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

We Believe:

• Quality customer service contributes to the educational environment at the university and community by supporting individual, organizational, and community endeavors through positive interactions.
• Our passion for student growth enables us to go above and beyond typical expectations.
• In taking initiative to make positive changes on campus and in the community by promoting organizational as well as personal responsibility.
• In leadership through example which will provide life-long practices and values that meet the goals and best interests of our students, colleagues, and community.
• In working cooperatively with students, faculty, staff, and community to educate through our programs and services with the primary goal of enhancing the varied aspects of the university experience.
• That by consistently striving to create teams that utilize the talents and knowledge of students and staff we can effectively provide learning and opportunities for personal growth and development for all.
• In providing an environment that both challenges and supports those we serve in our campus community.
• To embrace all differences.
• That a diverse environment is essential to the comfort of our students, faculty, staff, and community as well as success of our operation.
• In creativity and innovative practices to enhance and complement successful programs.
• In valuing student participation and feedback.
• In fostering a warm and responsive atmosphere.
• Leading to Serve: We engage in activities that serve the goals and best interests 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.”
• Continuous Improvement: 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 levels 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.
University Centers plays a central role in the functioning of the campus community. This is accomplished through the coordination of campus-wide programming and co-sponsorship of programs with other units on campus. Primary responsibilities include:

1. **Dining Service.** The unit is responsible for providing quality dining service at a reasonable cost through the contracted dining service company in Cartwright and Whitney Centers. This service is provided through meal plans, catering, campus cash, and cash transactions. A variety of dining venues is also offered.

2. **Facilities.** The unit is responsible for Cartwright Center and Whitney Center. Cartwright Center, the university student center, is a student fee-funded facility. It provides dining services, lounges, and meeting rooms. One of the many services offered through University Centers, the University Reservations & Event Support Services assists with facility reservations for primarily non-classroom use. Whitney Center is funded through dining services revenue, and is used primarily for the delivery of the dining service program for individuals on the meal plan.

3. **Programming.** The unit advises the Campus Activities Board, which provides social, cultural, and educational programs for the campus community. The unit is also responsible for the Distinguished Lecture Series, which offers diverse speakers on issues related to diversity, social justice, and social change. Programming is also offered on issues of alcohol use, hazing, and special programs targeted for students and student organizations.

4. **Involvement.** Involvement is promoted in student organizations and local volunteer agencies.

5. **La Crosse Room/Diversity Center.** The Diversity Center and Pride Center are located at the west end of the La Crosse Room.

6. **Governance.** The unit is responsible for advising the UW-La Crosse Student Association/Student Senate, The Racquet, Panhellenic Council, Interfraternity Council, and various committees of the of the Student Senate. (See Student Association Executive Summary, Appendix A, for a full report.). Staff members serve as student advocates, insuring that student rights and responsibilities are upheld. Staff members also represent administration’s point of view, provide leadership training, and ensure accountability.

7. **Campus/Community Services.** The unit is responsible for providing services within the centers. These include copy machines, a computer laboratory, ATM machines, graphic artist services to student organizations, and campus event ticket sales.

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**“Light It Up Blue”**
University Event Support worked with Autism Speaks U and Alpha Xi Delta in April 2012 to light the clock tower blue to create autism awareness.

**Food Pantry**
Fully-stocked “Helping Our Own” Food Pantry, courtesy of Share-a-Meal program donations.
UNIVERSITY CENTERS STAFF

University Centers employed the individuals listed below during 2011-2012, in addition to approximately 80 student employees.

Aleckson, Tricia
Anderson, Rita
Arentz, Sam
Barton, Mark
Borgen, Jon
Curran, Cindy
Daniel, Karen
Dobson, Leeann
Ellis, Gary
Good, Kara
Hallman, Julie
Hamann, Rob
Holm, Heather
Jorstad, Brian
Johansen, Gary
Jorstad, Brian
Jurgella, Jessica
Langteau, Dave
Magnus, Natalie
Miller, Ken
Murray, Melissa
Neitzel, Rebecca
Novak, Abby
Novak, Karen
Richter, Jaraee
Ringgenberg, Larry
Schendel, Kaye
Schmitz, Jeff
Slevin, Michael
Stockel, Russel
Swanson, Cindy
Vahala, Mary Beth
Van Rooseneek, Will
Wagner, Andrea
Werb, Billy
Wilson, Bob
Zimmerman, Collin

GOALS, OBJECTIVES, AND ACCOMPLISHMENTS 2011-2012

1. Develop a consistent assessment plan utilizing the UniLOA assessment tool and other instruments to measure the four learning outcomes and other programs within University Centers.

   Accomplishment: Assessment needs to be further developed. The UniLOA assessment instrument was administered to all UW-L students; a survey was completed regarding the potential of a new student center; the Global Perspective Inventory was administered to the Alternative Spring Break students.

2. Conduct a joint leadership workshop inviting participation from Student Association, Greek Life, Campus Activities Board, Diversity Organizations Coalition, and other multicultural student organizations.

