



# **ANNUAL REPORT**

## **2019-2020**

## **UNIVERSITY CENTERS**

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Prepared by:

Larry J. Ringgenberg, Ph.D., University Centers Director

Karen Daniel, University Centers Program Associate

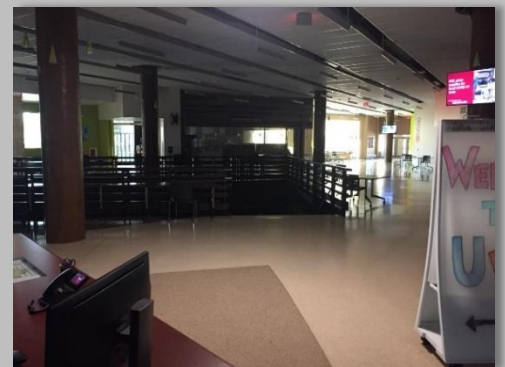
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*Students studying and dining in The U Fireplace Lounge (above and top right). Enthusiastic Union Building Managers welcome students (right). The Union at end of spring semester remains empty due to COVID-19 (below).*

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## Director's Message...

This message is always about the great things that are occurring within University Centers. The last couple of years have been exciting as we finished projects in the facilities, and we were able to see traffic and building usage increase.

Our world has changed. COVID-19 has brought the concept of our new 'normal'. I wonder how long our campus living room will require social distancing, limiting the number of people in the building. When the Student Union staff went home on March 18 to work remotely, and we closed the building, our lives changed. I would come to work in an empty building, a building devoid of the reason we exist, which is the students. I missed talking to students, asking questions about their days, and checking in as I walked around the facility. I missed the end of the year party for the Student Senate. I also missed the hugs and the goodbyes to the student leaders that were graduating. Yes, we can do events virtually. The virtual Late-Night Breakfast was wonderful. Thanks to everyone who posted a message, especially Eddie Kim and the song that he played. We all finished the year with virtual meetings on Teams, WebEx, or Zoom. It works, but I know I missed the students and my team missed the students.

Then the senseless killing of George Floyd occurred on May 25. This event has hit us with some additional challenges. I know, as white people we have not done enough to address the racism that still occurs in our society. We stand with the Black Lives Matter movement. The staff in the unit is committed to doing better. We need to assist students and ourselves in breaking down the systemic racism that continues in our society. This is an opportunity, where maybe change can occur. All white people need to address their corner of their world to make this a more inclusive environment. I welcome all students that are willing to join the University Centers staff in doing the work that needs to be done to change our world.

Before we closed, several projects had begun. Primary emphasis continues to be student engagement. We continue to work on Voter Registration and getting out the vote. We have learned that people make a difference. Voting makes a difference. We need to encourage students to vote, while still being safe from COVID-19.

We have had some staff changes. Two staff have moved on to other opportunities: ZP Pfeifer-Fraternity and Sorority Life Coordinator, and Zach Kuschel-Audio Visual Lighting Support Coordinator. We hired one new Custodian, Nathan Zinn-Wirtz. Budgets have shrunk, so we will need to figure out how we address position vacancies in a fiscally responsible way. In addition, we continue to miss our Assistant Director of Leadership and Involvement, Jaralee Richter.

Some of you may remember that I planned to retire, effective July 6. I have delayed my retirement to insure we get through the immediate COVID-19 crises and allow the university to bring candidates for the Director position to campus, to ensure there is a good fit and to find a person that will continue to advocate for students.



At this time, I do not know what fall semester will bring. Uncertainty and ambiguity exist right now, as we plan for our new 'normal' for fall semester. I do know I am looking forward to having students back on campus. I continue to be optimistic on that front.

