Welcome to The U, the new Student Union at UW-La Crosse!

The move into the new building was a highlight of the year. The university took control of the building on September 29, 2016. We opened The U to the public on January 3, 2017.

Fall semester was about finalizing aspects of the new building while making furniture orders and monitoring the installation of the technology in the facility.

Spring Semester was a great opening for the building. We have continued to bring furniture into the facility and learn about the building. Usage of the facility has increased especially with the Recreation Area, Theatre, and Dining spaces. The Union had 392,887 visitors!

Staffing changed to meet the needs of the new building. We hired a Civic Engagement & Leadership Coordinator: Kasie Von Haden. We hired a Fraternity & Sorority Life Coordinator: Zack Pfeifer. We have hired three new full time Custodians: Wanda Nemeth and Robert Dayton. Custodian Dean Hall begins at Whitney Center with the retirement of Brian Jorstad. We continue to develop additional positions for The U. Chris Dziekan, Student Union Transition Coordinator, joined University Centers to assist with move-in projects, Grand Opening, and projects associated with the new building. Pamela Schneider resigned her University Services Associate 2 position and has moved on to another career opportunity.

This annual report addresses our accomplishments and challenges for the 2016-17 year. The new building has opened up new opportunities for UW-La Crosse. We continue to focus on involvement and engagement of our campus community.

Larry Ringgenberg, Ph.D.
Director, University Centers
The U soft opening: January 3, 2017

Grand Opening Week: January 23-29

Ribbon Cutting ceremonies were celebrated for the Union, the COVE, University Bookstore, and UW Credit Union

STUDENT UNION BUILDING PROJECT AWARDED

LEED CERTIFICATION: **GOLD**!

WE GREW FROM
139,230 SQ FT IN CARTWRIGHT CENTER...
TO
204,787 SQ FT IN THE STUDENT UNION

Indigenous Land Recognition Plaque Ceremony
In partnership with CAB, Chartwells, UW Credit Union, and the University Bookstore, we sponsored over 20+ EVENTS.

Including...

- Winter Social
- Hip Hop Violinist Josh Vietti
- Smores Bar
- Movie Marathon
- Glow in the Dark Mini Golf
- Caricature Artist
- Community Open House
- Illusionist Kid Ace
- Hypnotist Chris Jones

New UW Student Union, January 26, 2017

Ribbon Cutting Ceremony

UWL Family Tree
COUNTING OUR VISITORS!

The counting system tracked incoming traffic from 1 main north entryway in Cartwright Center.

The program currently tracks incoming traffic from 3 major entryways into the Student Union.

Cartwright Center Traffic: Semester 1
September-December 2016
195,357

Student Union Traffic: Semester 2
January-May 2017
392,887
AT THE U

University Bookstore
Transactions from January to May dropped by 8.11%.
However transactions in June are up over 400%.

Dining
Guest counts are up 11.32% over last spring.
Einstein’s is up 16.22%.

UW-Credit Union
Transactions have increased 28% (1,456 to 1,863 transactions).
Dollar amount of loans provided increased 160% since the move to the Union.
CAMPUS ACTIVITIES BOARD

112 EVENTS

20 CO-SPONSORED EVENTS

13,128 Total attendance at all events

Over 200 students volunteered to create stuffed animals for cancer patients/families that were donated to Mayo Hospital

Sold-Out Fall Concert: Fall Board with T-Pain

Spring Board at NACA
CAMPUS ACTIVITIES BOARD

Movies increased from **10** in 2014-2015 to **24** in 2016-2017

**FREE** Movie Showings:

**THE JUNGLE BOOK**
**NOW YOU SEE ME 2**
**FANTASTIC BEASTS**
**THE BREAKFAST CLUB**
**50 SHADES DARKER**
**TIGHT LOOSE**
**SUICIDE SQUAD**
**FINDING DORY**
**THE PURGE ELECTION YEAR**
**SING NEIGHBORS**
**2MOANA**
**LA LA LAND**
**HACKSAW RIDGE**
**DOCTOR STRANGE**
**FERRIS BUELLER’S DAY OFF**
**THE BIG SHORT**
**PASSENGERS**
**ARRIVAL**
**JOHN WICK 2**
**ROGUE ONE**
**THE ACCOUNTANT**
**THE SHACK**