   Accomplishment: A joint leadership session was held with the Office of Multicultural Student Services, Greek Life, Campus Activities Board, and student government. Dr. Bernard Franklin facilitated the session.

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

   Accomplishment: The Pride Center has been successful; Campus Activities Board has co-sponsored events with various multicultural groups; and the ethnic dinner program continues to be successful.

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

   Accomplishment: The yearly operating budgets for dining services and Cartwright Center have balanced; some items have been added to the Cartwright budget, such as chargebacks and utilities which will necessitate fee increases.

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

   Accomplishment: University Centers assists other units in sponsoring programs within Cartwright Center. Special attention is paid to multicultural programming.

6. Implement a communication system within the organization which provides staff with the information they feel they need.

7. Work with university personnel to develop the dining services Request for Proposal (RFP) for bid during fall semester 2011.

   Accomplishment: The RFP was developed and the bid was submitted during fall semester.

8. Work with students to review Cartwright Center and Whitney Center in reference to their current physical status and determine the future of the student union.

   Accomplishment: A committee was formed with the assistance of an architect and state staff. In the end, the Student Senate and the senate executives supported the construction of a new student center. Students also approved the project with the referendum.
9. Develop a plan for the space currently occupied by temporary tenants in both Cartwright Center and Whitney Center.

   Accomplishment: Student Services and Building Committee and the Student Senate approved space for student organizations, Campus Activities Board, and veterans.

10. Continue to explore the creation and implementation of an online presence for University Centers forms and processes.

11. Effectively transition the campus from Blackboard access control and card transaction system to CBORD.

   Accomplishment: Transition occurred in September. The transition occurred very quickly and there were some delays. Most people are satisfied with the CBORD capabilities.

12. Continue to work with Information Technology Services to transition from the "Activities" to "Eagle" domain. Identify other changes that will occur, including server and staffing needs, as a result of this transition.

   Accomplishment: Everyone in the division is off the "Activities" domain and on the "Eagle" domain. In addition, the division has created a new model for technology services. The new model appears to be meeting the division needs.

GOALS AND OBJECTIVES 2012-2013

1. Develop an assessment plan to measure one of the four learning outcomes and other programs within University Centers.

2. Conduct a joint leadership workshop inviting participation from Student Association, Greek Life, Campus Activities Board, Diversity Organizations Coalition, and other multicultural student organizations.

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

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

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

6. Implement a communication system within the organization which provides staff with the information they feel they need.

7. Work with Sodexo staff in the implementation of the new dining contract.

8. Continue to work with students and other administrators in the planning of the new student center.

9. Continue to explore the creation and implementation of an online presence for University Centers forms and processes.

POINTS OF PRIDE

Student and Unit Programs

1. **New Student Center.** A university committee was appointed to review Cartwright Center and provide recommendations on the future of the building. Part of this included planning for a new student center. A referendum regarding whether the campus should build a new student center was held in April. The referendum passed with 1772 YES votes and 228 NO votes.

2. **Campus Activities Board.** The Campus Activities Board sponsored or co-sponsored 47 events with a total attendance of 14,562 people, with a student attendance totaling 13,942.

3. **Greek Life.** Alpha Sigma Phi was colonized on campus. The colony began in April with 13 members. UW-L now has five fraternities and two sororities.

4. **Leadership & Involvement Center.**
   - The "Helping Our Own" food pantry has increased its visibility and its usage. Our records indicate that the food pantry was used over 1,048 times during the year (up from 530 uses during 2010-2011).
   - Three blood drives were sponsored. 697 units of blood were collected.
   - The Alternative Spring Break-Jamaica program continues to be popular. 23 students, 2 graduate assistants, 2 trip advisers, and 1 alumnus participated in the trip. Two projects – Mango Hall and Seaview Primary – were completed.

"Boxes & Walls" was held in April, co-sponsored by the Diversity Organization Coalition, Greek Life, and Campus Activities Board, and Broadening Horizons.
Primarily, Mango Hall was the site for the major construction project. The school house size was almost doubled.

- The projects in Jamaica were coordinated with four additional organizations, including Fox Valley Technical College, Grand Valley State University, University of Oregon, and Boise State University. Finally, Delta Upsilon International Fraternity will complete the projects in June 2012.

5. **Pride Center.** 700 people attended the Drag Show and there were 4,393 people contacts this year.

6. **Student Association.** The Student Senate honored System President Kevin Riley with the Higher Education Advocate of the Year Award.

7. **Green Fund.** The Green Fund was re-authorized during April elections to continue their work for 2012-2013 with a vote of 1837 YES and 228 NO.

8. **Student Organizations.** Fifteen new student organizations were formed during the year. Four student organizations were de-activated.

**Dining Service**

1. **Dining Contract.** A focus group was held in Laux during fall semester. The Request for Proposal (RFP) was completed and bids occurred during spring semester. Sodexo was chosen as the dining provider.

