

- .................................................................................................................. 13

## Budget and Resources

- .................................................................................................................. 13

## Policy Changes, Issues, Recommendations

- .................................................................................................................. 15

## Changes in Responsibilities, Services, and Programs

- .................................................................................................................. 15

## Goals and Objectives 2013-14

- .................................................................................................................. 16

## Learning Outcomes and Assessments

- .................................................................................................................. 17
MESSAGE FROM THE DIRECTOR...

2012-13 was a year of change. During the Student Senate spring election of 2012 the students approved the funding and construction of a new student center. An architect was chosen and planning has moved ahead with the new facility. Plans call for the building to open late summer of 2016.

A primary change occurred with the change of our dining service company. After more than 25 years with Chartwells dining service, Sodexo received the dining bid. Sodexo began their new contract on July 1 of 2012. New management staff started at that time. At the same time we said good bye to the Chartwells management team which included friends and respected colleagues. Renovations occurred in both Whitney and Cartwright Center. New concepts were added including, Einstein Bros. Bagels, Erberts and Gerberts, Food on Demand, Flying Star Diner, The Hot Spot, and Starbucks We Proudly Brew in Centennial Hall. We had some challenges implementing the new program. Students provided feedback on many items and surveys. By spring break, we had most of the issues resolved and students were expressing higher levels of satisfaction.

Another primary change was the leave of absence taken by Kaye Schendel, our Assistant Director for Activities. Kaye had been with our organization since 2001. She worked with Fraternity and Sorority Life, Student Leadership, and created an Alternative Spring Break trip to Jamaica. Kaye was an important person within the organization that helped keep us grounded in working with students. She contributed a great deal to the staff regarding learning outcomes and our educational impact on students. Kaye’s departure required many staff to assume new roles. Jaralee Richter advised the Student Leadership programs and the Leadership and Involvement Center; Mary Beth Vahala assumed responsibilities for Graphics; Karen Daniel assumed additional responsibilities for MyOrgs; and Andrea Higgins and Tricia Aleckson worked closely on student organization grants. In addition, we hired Spencer Long and Jennifer Hartzheim to provide assistance with the Sorority and Fraternity Life students. We were fortunate to hire Ms. Andrea (Drea) Higgins for a one-year contract. Drea was hired to primarily assist with Student Association as we lacked a full complement of graduate assistants and some of the changes made by Student Association required some extra assistance. Drea provided a fresh perspective to the organizations and helped people laugh a little more while they were working. In addition, the students loved her.

There were a number of events that we hosted, worked on, or were involved in. Some of the larger events included the visit by Vice President Joe Biden during fall semester; the Board of Regents meeting in early April, and the National Conference on Undergraduate Research in mid-April. All of these events demonstrated what a team can do when they are empowered to do their jobs. I maintain that this staff is one of the few in the state or region that could do these large events with very few issues.

One common theme that has not changed is our work with excellent student leaders. The unit works with students on Student Association, Campus Activities Board, and Fraternity and Sorority Life. Additionally, the unit employs approximately 80 students. These students, including Nick Bezier, David Wermedal, Samantha Finley, Lindsey Robertson and Stephanie Holt, have been excellent leaders that work well with all parts of the University community.

The planning of the new student center will continue to be a major task for the organization. You really get one chance to do it correctly, to empower students, and have a facility of which the students and the university can be proud.
**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.

**GOALS AND OBJECTIVES...**

1. Develop an assessment plan to measure one of the four learning outcomes and other programs within University Centers.
   The four learning outcomes of the unit are:
   - Students will develop leadership skills as a result of their participation in out-of-class experiences: activities, events, employment, governance and service.
   - Students will develop critical thinking skills through participation, reflection, and engagement in out-of-class experiences.
   - Students will understand, value, and embrace human differences through their participation in out-of-class experiences.
   - Students will learn to be active citizens of their local and global communities through involvement in out-of-class experiences.

   **Assessment:** Each area selected which learning outcomes would be measured. The focus on evaluation of the learning outcomes was on the student reflections, staff observations, and one-on-one meetings. We had students accomplish all of these learning outcomes. The growth we experienced with our student leaders this year was outstanding. Many students stepped up and assumed various responsibilities. This is an area that we need to continue to be more intentional in the evaluation. The UNILOA provided some information in previous years; however, lack of participation by students brought its cost effectiveness into question.