**THE THEATRE SEATS 220**
WITH LOCATIONS FOR WHEELCHAIRS

**THE THEATRE IS ALSO EQUIPPED WITH A HEARING LOOP**

3,760 Movie patrons!
DINING PLANS - EAGLE ID CARD

MEAL PLAN ENROLLMENT

<table>
<thead>
<tr>
<th>Meal Plan</th>
<th>Fall</th>
<th>Spring</th>
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<tbody>
<tr>
<td>Eaglet</td>
<td>107</td>
<td>97</td>
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<tr>
<td>Eagle</td>
<td>2,869</td>
<td>2,692</td>
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<tr>
<td>Big Eagle</td>
<td>209</td>
<td>204</td>
</tr>
<tr>
<td>Mega Eagle</td>
<td>57</td>
<td>49</td>
</tr>
<tr>
<td>On Campus Talon</td>
<td>308</td>
<td>297</td>
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<tr>
<td>Off Campus Talon</td>
<td>895</td>
<td>996</td>
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<tr>
<td>Faculty Staff Block</td>
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DOLLARS DEPOSITED/SPENT

<table>
<thead>
<tr>
<th>Dollars</th>
<th>Amount Deposited/Spent</th>
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<tbody>
<tr>
<td>Campus Cash</td>
<td>$564,413.....559,602.19</td>
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<tr>
<td>Maroon Dollars</td>
<td>$629,250.....588,971.20</td>
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<tr>
<td>TOTAL:</td>
<td>$1,193,663.....1,148,573.30</td>
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TOTAL MEALS SERVED
1,348,701

CONCESSIONS
$1,093
NET PROFIT FOR STUDENT ORGANIZATIONS

7,683 GUEST MEALS
EVENT SUPPORT

8,379 EVENT HOURS IN THE STUDENT UNION

1 NEW BUILDING

2 NEW LARGE VENUES!

EVENT SUPPORT SERVICES

6,253 EVENT HOURS IN CARTWRIGHT CENTER

Responsible for providing quality technology service and event planning support to all groups primarily using Cartwright Center, THE STUDENT UNION, Whitney Center, outdoors spaces and the REC.
FACILITIES & OPERATIONS

Responsible for assisting the campus and community with making reservations for rooms in the Student Union, a number of academic rooms, and outdoor spaces on campus.

CUSTODIAL SERVICES
Responsible for cleaning and maintaining all public spaces in the Student Union and Whitney Center. The team also performs:
- Room Set-Ups
- Snow and Ice Removal
- Safety Systems Inspections

UNIVERSITY RESERVATIONS
Responsible for assisting the campus and community with making reservations for rooms in the Student Union, a number of academic rooms, and outdoor spaces on campus.

2,490 RESERVATIONS IN THE NEW UNION
5,500 ANNUAL EVENT FURNITURE SET-UPS
I’ve learned that a student organization can completely change your life...I’ve networked with new people in the community, grown as a leader, public speaker...and worked my tail off to coordinate events.

I’ve learned how to look at situations from all perspectives and I have learned how to facilitate conversation.

I’ve learned that a student organization can completely change your life...I’ve networked with new people in the community, grown as a leader, public speaker...and worked my tail off to coordinate events.

Being a leader is a huge commitment, but it has been worth every second.

I have learned how to become a better leader and more confident.

I’ve learned how important it is to be involved in the community.