2. **Recipes from Home.** This program provides parents and/or guardians of students the opportunity to submit their students’ favorite recipe from home to be prepared in the Whitney Center main dining room. Over 229 recipes were submitted to be prepared.

3. **Share-A-Meal.** Students were asked to donate a meal or dining dollars in a program to generate products for the campus “Helping Our Own” food pantry. A total of 420 regular meals, 29 block meals, and $62 in dining dollars were donated.

4. **Vermicomposting.** Vermicomposting began in partnership with the Hillview Greenhouse and Dr. Ryan Perroy, Geography/Earth Science Department. The vermicomposter has been moved to Western Technical College.

5. **Sustainable Food Policy.** A Sustainable Food Policy was approved by Student Association and included in the Request for Proposal (RFP) for dining services.

**Administration, Facilities, and Operations**

1. **University Reservations.** (Note: In prior years, all EMS--Event Management System--reservations were counted regardless of the office of origin. This year, the report was changed to include only the reservations made through University Reservations. Any reservations made for Mitchell Hall, the Recreational Eagle Center, practice fields, North field, or the motor pool office are not in this count.) During the 2011-2012 year, 16,588 reservations were made on EMS. The most frequent users are academic departments (4,362) and non-academic departments (3,664). Student organizations made 3,871 reservations with the Campus Activities Board making the most reservations, 501. Room 257 (488 reservations) and Room 263 (474 reservations) are reserved most often in Cartwright Center. In terms of hours of use, the Port O’Call leads this category with 2,125 hours and Valhalla second with 1,845 hours.

2. **Green Initiatives.** Custodial Services has continued to use green cleaning products wherever possible. Lighting in the Galley and Cellar was converted to LED lights.

3. **Staffing.** Rebecca Neitzel was hired to assist in the University Reservations Office. This also resulted in the return of ticket selling to the Financial Specialist in University Centers, Tricia Aleckson.

4. **Campus Planner.** The campus planner was published by University Directories for a total cost of $5,320. The Cartwright Information Counter sold 470 individual planners and 395 planners were sold to departments. Total sales equaled $3,242.50. Residence Life paid $3,882.48 for their planners.

5. **The Student Services and Buildings Committee approved a plan for student organization use of rooms in the previous Teigen Lanes area. The Campus Activities Board will move to this area. In addition, they approved allocating the computer lab (Room 264, Cartwright), when the dining transition is complete, to be used by the Veterans Organization.
1. The Alternative Spring Break-Jamaica program exposes students to a culture different than their own through community service work and interactions with Jamaican citizens.

2. Campus Activities Board co-sponsored events such as Salsabrosa (salsa music with dance instruction), the Asia Project (spoken word poetry), Jamie Nobozny (speaker regarding bullying LGBT students).

3. Eagle Roundtable included an in depth discussion of the hate incidents in the residence halls.

4. A diversity training session was held for the student employees and Student Association. Dr. Bernard Franklin hosted a joint training session with Student Senate, Greek Life, Campus Activities Board, and multicultural organizations.

5. Staff members participated in Diversity Dialogues, P.I.E. (Promoting Inclusive Excellence) Days.

6. The "Diversity Mosaic Series" of pictures was introduced in meeting rooms. Pictures of individuals from oppressed groups (with appropriate quotes) have been placed in each meeting room (with an explanation of the series) to get people to think about inclusive excellence.

7. The Pride Center continues to work for inclusiveness by providing workshops, speakers, and panel presentations.
1. Alternative Spring Break – Jamaica Service Trip. This year we collaborated with the Fox Valley Technical College, Grand Valley State University, University of Oregon, Boise State University, and Delta Upsilon on a major building project in Jamaica. This collaboration requires more coordination time; however, when finished, it provides a greater benefit for the people in Jamaica. The problem with the coordination of the partners is increased UW-La Crosse staff time. How this fits with UW-La Crosse’s program is in question.

2. Campus Activities Board (CAB). The spring concert remains an issue. Last year the Jason Derulo concert was very successful. This year, the James Michael Carrol and Gloriana event was less successful. This resulted in a deficit in the CAB account. CAB is in the process of proposing to SUFAC the ability to carryover funds from year to year. This is a similar proposal as what is used by the Distinguished Lecture Series and the University Theatre.

3. Computing/Information Technology:
   - All computers have been moved from the Activities server to the Eagle server. In addition, Jason Turonie has been reassigned to Information Technology Services and Mr. Patrick Timm was hired to provide support for the Division of Student Affairs applications, including CBORD.
   - The computer lab located in Room 264, Cartwright was permanently closed in April. New computers were purchased and placed on the mezzanine, 2nd floor Cartwright, along with the printer station.

4. Dining Service. The dining contract was completed this year. Sodexo was chosen as the dining provider. New dining plans are provided and increased flexibility will occur for students.

5. Greek Life. Recruitment continues to be an ongoing issue for many chapters. A disconnect remains between the lessons of dynamic recruitment and the actual methods used by the chapters.

   - Food Pantry. The “Helping Our Own” food pantry continues to grow. There are times that the shelves are bare and we need to have food drives that meet the needs of the students.