2. Conduct a joint leadership workshop, inviting participation from Student Association, Fraternity and Sorority Life, Campus Activities Board, Diversity Organizations Coalition, and other multicultural student organizations.
   **Assessment:** Because of Kaye’s departure and the need for this to occur early in the year, a major leadership workshop did not occur. We did discuss the Leadershape Institute program with SUFAC last fall and the students were very interested. This summer a delegation from UW-La Crosse will attend Leadershape and the delegation includes students from Student Association, CAB, RHAC, Fraternity and Sorority Life, and multicultural student organizations.
3. Provide an environment where all students and members of the community feel welcomed and supported.
   **Assessment:** This is an area at which the staff excels. Through reservations, through events, throughout the facility – there is a welcoming atmosphere.

4. Manage all budgets to minimize fee increases while providing for balanced budgets.
   **Assessment:** Most budgets did well this year. The University Center budget experienced some big financial transactions to pay for the new building. Therefore, more was spent than was anticipated. The Dining Services budget was excellent from a financial perspective – so much so that we were able to keep rates stable for 2013-14. In the allocable area, the Campus Activities Board recovered from their failed concert in 2012 and had a budget surplus. The major area of concern is the Racquet, as it appears that they will have a deficit for 2013.

5. Contribute to the overall success of the Division of Student Affairs and the university through communication and collaboration for programs and services offered.
   **Assessment:** In many ways, the unit serves as the support staff that makes sure that things work well and events occur without issues. We do not need to be at the forefront of all events on campus. We have provided assistance to other units within the division and outside the division. People know that Event Support Services will deliver quality service and CAB co-sponsors a number of events with various campus groups. The facility is the host for many events that other units are sponsoring. We provide the facility and the behind the scenes work to make the events successful.

6. Implement a communication system within the organization which provides staff with the information they feel they need.
   **Assessment:** We revised the staff meetings midway through the year to involve more problem solving opportunities. People felt that the staff meetings were a little too much information sharing. The new system seemed to work well. The other staff meeting structure also seems to work well.

7. Work with Sodexo staff in the implementation of the new dining contract.
   **Assessment:** The RFP process and the new dining contract provided some challenges. We needed to work on communication issues, areas of responsibility, and how we interacted with each other. The contract required a great deal more monitoring than we have done in the past. This turned around in late February and early March. The offerings changed at Whitney Center, we started to get Buffalo chicken and three breads in the SubConnection, and other specifications were being followed.

8. Continue to work with students and other administrators in the planning of the new student center.
   **Assessment:** Planning for the new student center was delayed as the state worked on the contract with the architects. The committee began to meet in late April and has continued to meet. Progress has been good, as we have refined spaces within the facility.

9. Continue to explore the creation and implementation of an online presence of University Centers forms and processes.
   **Assessment:** Our on-line presence has been challenging. We have progressed with the web page and the new student center Facebook page. We will work on a Facebook page for the existing program. A dining video was completed on ID cards and the meal plan program. These videos have been placed on our web pages.
University Centers
2012-2013

REBECCA NEITZEL
Reservations Office Associate

HEATHER HOLT-M
Serv Assl Prod Cond

MICHAEL STAV
Stu Services Coordinator Event Support

CINDI SWANSON
Financial Specialist

MARY BETH VALHA
Associate Director Operations

WILL VAN ROOSENBECK
Coordinator Pride Center

KAREN DANIEL
Univ Services Associate

JARALEE RICHTER
Student Services Coord Campus Activities Board Grad Affairs Team

ANDEA HIGGINS
Student Assoc Assistance Stu Org Assistance

JENNIE HARTZHEIM
Sorority Greek Life

SPOENGER LONG
Fraternity Greek Life

TRICIA ALECKSON
Financial Specialist

PAULA KNUDSON
Asst Chancellor Dean of Students

RITA ANDERSON
Cartwright Custodian Days

KAREN NOVAK
Cartwright Custodian 2nd Shift

KEN MILLER
Cartwright Custodian 2nd Shift

SAM ARENZ
Cartwright Custodian Thurs Sat Sun

BOB WILSON
Cartwright Custodial Lead

DAVE LANGEAU
Electrician

MARK BARTON
Whitney Custodian Lead

BRIAN JORSTAD
Whitney Custodian 2nd Shift

JEFF SCHMIDT
Whitney Custodian Days

MAY EVERS
Catering Manager

ORI YAMASHITA
General Manager Sodexo

JON BORGAN
Maintenance

DEBRA TOLLEY
Office Manager

JOY REKADAL
Cartwright Manager

PHIL PAULSON
Operations Director

NOTE: All University Center Staff members will communicate and collaborate to ensure smooth operation of each department.