I have learned a great deal about leading a group. One thing that sticks out the most is learning that everyone has very different interests and sometimes expectation for certain organizations. As a leader, I believe it is our responsibility to find something that can grasp the attention of many fellow diverse students and keep them interested.
**Chapter Name** | **Letters** | **Philanthropy** |
--- | --- | --- |
Alpha Xi Delta | ΑΞΔ | Autism Speaks |
Alpha Phi | ΑΦ | Alpha Phi Foundation Supports Women’s Heart Health |
Chi Phi | ΧΦ | Sara Rose Hougom Foundation |
Delta Sigma Phi | ΔΣΦ | American Red Cross and Capable Canines |
Lambda Chi Alpha | ΛΧΑ | Feeding America |
Sigma Alpha Epsilon | ΣΑΕ | Children’s Miracle Network |
Sigma Sigma Sigma | ΣΣΣ | March of Dimes |
Sigma Tau Gamma | ΣΤΓ | Special Olympics
RECRUITMENT: **65** NEW SORORITY MEMBERS
**50** NEW FRATERNITY MEMBERS

**2** NEW ADDITIONS TO THE COMMUNITY
LAMBDA CHI ALPHA
SIGMA SIGMA SIGMA

LAMBDA CHI ALPHA
ESTABLISHING CHAPTER CEREMONY

SIGMA SIGMA SIGMA
CHARTERING BANQUET

CHI PHI BOWLING

ALPHA PHI
MR. HEARTTHROB

SIG TAU GAMMA 20TH ANNIVERSARY
THE PRIDE CENTER

THE PRIDE CENTER REACHED OUT TO OVER...

7,030 people through education, training, support, entertainment, and advocacy

420 Staff, students, performers and attendees raised over $1,400 in tips for the AIDS Resource Center of WI (ARCW)

36 Students and 6 advisors attended the Midwest BLGTA College Conference in Chicago from UWL and WTC-learning more about LGBT+ issues and programming

THE 15th ANNUAL DRAG SHOW
April 29, 2017
Recognizing and honoring individuals who lost their lives due to anti-transgender violence by displaying photos and stories in the Hall of Nations.

Standing in solidarity through marches and a candlelight vigil.

WE ARE EXCITED TO HAVE THIS FANTASTIC COMMUNAL AREA TO CALL OUR HOME!
LEADERSHAPE INSTITUTE

MARCH 9TH – 15TH 2017

63 STUDENT PARTICIPANTS
7 FACULTY/STAFF FACILITATORS

PARTICIPANT EVALUATION

- LeaderShape increased my capacity to lead → 6.50 on a 7-point scale
- I would recommend LeaderShape to others → 6.75 on a 7-point scale
Members of the UW-La Crosse Student Association during the 2016-17 school year. The Student Senate consisted of 35 Senators and the Executive Cabinet consisted of four Directors in addition to the President, Vice President & Secretary.

2016-17 President Jacob Schimmel & Vice President Patrick Brever, pictured with Adviser Dr. Larry Ringgenberg

$500 raised for New Horizons Shelter and Outreach Programs through the Student Senate “It’s on Us” campaign, which advocates for ending sexual violence.

9 TRAINING SESSIONS ON DIVERSITY
Jacob Schimmel awarding Representative Jill Billings with the Higher Education Advocate of the Year

STUDENT ASSOCIATION

63 LOBBYING HOURS

LOBBYING MEETINGS:
51 State office meetings focusing on getting UW students voices heard and lobbying for not being able to opt out of segregated fees
12 Federal office meetings focusing on the issue of sexual violence on campuses and student loans

737 REGISTERED VOTERS THROUGH “GET OUT THE VOTE” CAMPAIGN

69% CAMPUS VOTER TURNOUT

The 2017-2018 incoming President and Vice President is: Jacob Schimmel & Lauren Mason

Federal office meetings focusing on the issue of sexual violence on campuses and student loans
The Division of Student Affairs rebranded with a new logo. University Centers was, “Let’s Get Together”, or Community.

The COVE was developed as the Center for Organizations, Vision & Engagement. This is the student leadership and organizations space.

Dining has become more distinctive, with our Dining partner Chartwells being identified as a campus entity.
THEN AND NOW
THE U BECOMES REALITY!
THE U:
YOUR CAMPUS LIVING ROOM!