7. Pride Center. The number of panel presentation requests continue to grow. It is getting more difficult to staff the panels. Some students do not feel safe with the level of self-disclosure that occurs on the panels. There were some safe space issues this year. Students need to be reminded of appropriate discussion in a safe space and how that may conflict with their idea of free speech.

CHANGES IN RESPONSIBILITIES, SERVICES, AND PROGRAMS

1. A new position on the Campus Activities Board executive board was created – Director of Selection. This position will focus on working with other organizations to encourage co-sponsorships and set up the ongoing and following year’s selection process for choosing events.

2. Cartwright Graphics expanded its service to offer black and white photocopies and fax services.

3. We experienced a couple of custodial retirements – Mr. Pat Ring and Mr. Russ Stockel. Mr. Bob Wilson is now the custodial lead worker in Cartwright Center.

4. Information Technology Support is provided through ITS. There are two designated positions – one position for desktop support and one position for application support.

5. The event support service staff provides technology support for the Hall of Nations, Centennial Hall.

6. The Queer Cinema program is being reviewed for next year. Participation has been minimal.

Issues

1. Two chapters – Sigma Tau Gamma (Fall 2011) and Sigma Alpha Epsilon (spring 2012) missed payments to their national organization. It is believed that they are now current on all payments.

2. The behavior at the Drag Show is being reviewed. In the future, it may be hosted by a UW-L student. In addition, participants can be provided a list of expectations.

FAST FACTS

CARTWRIGHT CENTER

1772 YES
228 NO

Students voted in a referendum on April 10, 2012, to build a new student center. The new building is scheduled for completion in 2015 or 2016.

- Leadership Program: The leadership program still needs some revitalization. Last fall’s session with Dr. Franklin was a good step in having multiple groups involved in a leadership program. We need to follow up on this. The spring leadership recognition program began discussions on how to incorporate other organizations’ awards at this event. Additional discussions need to occur.

1. Alternative Spring Break – Jamaica Service Trip. This year we collaborated with the Fox Valley Technical College, Grand Valley State University, University of Oregon, Boise State University, and Delta Upsilon on a major building project in Jamaica. This year, the James Michael Carrol and Gloriana event was less successful. This resulted in a deficit in the CAB account. CAB is in the process of proposing to SUFAC the ability to carryover funds from year to year. This is a similar proposal as what is used by the Distinguished Lecture Series and the University Theatre.

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LEARNING OUTCOMES

University Centers has four primary learning outcomes. The learning outcomes are:

8. **Learning Outcome #1**: Students will develop leadership skills as a result of their participation in out-of-class experiences: Activities, events, employment, governance, and service.

9. **Learning Outcome #2**: Students will develop critical thinking skills through participation, reflection, and engagement in out-of-class experiences: activities, events, employment, governance, and service.

10. **Learning Outcome #3**: 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.

11. **Learning Outcome #4**: Students will understand, value, and embrace human differences through their participation in out-of-class experiences: activities, events, employment, governance, and service.

University Centers continues to identify learning outcomes for many facets of the operation. Assessment of the learning outcomes has also been delegated to each area.

Most of the learning outcome assessments are self-report, supervisor/advisor observation, and student stories. In addition, the unit encouraged students to complete the UniLOA, the University Learning Outcomes Assessment. The UniLOA measures student behaviors along seven critical domains, including: Critical thinking; Self-awareness; Communication; Diversity; Citizenship; Membership & leadership; and Relationships. This was administered to all students. The data analysis will be received from Indiana State University during the summer of 2012.

Other assessment instruments used include:

- **12. The Global Perspective Inventory.** This instrument was used with the Alternative Spring Break program. Data has not yet been received from the testing administration.
- **13. Student Learning Plan-Student Employees.** Evaluations and discussions were held with students to assist them in developing job skills and personal skills.
- **14. Campus Activities Board advisers conducted end of the year evaluations**

15. The Pride Center received verbal feedback after their panel presentations. The students reported being enlightened by the panel. An example of a student comment is:

a. “I didn’t know what all of the letters meant...”

b. “I didn’t know you shouldn’t use _____ term because it offends people.”

More work needs to be completed on the assessment of the learning outcomes. This will be a focus in 2012-2013.

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 21, 2012.

<table>
<thead>
<tr>
<th>Account</th>
<th>Cash Balance 6/30/2011</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Deferred Revenue</th>
<th>Estimated Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dining Services</strong></td>
<td>128-08-04-9100</td>
<td>$916,747.95</td>
<td>$9,058,604.62</td>
<td>$8,535,384.85</td>
<td>$1,440,053.34</td>
</tr>
<tr>
<td><strong>Student Centers</strong></td>
<td>128-00-04-9002</td>
<td>$705,199.24</td>
<td>$2,647,280.77</td>
<td>$2,553,662.44</td>
<td>$752,284.99</td>
</tr>
</tbody>
</table>
Dining Service. The dining service numbers for meal plan participants increased 3,100 with the opening of Eagle Hall. The dining service had a net income of $821,596.82. This will be used in 2012-2013 for deferred maintenance projects. Other major projects at Whitney Center include the replacement of the retaining wall and walk at a cost of $352,000. Some revenue was lost as a result of the Drake Hall fire.