UW-L
University of Wisconsin-La Crosse
POINTS OF PRIDE...

CAMPUS ACTIVITIES BOARD (CAB)

Sample the City: Sample the City, brings local La Crosse businesses and UW-La Crosse campus entities together during fall semester to promote their products and services on campus. Some participating businesses were Toppers Pizza, Dublin Square, Kwik Trip, Bio life, Orange Pearl, and Generous Earth Pottery. From free food and merchandise to general information about the La Crosse community, the event attracted many students, faculty, and staff outside to enjoy the music and festivities on Wittich lawn.

Chris Jones: CAB chose hypnotist Chris Jones for CAB Fest this year. Chris, a UW-L alumnus, performed in Valhalla to an audience of over 800 students. In addition to the night performance, Chris also performed across campus and in some of his favorite professors’ classrooms throughout the day to help create a buzz for the event.

Sonia Nazario: Sonia Nazario, the author of the book Enrique’s Journey, was this year’s selection for the Common Reading program. Prior to her lecture in Valhalla, Sonia met with a UW-L 100 class where she shared her experience writing Enrique’s Journey and also answered students’ questions. Her lecture included a slideshow of pictures from her time spent riding the trains throughout Mexico. After her lecture she answered questions and signed books.

Golden Dragon Acrobats: CAB was proud to host one of the most spectacular shows of the year – the Golden Dragon Acrobats. This enthralling theatrical performance has won many awards through its display of acrobatics, traditional dance, spectacular costumes, and ancient, contemporary music. In collaboration with the Intercultural Organization Promoting Awareness (IOPA), an audience of nearly 400 watched performers of ancient Chinese acrobatics in awe bend, twist, and flip right in front of their eyes.

Zach Wahls: Zach Wahls spoke on campus about marriage equality. Zach was made famous by his powerful speech in front of an Iowa House of Representatives committee prior to their vote on gay marriage. His lecture in Valhalla had around 300 people in attendance and was very well received.

Madhatters: The MadHatters – a men’s acapella group from Madison – performed to a full house in Valhalla. In conjunction with the MadHatters, CAB raised money toward breast cancer research for the Steppin’ Out in Pink foundation in association with Gunderson Lutheran Medical Foundation. CAB also collaborated with the MadHatters who donated one third of their proceeds from merchandise sales to Steppin’ Out in Pink as well. The total raised was approximately $500.

FRATERNITY AND SORORITY LIFE

Chi Phi Fraternity hosted their 1st Annual Sara Softball event. The event raised funds towards the prevention of violence. The event is named after their friend, Sara Hogan, a local college student who was murdered in her home. Teams included groups of local law enforcement, fraternity/sorority members, friends and family of Sara.

The fraternity and sorority community hosted a Study-A-Thon. The event was hosted on Study Day before finals and was a campus-wide event to promote scholarship. The event also provided a positive public relations opportunity for the community through the demonstration of its values.

Alpha Xi Delta hosted their 2nd Annual Light It Up Blue event. The event was well attended by many of the other chapters.

The community has brought back Wear Letter Wednesdays. The community created a new Facebook page and in hopes of making it more active they started a photo competition. Prizes were randomly given out for the best pictures. Some of the past winners were for most Greeks and funniest picture.

The Fraternity and Sorority Community showed up full-force to Relay for Life.
LEADERSHIP & INVOLVEMENT CENTER

Volunteer Fair: We are very proud of how well this new program went! This was a new event that we decided to take on rather than attempting another Involvement Fest in the spring, which was traditionally unsuccessful. We got wonderful feedback from community agencies and the event was very well attended by students including the following:

- 70% responded that the event went “well”. 30% responded “outstanding”
- “I think this was a successful first time event. The focus was clear and the students that attended were more engaged than when it is combined with student organizations which lends to a more social atmosphere.”

Eagle Round Table: Based on feedback from the Fall ERT, students wanted more interaction with each other and with administration. For our Spring ERT, we assigned students and members of administration to random tables and provided them with time to interact as well as conversation starters. We received 29 responses of feedback which included the following:

- 100% of students reported that they enjoyed Eagle Roundtable.
- All but two students felt the event was “just the right amount of time.” The other two felt it was “too short.”
- “I feel that this is a great opportunity for students around Campus to come together and address issues about our campus. Many different concerns were brought up, some that I didn’t even know about beforehand.”

Staff Development: Since this was a transition year, we also focused heavily on staff cohesiveness and creating a vision as a center. Our “Braining” training sessions were vital in brainstorming ideas for the future. Overall, we are pleased with the strides we have made and believe there is a new level of energy in the center. We are looking forward to continuing this process next school year.

Food Pantry: Our end of the year food collection from the residence hall was MASSIVE. We were able to share some of the food we received with the La Crosse community via the Boys and Girls Club and WAFER. What we kept will be available to students throughout the summer hours or in storage until Fall.

PRIDE CENTER

- The Pride Center partnered with Career Services to send eight students to the OUT for Work Conference in Chicago, IL.
- Twenty students attended the Midwest BLGBTA College Conference in Lansing, MI (five more than previous year.)
- The 2013 Drag Show was a great success! We had around 700 people attend the event. In addition, we raised a little more than $1,300 in tips for brand new Sara Sullivan LGBTQ Study Abroad Scholarship. At this time over $2,100 has been raised for the scholarship!
- We began the Dr. Sara Sullivan LGBTQ Scholarship for students who will study abroad.
- Gender-neutral housing became a reality in Reuter Hall for the 2013-2014 school year.
- Rob Waara was this year’s recipient of the LGBT scholarship fund for $1,000. Another $500 scholarship was to an incoming freshman.
STUDENT ORGANIZATIONS

- There are 184 active recognized student organizations. Ten new organizations were recognized this year; 17 organizations were deactivated.

- 235 events were created and uploaded in MyOrgs.

- 163 student organization fundraiser registrations were submitted.

STUDENT ASSOCIATION

- Allan Andonegui was elected President and Nick Bezier Vice President of Student Association. By the end of summer 2012, Allan decided to take a break from school, so Nick Bezier became President. Mr. David Wermedal was elected Vice President.

- Student Association hosted and participated in a variety of events throughout the year. These programs included:
  1. Veggies with the Leggies
  2. Midnight Breakfast both fall and spring semester
  3. Conferences such as Leg Con in Washington DC and monthly UW-System student rep meetings
  4. Cocoa with the Locals
  5. What it Means to be a Woman (Part I and Part II)
  6. Board of Regents meeting hosted at UW-La Crosse
  7. Trip to Germany at the beginning of the summer

_Cocoa with the Locals_ was a meet and greet with the local City Council Student representatives to discuss issues pertinent to UW-La Crosse and, more specifically, what the role of each of the students had on City Council, how to get involved and get informed, and what other opportunities are available for students.

_What it Means to be a Woman (Part I and Part II)_ were programs that were a collaboration in the fall and spring semesters between a few student organizations, Stephanie Holt (Diversity Director), and Brittney Long (Gender Issues Director). These programs were meant to get participants thinking of the gender differences not only at the basic level of man vs. woman, but also along the line of ethnicity, socio-economic status, context in media, even how life in some parts of the country differ from other parts of the country and even world.

The culmination of the year for the UWLSA President and Vice-President was a _trip to Germany_, where they were able to visit and meet with three schools while in Germany.

- Highlights for the Organizations Committee this year are far and wide, with so much happening in the various organizations represented at UW-La Crosse. The organizational grant process specifically went well, with groups requesting over $71,000 for initiatives, events, and conferences. The total budget allocation was approximately $22,000. A total of 52 applications were turned in from 38 different organizations. A total of 28 organizations were approved for grants, totaling $17,947.60.

- The Organizations Committee recognized nine new student organizations this year.

- The Segregated University Fee Committee (SUFAC) implemented its new budgeting procedure. The other committees -- Organizations, Student Services and Buildings, Athletics, and Cultural Affairs -- took a primary role in the allocation of funds to their budgeted entities. This process empowered the committees and decreased the time spent in budget hearings.
Dining Contract

- A new contractor was awarded the dining contract as a result of the RFP (Request for Proposal). Sodexo began their contract with UW-La Crosse on July 1, 2012. Contract implementation was worked on throughout the year.
- A new venue was opened in Centennial Hall featuring Starbucks coffee and a Simply-to-Go concept.

Share-a-Meal

- 541 meal plan meals, 40 block meals, and $15 in cash were donated.
- The meals were converted to a dollar amount and were used to purchase food that was then donated to the UW-La Crosse food pantry during spring semester 2013.

Recipes from Home

- This program provided parents and/or guardians of students the opportunity to submit their student’s favorite recipe from home to be prepared in the Whitney Center main dining room. 285 recipes were submitted this year!

Green Initiatives

- The new meal plan contract provided all students the opportunity to pick up an eco-clamshell or a reusable lunch bag, as one of their meal plan benefits, to use for carry-out meals. A total of 1238 transactions were recorded for eco-clamshells and 61 transactions for reusable lunch bags.