Cartwright Center. The segregated fee was maintained and the center was able to have a break-even budget. The net operating revenue was $160,607.52.

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>Budget</th>
<th>Cash Balance 6/30/2011</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Deferred Revenue</th>
<th>Estimated Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Activities Board</td>
<td>$21,943.74</td>
<td>$89,178.40</td>
<td>$127,191.78</td>
<td></td>
<td>$16,069.64</td>
</tr>
<tr>
<td>Student Leadership</td>
<td>$2,362.16</td>
<td>$2,255.95</td>
<td>$3,689.63</td>
<td></td>
<td>$928.48</td>
</tr>
<tr>
<td>Student Association</td>
<td>$8,238.44</td>
<td>$43,003.98</td>
<td>$42,223.06</td>
<td></td>
<td>$9,019.36</td>
</tr>
<tr>
<td>SUFAC Committee</td>
<td>$4,856.84</td>
<td>$493.16</td>
<td>$455.51</td>
<td></td>
<td>$524.49</td>
</tr>
<tr>
<td>U-Pass</td>
<td>$11,471.90</td>
<td>$170,092.85</td>
<td>$167,611.43</td>
<td></td>
<td>$13,953.32</td>
</tr>
</tbody>
</table>

The Campus Activities Board spring concert with Gloriana and James Michael Carroll lost money this year. The Campus Activities Board is putting together a plan for paying off its deficit.
<table>
<thead>
<tr>
<th>Dept</th>
<th>Dept Name</th>
<th>Expense Budget</th>
<th>Revenue</th>
<th>Sales Credits</th>
<th>Encumbrances</th>
<th>Expenses</th>
<th>Beginning Cash</th>
<th>Accrual Adjustment</th>
<th>Ending Cash Balance (includes encumbrances)</th>
</tr>
</thead>
<tbody>
<tr>
<td>049001</td>
<td>Pride Center</td>
<td>15,908.00</td>
<td></td>
<td>260.00</td>
<td></td>
<td></td>
<td>16,351.44</td>
<td></td>
<td>(16,091.44)</td>
</tr>
<tr>
<td>049002</td>
<td>Cc General Operations</td>
<td>2,639,205.00</td>
<td>2,138,767.63</td>
<td>6,464.88</td>
<td>56,491.62</td>
<td>1,992,764.22</td>
<td>225,588.77</td>
<td>(46,532.58)</td>
<td>321,565.49</td>
</tr>
<tr>
<td>049003</td>
<td>Involvement Center</td>
<td>18,328.00</td>
<td>717.53</td>
<td></td>
<td>44.85</td>
<td>16,880.89</td>
<td></td>
<td></td>
<td>(16,208.21)</td>
</tr>
<tr>
<td>049004</td>
<td>Cc Debt Service Reserve</td>
<td>300,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>171,452.00</td>
<td></td>
<td>471,452.00</td>
</tr>
<tr>
<td>049005</td>
<td>University Events Sales</td>
<td>16,781.00</td>
<td>1,200.66</td>
<td>1,045.35</td>
<td></td>
<td>12,648.77</td>
<td></td>
<td></td>
<td>(10,402.76)</td>
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<tr>
<td>049006</td>
<td>Sample the City</td>
<td>1,200.00</td>
<td>1,766.00</td>
<td></td>
<td>815.65</td>
<td></td>
<td>950.35</td>
<td></td>
<td>712.37</td>
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<tr>
<td>049007</td>
<td>Grad Assist Tuition Grant</td>
<td>25,320.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>46,308.36</td>
<td></td>
<td>(46,308.36)</td>
</tr>
<tr>
<td>049008</td>
<td>Student Union Bldg Project</td>
<td>300,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>463,083.66</td>
<td></td>
<td>463,083.66</td>
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<tr>
<td>049009</td>
<td>Student Ctr Pre-Design #11A2A</td>
<td>301,330.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>23,705.00</td>
<td></td>
<td>712.37</td>
</tr>
<tr>
<td>049010</td>
<td>Campus Lighting Project #10J1R</td>
<td>36,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>36,000.00</td>
<td></td>
<td>36,000.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>3,016,742.00</td>
<td>2,503,540.78</td>
<td>8,040.23</td>
<td>56,536.47</td>
<td>2,410,847.29</td>
<td>704,315.34</td>
<td>(46,532.58)</td>
<td>748,512.59</td>
</tr>
</tbody>
</table>

**Fund 136 - General Operations Receipts**

<table>
<thead>
<tr>
<th>Dept</th>
<th>Dept Name</th>
<th>Expense Budget</th>
<th>Revenue</th>
<th>Sales Credits</th>
<th>Encumbrances</th>
<th>Expenses</th>
<th>Beginning Cash</th>
<th>Accrual Adjustment</th>
<th>Ending Cash Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>049010</td>
<td>Uw Sys Univ Center Dir Mt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>883.90</td>
<td></td>
<td>883.90</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>883.90</td>
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<td>883.90</td>
</tr>
</tbody>
</table>