Cleaning of Service Areas

- The custodial staff, with the implementation of the new dining contract, began cleaning all of the seating and serving areas associated with the dining areas this year. Additionally “green products” were introduced into the cleaning routine of these areas.

Dining Customers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block Meals</td>
<td>318,678</td>
</tr>
<tr>
<td>Traditional Meals</td>
<td>1,086,497</td>
</tr>
<tr>
<td>Cash Customers</td>
<td>112,686</td>
</tr>
<tr>
<td>Campus Cash</td>
<td>75,604</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,593,465</td>
</tr>
</tbody>
</table>

- Catering – Catering sales totaled $477,470. This includes 1,423 events. An additional $180,000 was done for “SAP.”
- Get Funds – We implemented a new system through CBORD which allows students to monitor their dining accounts and use a credit card for depositing money to their campus cash accounts. $84,325 was deposited through “Get Funds” by 2421 deposits.
**Major Campus Events.** The entire staff provided stellar service for three large events this year: Vice President Joe Biden’s visit, the Board of Regents meeting, and the NCUR Conference. The entire full-time and student staff put in many hours planning and staffing all three events.

**New Student Center.** Kindness Architecture +Planning was awarded the contract to build the new student center. Meetings began late spring semester.

**Facility Renovation.** The space in the building that was most recently occupied by Career Services and Academic Advising on the lower level was made available for student organization space. The Campus Activities Board assumed an office in this area. Seventeen cubicle spaces and 15 storage spaces were allocated for student organization use. Room 264 (previously the Cartwright computer lab) was renovated late summer 2012 and a Veteran’s Center opened in that space at the beginning of the fall semester.

**Pepsi-Cola Bottling Company Market Fund.** Student groups and departments use this fund to obtain Pepsi banners to advertise their events; to purchase Pepsi product to be given away at their events; and to purchase prizes/give away items to enhance their events. The events must have a primary focus to benefit and assist UW-La Crosse students and student organizations. The Pepsi-Cola Bottling Company provides the university with a budget of $11,000. $2,000 is devoted to the dining service company, which they use for special promotions throughout the year. More than 40 student organizations and departments requested services from the Pepsi Marketing fund during 2012-13 for a total of $10,795.31. The remaining budget of $204.69 will be used to purchase gift cards for giveaways during the following year. A summary of purchases follows:

<table>
<thead>
<tr>
<th>REQUESTING DEPARTMENT/ORGANIZATION</th>
<th>AMOUNT REQUESTED/SPENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Greek Organizations</td>
<td>$470.00</td>
</tr>
<tr>
<td>Diversity Initiatives</td>
<td>$389.00</td>
</tr>
<tr>
<td>Recognized Student Organizations</td>
<td>$1,383.90</td>
</tr>
<tr>
<td>Recreational Sports</td>
<td>$1,161.00</td>
</tr>
<tr>
<td>Residence Life</td>
<td>$1,493.00</td>
</tr>
<tr>
<td>Campus Activities Board, Leadership &amp; Involvement Center, University Centers</td>
<td>$3,405.41</td>
</tr>
<tr>
<td>Departments/Organizations</td>
<td>$494.00</td>
</tr>
<tr>
<td>University Dining (Sodexo)</td>
<td>$1,999.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$10,795.31</strong></td>
</tr>
</tbody>
</table>

The remaining budget of $204.69 will be used to purchase gift cards for requests during the following year.
INCLUSIVE EXCELLENCE...

CAMPUS ACTIVITIES BOARD

- Early fall semester, CAB participated in the Office of Multicultural Student Services (OMSS) Multicultural Leadership Retreat. This was an opportune time for CAB to build relations with students of diversity organizations and network with student leaders.
- CAB worked with the Intercultural Organization Promoting Awareness (IOPA) who co-sponsored and assisted with the Golden Dragon Acrobats. CAB also gave an opportunity to IOPA to show a movie as part of our Free Movie Friday series.
- In conjunction with the Common Reading Program, Office of Residence Life, University Centers, and New Student Orientation, CAB promoted and provided assistance in hosting Sonia Nazario, author of “Enrique’s Journey,” who spoke about her incredible journey through Honduras.
- CAB collaborated with many other organizations to bring Jane Fernandes, Provost and Vice Chancellor for Academic Affairs at the University of North Carolina Asheville, to UW-La Crosse to speak.
- CAB participated in the Diversity Dialogues program.
- CAB partnered with the Pride Center to bring Zach Wahls to campus to speak.

LEADERSHIP & INVOLVEMENT CENTER

- We have encouraged our staff to attend diverse programming including Zach Wahl’s speech, Widening the Circle Conference, Hunger Forum, and Diversity Dialogues.
- The organizations we partner with and consistently present as volunteer options for student have mission which focus on diversity and serve diverse populations. These include the Warming Shelter, Salvation Army, Ho-Chunk Nation, and more.
- We have worked to create a partnership between the Ho-Chunk and the LIC. We are continuing to explore options on how we can work together for serve projects in the future.
- Each fall the diversity organizations are invited to the Involvement Fest to interact with students to gain awareness of their organization and add to membership. We traditionally have the majority of these groups present at this event.

FRATERNITY AND SORORITY LIFE

- Many of our organizations participated in wheelchair basketball this year.
- Delta Sigma Phi hosted an event to raise money for cerebral palsy.
- Alpha Xi Delta hosted their second annual Light it Up Blue event at the clock tower.
- Nearly every chapter participated in the Pride Center’s Drag Show.
**WORKLOAD AND OUTCOME MEASURES...**

The Workload and Outcome Measures showed a significant drop from previous years. Although most areas decreased, the most significant decline was a result of not having transferability numbers in these counts. In previous years, this information came from the access control system. During 2012-13, there was no transferability.

<table>
<thead>
<tr>
<th>AREA</th>
<th>CUSTOMERS 2010-2011</th>
<th>CUSTOMERS 2011-2012</th>
<th>CUSTOMERS 2012-2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totals from Ticket Sales</td>
<td>8,282</td>
<td>7,402</td>
<td>4,289</td>
</tr>
<tr>
<td>Totals from Estimated Event Attendance</td>
<td>28.131</td>
<td>25,421</td>
<td>20,138</td>
</tr>
<tr>
<td>Totals from Information Requests</td>
<td>31,435</td>
<td>17,796</td>
<td>15,691</td>
</tr>
<tr>
<td>Totals from Participant Counts</td>
<td>13,085</td>
<td>10,173</td>
<td>12,788</td>
</tr>
<tr>
<td>Totals from Access Control System</td>
<td>914,189</td>
<td>1,035,342</td>
<td>486,982</td>
</tr>
<tr>
<td>Totals</td>
<td>995,122</td>
<td>1,096,134</td>
<td>539,888</td>
</tr>
</tbody>
</table>

**BUDGET AND RESOURCES...**

University Centers has two primary non-allocable budget entities: Dining Service and Cartwright Center. In addition, the staff works with the students with a number of allocable student fee budgets. This includes working closely with the Office of Budget and Finance and the Segregated University Fee Allocation Committee (SUFAC).

**Non-Allocable Budgets**

The non-allocable budgets support the facilities and staff that work within each entity. Each budget is designed to insure fiscal responsibility while minimizing the cost passed on to students. The figures below are estimates based on the budgets as of June 27, 2013.

<table>
<thead>
<tr>
<th>Account</th>
<th>Cash Balance 6/30/2012</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Deferred Revenue</th>
<th>Estimated Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>128-08-04-9100</td>
<td>$1,334,476.84</td>
<td>$8,785,899.38</td>
<td>$8,120,863.05</td>
<td>($700.65)</td>
<td>$1,999,225.44</td>
</tr>
<tr>
<td>Student Centers</td>
<td></td>
<td>$693,090.07</td>
<td>$3,382,667.48</td>
<td></td>
<td>$864,676.46</td>
</tr>
</tbody>
</table>
Allocable Budgets

The allocable budgets primarily support the programming efforts of the unit. Student committees coordinate the programming in these areas and work with the budgets. The account balances for these groups are included in the table below.

<table>
<thead>
<tr>
<th></th>
<th>Cash Balance 6/30/2012</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Deferred Revenue</th>
<th>Estimated Balance</th>
</tr>
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<tbody>
<tr>
<td>Campus Activities Board, #0342</td>
<td>$(16,092.93)</td>
<td>$89,874.60</td>
<td>$46,394.70</td>
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<td>$928.48</td>
<td>$3,617.94</td>
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<td>Student Association, #0306</td>
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<td>$3,449.00</td>
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<td>$4,926.00</td>
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</table>

Student Association approved a resolution supporting the total allocable budget amount of $920,533 for fiscal year 2014 at a segregated fee rate of $97.52 per student (SA1213-026). A copy of the approved allocable budgets is included with this report. They also approved a resolution supporting the total non-allocable budget amount of $1,016.36 per student for fiscal year 2014 at a projected increase rate of 2.99% (SA1213-033).
### ALLOCATED BUDGET