**Projected Cash Balance**

- Current 049002 Cash Balance: 321,565.44
- Revenue to Transfer to Account: 21,684.82
- Deficits to Cover: (46,532.58)
- Ending 049002 Balance: 254,239.49
- Debt Reserve Balance: 471,452.00
- Center Pre Design Balance: 23,705.00
- Total Cash Balance: 749,396.49
<table>
<thead>
<tr>
<th>Dept</th>
<th>Dept Name</th>
<th>Expense Budget</th>
<th>Revenue</th>
<th>Sales Credits</th>
<th>Encumbrances</th>
<th>Expenses</th>
<th>Beginning Cash</th>
<th>Accrual Adjustment</th>
<th>Ending Cash Balance</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>049166</td>
<td>Open Dining Debt Service</td>
<td>70,035.00</td>
<td>70,012.05</td>
<td>-</td>
<td>-</td>
<td>70,012.05</td>
<td></td>
<td></td>
<td>70,012.05</td>
<td></td>
</tr>
<tr>
<td>049194</td>
<td>Heat Plant Particulate Debt Sv</td>
<td>8,355.00</td>
<td>7,558.17</td>
<td>-</td>
<td>-</td>
<td>7,558.17</td>
<td></td>
<td></td>
<td>7,558.17</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>78,390.00</td>
<td>77,570.22</td>
<td>-</td>
<td>-</td>
<td>77,570.22</td>
<td></td>
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<td>77,570.22</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dept</th>
<th>Dept Name</th>
<th>Expense Budget</th>
<th>Revenue</th>
<th>Sales Credits</th>
<th>Encumbrances</th>
<th>Expenses</th>
<th>Beginning Cash</th>
<th>Accrual Adjustment</th>
<th>Ending Cash Balance</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>049100</td>
<td>WC Food Service Operations</td>
<td>1,858,090.00</td>
<td>(74,645.64)</td>
<td>-</td>
<td>25,646.13</td>
<td>1,414,019.55</td>
<td></td>
<td></td>
<td>(1,514,311.32)</td>
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<tr>
<td>049103</td>
<td>Co-Sponsorship Programs</td>
<td>11,975.00</td>
<td>4,576.00</td>
<td>-</td>
<td>3,445.35</td>
<td>-</td>
<td></td>
<td></td>
<td>-</td>
<td>Revenue transfer to 049120</td>
</tr>
<tr>
<td>049104</td>
<td>Community Health Spec</td>
<td>28,249.00</td>
<td>-</td>
<td>536.85</td>
<td>17,087.77</td>
<td>-</td>
<td></td>
<td></td>
<td>(17,624.62)</td>
<td></td>
</tr>
<tr>
<td>049110</td>
<td>Open Dining</td>
<td>187,530.00</td>
<td>199,318.94</td>
<td>-</td>
<td>3,709.85</td>
<td>181,144.83</td>
<td>80,171.95</td>
<td></td>
<td>94,636.21</td>
<td>Revenue transfer to 049120</td>
</tr>
<tr>
<td>049111</td>
<td>Open Dining Debt Reserve</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>24,482.00</td>
<td>-</td>
<td></td>
<td></td>
<td>24,482.00</td>
<td></td>
</tr>
<tr>
<td>049112</td>
<td>Tower Tender</td>
<td>320,925.00</td>
<td>190,257.98</td>
<td>61,137.66</td>
<td>113,334.92</td>
<td>-</td>
<td></td>
<td></td>
<td>(473.75)</td>
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</tr>
<tr>
<td>049120</td>
<td>Wc Food Clearing</td>
<td>6,338,759.00</td>
<td>8,452,594.61</td>
<td>-</td>
<td>338,310.46</td>
<td>6,533,522.77</td>
<td>812,031.50</td>
<td></td>
<td>2,392,899.88</td>
<td></td>
</tr>
<tr>
<td>049130</td>
<td>Lost Id Cards</td>
<td>16,650.00</td>
<td>22,334.73</td>
<td>-</td>
<td>15,125.74</td>
<td>62.50</td>
<td></td>
<td></td>
<td>(101.63)</td>
<td>Revenue transfer to 049120</td>
</tr>
<tr>
<td>049192</td>
<td>Whit Retain Wall Rpl #11C1Q</td>
<td>-</td>
<td>58,400.00</td>
<td>-</td>
<td>58,400.00</td>
<td>-</td>
<td></td>
<td></td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>049193</td>
<td>Whit Ctr Water Heater #10L2W</td>
<td>-</td>
<td>101,331.12</td>
<td>-</td>
<td>101,331.12</td>
<td>-</td>
<td></td>
<td></td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>049195</td>
<td>Campus Lighting Project #10J1R</td>
<td>-</td>
<td>16,800.00</td>
<td>-</td>
<td>16,800.00</td>
<td>-</td>
<td></td>
<td></td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>8,762,178.00</td>
<td>8,970,967.73</td>
<td>-</td>
<td>429,340.94</td>
<td>8,454,212.05</td>
<td>916,747.95</td>
<td></td>
<td>1,003,694.31</td>
<td></td>
</tr>
</tbody>
</table>