#### FISCAL YEAR 2013-14

<table>
<thead>
<tr>
<th>Committee</th>
<th>Approved Budget 2010-11</th>
<th>Approved Budget 2011-12</th>
<th>Approved Budget 2012-13</th>
<th>Request</th>
<th>Subcommittee Recommendation</th>
<th>SUPAC</th>
<th>Ind/Dec from FY13</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUPAC</td>
<td>485,000</td>
<td>630,000</td>
<td>873,000</td>
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<tr>
<td>UAP</td>
<td>20,000</td>
<td>20,000</td>
<td>20,000</td>
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<td>20,000</td>
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<td>49,701</td>
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<tr>
<td>UAP</td>
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<td>174,485</td>
<td>178,766</td>
<td>178,766</td>
<td>178,766</td>
<td>178,766</td>
<td>178,766</td>
<td>-2.03%</td>
</tr>
</tbody>
</table>

**Cultural Affairs Committee:**

- Ability Awareness Programs: 4,245
- Art Exhibitions: 6,915
- Dance: 11,978
- International Programs: 5,650
- Jazz Ensemble: 12,535
- Lesbian, Gay, Bisexual, Transgender (LGBT) Student Association: 9,260
- Marching Band: 24,727
- Multicultural Events: 48,500
- Orchestra: 15,220
- Special Events: 26,030
- Student Laboratory: 4,102

**Student Services and Building Committee:**

- Club Sports: 20,870
- Post-Season Budget: 2,467
- Rent: 7,905
- Scholarship: 8,505
- Student Affairs: 8,916
- Student Government: 61,018
- WFA: 1,250

**Organizations Committee:**

- CAB: 75,141
- Distinguished Lecture Series: 5,866
- Grad Student Organization: 9,626
- Org Grant: 21,911
- Student Leadership: 4,003

**Athletics Committee:**

- Admin: 39,037
- Athletics General: 14,000
- Baseball: 8,520
- Cheer: 500
- Football: 27,000
- Gymnastics: 5,190
- Ice Hockey: 7,000
- Men's Tennis: 13,000
- Softball: 7,000
- Uniforms: 24,500
- Wrestling: 4,900

### Scenarios

<table>
<thead>
<tr>
<th>Scenario</th>
<th>FY13 Fee Per Unit</th>
<th>FY14 Fee Per Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Student FTE</td>
<td>$97.52</td>
<td>$97.52</td>
</tr>
<tr>
<td>Spring Student FTE</td>
<td>$97.52</td>
<td>$97.52</td>
</tr>
<tr>
<td>Summer FTE</td>
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<td>$97.52</td>
</tr>
<tr>
<td>J Term FTE</td>
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</tr>
<tr>
<td>J Term Rates</td>
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<td>$3.40</td>
</tr>
</tbody>
</table>

### Alleged Reduction

- Fall Fee: 100,000
- Spring Fee: 100,000

### Total Alleged Reduction

- $200,000

### Change in Fee

- $0.00%
POLICY CHANGES, ISSUES, RECOMMENDATIONS.....

1. Special Dining Committees – With the advent of the new dining contract, a committee was formed to review special discounts for departments, units, and student organizations. Sodexo pledged $5,000 for university events and University Centers provided $3,000 for student organizations. The committee met throughout the year and allocated a total of approximately $2,900. In the future, we are looking to add some of the requests for Pepsi products to this committee.

2. A Volunteer Fair was held during spring semester in place of a second Involvement Fest. No Celebration of Leadership and Involvement was needed.

3. Student Association approved two scheduling recommendations. The first allows for academic uses of Cartwright Center, identifying categories, fee schedules, and other criteria for doing so. The second limits the use of university space, excluding residence halls, for blood drives to one blood drive lasting up to two (2) days per month per blood bank organization.

4. Student organization space was developed in the lower level. A policy was developed for allocation of cubicles and storage space.

5. A review will occur related to use of table tents and the university publicity policy. There is a desire by staff to eliminate table tents and move to digital signage.

6. The alternative spring break trip to Jamaica was moved to International Education, as a result of Kaye Schendel’s departure. Neither trip enrolled enough students to make the trips happen. The Leadership and Involvement Center is exploring more weekend service trips in the local area.

CHANGES IN RESPONSIBILITIES, SERVICES, AND PROGRAMS...

1. The dining contract required custodial staff to clean all areas from the counter forward in the dining areas. The dining company reimburses the university for these costs.

2. The meal plan options changed from the traditional 10/14/19 meals per week to the options of a 14 or 19 Basic Plan and a 14 or 19 Plus Plan, as a result of the new dining contract. These new options did away with the past concept of transfer meals and all 14 or 19 meals (on both the Basic & the Plus plans) could be eaten in any of the restaurants in Whitney Center (Main Dining Room, Flying Star Diner, Sub Connection/Hot Spot, Simply-to-Go) or the Cellar (FoD) whenever they were open. If students wanted to expand the areas where they could eat, they could purchase the Plus plan which would add 30 Block meals for the semester to their plan. These 30 blocks allow students to eat at any of the Galley concepts, Einstein’s Bagels, and at the Murphy’s Library & Centennial Hall Simply-to-Go concepts.

3. Most of the facility changes made this year occurred in the dining areas as a result of the new dining contract. The Galley was remodeled to include the following concepts: Chef’s Table (menu changes daily), the Original Burger Company (burgers, chicken, fries, onion rings, etc.), Cyclone Salads (salads made to order), Slice of Life (pizza slices, bread sticks, pasta dishes), Erbert & Gerbert’s (soup and sandwiches). Einstein’s Bagels became the new concept in the Cyber Café (which still houses Red Mango). In Whitney Center, the salad bars were removed and a concept called 360⁰ (exhibition cooking) was installed.
Additional concepts in this area are Basic Kneads (deli area), Bella Tratorria (pizza slices, casserettes, specialty salads, bread sticks), Wild Mushroom (vegan/vegetarian area), Magellan’s (stir fry @ lunch & comfort foods @ dinner), and My Zone (addresses food allergies & special dietary needs). The Flying Star Diner, is still considered a separate concept, but no longer requires a separate swipe in order to eat. In addition to a “diner” menu concept, this area serves breakfast all day. The Cellar became the Food on Demand Concept. Students place orders at a kiosk, then munch on items from the “nosh bar” while waiting for their entrée. This area now features breakfast, lunch and dinner menus. A new concept opened in Centennial Hall featuring Starbuck’s coffee and a Simply-to-Go concept.

4. Some facility hours changed. The Cellar now opens at 7:00 am on Monday – Friday (previously 11:00 am); the Galley now opens at 10:30 am (previously at 7:00 am) with some areas remaining open until 6:00 pm (Original Burger Company, Cyclone Salads, Slice of Life) and some until 8:00 pm (Erbert & Gerbert’s and Simply-to-Go); the SubConnection is open until 1:00 am (previously midnight).

GOALS AND OBJECTIVES 2013-14...

1. Investigate methods for electronic filing of historical records.

2. Develop a strategic plan for the Greek community that includes recruitment, advising, leadership development, and marketing.

3. Develop a leadership education program that is built on collaboration with academic departments and other units. This includes the evaluation of participation in Leadershape.

4. Complete the implementation of the dining contract with Sodexo and increase student satisfaction with the program.

5. Implement, with the university, the AdAstra room scheduling program.

6. Modify the student employment program within the unit to include the development of a student employee manual, salary structure, and a system for raises.

7. Develop an assessment plan to measure learning outcomes and other programs within University Centers.

8. Provide an environment where all students and members of the community feel welcomed and supported.

9. Manage all budgets to minimize fee increases while providing for balanced budgets.

10. Contribute to the overall success of the Division of Student Affairs and the university through communication and collaboration for programs and services offered.

11. Insure that the staff team feels included in decisions and informed of issues.

12. Continue to plan the new university center, maximizing input from various constituencies on campus.

13. Continue to expand the online presence for University Centers, including web forms, Facebook pages, and more up-to-date web pages.

14. Complete the hiring of staff for the approved positions within University Centers.
UNIVERSITY CENTERS LEARNING OUTCOMES ...
Following are the four primary learning outcomes developed by University Centers staff. Staff members in each sub-unit identify how the four primary learning outcomes will be met within each area throughout the year.

- Students will develop leadership skills as a result of their participation in out-of-class experiences: activities, events, employment, governance, and service.

- Students will develop critical thinking skills through participation, reflection, and engagement in out-of-class experiences: activities, events, employment, governance, and service.

- Students will learn to be active citizens of their local and global communities through involvement in out-of-class experiences: activities, events, employment, governance, and service.

- Students will understand, value, and embrace human differences through their participation in out-of-class experiences: activities, events, employment, governance, and service.