Projected Cash Balance

- Current 049120 Balance: 2,392,899.88
- Revenue Transferred: 118,348.37
- Deficits to Cover: (1,531,935.94)
- Ending 049120 Balance: 979,212.31
- Debt Reserve Balance: 24,482.00
- Total Cash Balance: 1,003,694.31
Customers for University Centers are primarily students, but also include UW-La Crosse faculty and staff, community members, and individuals attending conferences or public events. Customers are counted utilizing ticket sales, estimated attendance at events, information requests, cash register counts, and event registrations. Another mechanism used is the report of transactions on the access control system (CBORD), which includes the number of transactions recorded on all card readers.

### Workload and Outcome Measures - Totals from Access Control System

<table>
<thead>
<tr>
<th>AREA</th>
<th>CUSTOMERS 2009-2010</th>
<th>CUSTOMERS 2010-2011</th>
<th>CUSTOMERS 2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Tower Tender copies</td>
<td>5,444</td>
<td>1,761</td>
<td>470</td>
</tr>
<tr>
<td>Galley-Cash &amp; Tower Tender</td>
<td>48,756</td>
<td>46,489</td>
<td>34,208</td>
</tr>
<tr>
<td>The Cellar-Cash &amp; Tower Tender</td>
<td>23,720</td>
<td>23,645</td>
<td>20,793</td>
</tr>
<tr>
<td>Cyber Café-Cash &amp; Tower Tender</td>
<td>54,424</td>
<td>55,639</td>
<td>55,790</td>
</tr>
<tr>
<td>Trattoria-Cash &amp; Tower Tender</td>
<td>6,352</td>
<td>5,253</td>
<td>4,418</td>
</tr>
<tr>
<td>Whitney Center-Cash &amp; Tower Tender</td>
<td>1,846</td>
<td>2,568</td>
<td>1,688</td>
</tr>
<tr>
<td>Convenience Store-Cash &amp; Tower Tender</td>
<td>51,879</td>
<td>53,625</td>
<td>53,788</td>
</tr>
<tr>
<td>Chars-Cash &amp; Tower Tender</td>
<td>2,335</td>
<td>3,013</td>
<td>3,138</td>
</tr>
<tr>
<td>Murphy's Mug-Cash &amp; Tower Tender</td>
<td>58,581</td>
<td>37,467</td>
<td>41,389</td>
</tr>
<tr>
<td>SubShoppe Transfer</td>
<td>153,479</td>
<td>203,844</td>
<td>272,758</td>
</tr>
<tr>
<td>Chars-Transfer</td>
<td>164,555</td>
<td>70,658</td>
<td>75,549</td>
</tr>
<tr>
<td>Galley Transfer</td>
<td>42,111</td>
<td>46,970</td>
<td>71,370</td>
</tr>
<tr>
<td>The Cellar Transfer</td>
<td>78,043</td>
<td>79,116</td>
<td>121,358</td>
</tr>
<tr>
<td>Trattoria Transfer</td>
<td>27,879</td>
<td>27,599</td>
<td>23,431</td>
</tr>
<tr>
<td>Block Meal Plan</td>
<td>114,911</td>
<td>114,943</td>
<td>110,341</td>
</tr>
<tr>
<td>Reuter Block Plan</td>
<td>45,255</td>
<td>51,116</td>
<td>38,164</td>
</tr>
<tr>
<td>Guest Meals</td>
<td>10,872</td>
<td>9,553</td>
<td>n/a</td>
</tr>
<tr>
<td>Sack Lunches</td>
<td>110,803</td>
<td>81,079</td>
<td>101,263</td>
</tr>
<tr>
<td>Sub-total Dining</td>
<td>995,501</td>
<td>912,428</td>
<td>*1,029,452</td>
</tr>
<tr>
<td>Totals from Access Control System</td>
<td>1,000,945</td>
<td>914,189</td>
<td>1,029,922</td>
</tr>
</tbody>
</table>

*data thru 5-30-12

### Workload and Outcomes Measures - Totals from Ticket Sales

<table>
<thead>
<tr>
<th>AREA</th>
<th>CUSTOMERS 2009-2010</th>
<th>CUSTOMERS 2010-2011</th>
<th>CUSTOMERS 2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miscellaneous Ticket Sales</td>
<td>4,140</td>
<td>3,538</td>
<td>2,677</td>
</tr>
<tr>
<td>Unit Ticket Sales</td>
<td>4,291</td>
<td>3,878</td>
<td>4,172</td>
</tr>
<tr>
<td>Jefferson Line Bus Tickets</td>
<td>164</td>
<td>137</td>
<td>85</td>
</tr>
<tr>
<td>Course Catalogs</td>
<td>32</td>
<td>27</td>
<td>n/a</td>
</tr>
<tr>
<td>Campus Planners</td>
<td>1,016</td>
<td>697</td>
<td>463</td>
</tr>
<tr>
<td>MTU Bus Tickets</td>
<td>13</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Totals From Ticket Sales</td>
<td>9,656</td>
<td>8,282</td>
<td>7,402</td>
</tr>
</tbody>
</table>
### Workload and Outcomes Measures - Totals from Estimated Event Attendance

<table>
<thead>
<tr>
<th>AREA</th>
<th>CUSTOMERS 2009-2010</th>
<th>CUSTOMERS 2010-2011</th>
<th>CUSTOMERS 2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities/Events</td>
<td>8,642</td>
<td>16,193</td>
<td>15,137</td>
</tr>
<tr>
<td>Leadership and Involvement Programs</td>
<td>2,625</td>
<td>4,265</td>
<td>3,262</td>
</tr>
<tr>
<td>Pride Center (events, panels, presentations, etc.)</td>
<td>7,852</td>
<td>7,673</td>
<td>7,022</td>
</tr>
<tr>
<td>Total from Estimated Event Attendance</td>
<td>19,119</td>
<td>28,131</td>
<td>25,421</td>
</tr>
</tbody>
</table>

### Workload and Outcome Measures - Totals from Information Requests

<table>
<thead>
<tr>
<th>AREA</th>
<th>CUSTOMERS 2009-2010</th>
<th>CUSTOMERS 2010-2011</th>
<th>CUSTOMERS 2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility Reservations</td>
<td>35,587</td>
<td>31,239</td>
<td>17,616</td>
</tr>
<tr>
<td>Graphics</td>
<td>184</td>
<td>196</td>
<td>180</td>
</tr>
<tr>
<td>Total from Information Requests</td>
<td>35,771</td>
<td>31,435</td>
<td>17,796</td>
</tr>
</tbody>
</table>

### Workload and Outcome Measures - Totals from Participant Counts

<table>
<thead>
<tr>
<th>AREA</th>
<th>CUSTOMERS 2009-2010</th>
<th>CUSTOMERS 2010-2011</th>
<th>CUSTOMERS 2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meal Plan Participant (fall)</td>
<td>2,702</td>
<td>2,675</td>
<td>3,144</td>
</tr>
<tr>
<td>Meal Plan Participant (Spring)</td>
<td>2,509</td>
<td>2,512</td>
<td>2,900</td>
</tr>
<tr>
<td>Block Meal Plan-Off Campus (fall and spring)</td>
<td>1,434</td>
<td>1,341</td>
<td>1,506</td>
</tr>
<tr>
<td>Block Meal Plan-Reuter (fall and spring)</td>
<td>336</td>
<td>439</td>
<td>323</td>
</tr>
<tr>
<td>Sub-total Meal Plans</td>
<td>6,981</td>
<td>6,967</td>
<td>7,873</td>
</tr>
<tr>
<td>Members-Student Organizations</td>
<td>6,400</td>
<td>6,118</td>
<td>2300</td>
</tr>
<tr>
<td>Total from Participant Counts</td>
<td>13,381</td>
<td>13,085</td>
<td>10,173.00</td>
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</tbody>
</table>

### Workload and Outcome Measures - all Totals

<table>
<thead>
<tr>
<th>AREA</th>
<th>CUSTOMERS 2009-2010</th>
<th>CUSTOMERS 2010-2011</th>
<th>CUSTOMERS 2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totals from Ticket Sales</td>
<td>9,656</td>
<td>8,282</td>
<td>7,402</td>
</tr>
<tr>
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<td>28,131</td>
<td>25,421</td>
</tr>
<tr>
<td>Totals from Information Requests</td>
<td>35,771</td>
<td>31,435</td>
<td>17,796</td>
</tr>
<tr>
<td>Totals from Participant Counts</td>
<td>13,381</td>
<td>13,085</td>
<td>10,173</td>
</tr>
<tr>
<td>Totals from Access Control System</td>
<td>1,000,945</td>
<td>914,189</td>
<td>1,029,922</td>
</tr>
<tr>
<td>Total</td>
<td>1,078,872</td>
<td>995,122</td>
<td>1,090,714</td>
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</tbody>
</table>
Information included in this report is based on the 2011-2012 reports submitted by the following sub-units within University Centers:

**Administration:**
- Director's Report
- Administrative Office
- Financial Reports
- Student Association

**Activities:**
- Campus Activities Board
- Greek Life
- Leadership & Involvement Center
- Alternative Spring Break-Jamaica Program
- Graphic Services
- Pride Center
- Student Organizations

**Operations:**
- Facilities/Custodial Services
- Event Support Services
- The Racquet
- Student Employment
- Sustainability
- University Food Service/Meal Plans/ID Program
- University Reservations

Complete information regarding the sub-unit reports is available from University Centers, Administrative Office, 212 Cartwright Center.