**Larry J. Ringgenberg, Ph.D.**  
**Director, University Centers**



## **MISSION**

### **University Centers Mission**

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

## **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.

## **LEARNING OUTCOMES 2019-2020**

### **COVE Learning Outcomes**

1. Students will develop critical thinking skills through participation, reflection, and engagement in out-of-class experiences: activities, events, employment, governance, and service. As result of:
  - i. Employment in Pride Center, employees will be able to describe personal and professional growth as assessed by the mid-year and end-of-the-year evaluations and during one-on-one meetings with the Graduate Assistant:
    - Affirmed skills from working in the Pride Center aided in their personal growth and in acquiring jobs and internships
    - Grew in their presentation skills, facilitation skills, ability to engage in difficult conversations, and supporting and learning new information related to LGBTQ+ identities
  - ii. Participation in our fraternal community, members will excel in academic pursuits, honoring the historical participation in early literacy societies and challenge members to exhibit the highest levels of reasoning, critical thinking, and lifelong learning
  - iii. Campus Activities board members will facilitate the entire selection of events for a calendar year to present to their peers and campus community. As a result, they will be engaged in the entire process of events selection, contract negotiation, budget management, event logistics, planning, and assessment.
2. 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.
  - i. Over 125 organizations participated in service projects or volunteer opportunities.

### **LEARNING OUTCOMES 2019-2020...CONTINUED**

- ii. 6,850 Hours of Service hours approved on MyOrgs and Ugetconnected.
- iii. 73 Registered Fundraisers took place this year (prior to COVID-19).
- iv. 17 new Student Organizations completed the official recognition process during 2019-2020 with 203 registering as active in the fall 2019 semester.
- v. Fraternal community members engaged in a variety of service and philanthropic opportunities that contribute to positively influence their communities. Many of these opportunities/events were impacted by the COVID-19 pandemic and numbers for philanthropy are not available at this time due to the cancellation of these events.
- vi. The Pride Center students, student staff, and staff sat on 27 panels and 37 training sessions both on campus and in the La Crosse community.

AREA	Attendance
Campus Activities Board Events	7,436
Leadership and Involvement Center	5,621
Pride Center (events, panels, presentations)	8,417
Union Programming Board (UPB)	1,506
<b>TOTAL Event Attendance</b>	22,980
<b>Student Organization members</b>	4,276
<b>MyOrgs reported service hours</b>	6,437
<b>UGetConnected reported service hours</b>	413

- 3. Students will understand, value, and embrace human differences through their participation in out-of-class experiences: activities, events, employment, governance, and service. As a result of:
  - i. Participation in FSL, members will develop skills to build/maintain meaningful relationships, communication skills, knowledge and appreciation of diversity, conflict resolution, social excellence and respect for others.
  - ii. Participating in the UWL LeaderShape Institute, students will develop relationships where the dignity and contributions of all people are acknowledged and respected.
  - iii. Campus Activities Board creates partnerships with other campus organizations, departments, and initiatives such as Cooking on a Budget with It Make\$ Cents, Wellness & Health Advocacy, and UWL Dining, and Queer Cinema with the Pride Center.
  - iv. Students who work in the Pride Center or are engaged in our programs, activities or organizations will be introduced to different sexual orientations, gender identities, races, immigration statuses, abilities, economic statuses, religious/spiritual affiliations, and other underrepresented identities through attending conferences, Pride Center workshops, panels, visiting speakers, movies, trainings and/or checking out books and videos from the Center.

## LEARNING OUTCOMES 2019-2020...CONTINUED

4. Students will develop leadership skills as a result of their participation in out-of-class experiences: activities, events, employment, governance, and service.
  - i. Students participating as a CAB lead developed self-confidence and public speaking skills by serving as a campus leader and official representative of CAB
  - ii. Students attending CAB events grew their extra-curricular experience through participation in social, cultural, and educational events
  - iii. Participation in FSL, members engaged in a variety of experiences that improved their leadership capabilities and individual self-efficacy

## GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2019-2020

1. "Did You Know" Series: This was the second year of the Diversity and Inclusion Initiative. The Series themes this year for the fall semester were International Students, Latinx/Hispanic Heritage, and Asian Pacific Islander/Hmong Heritage. Spring semester themes were Black History, and Women's History. *The north entry of The U is the permanent space for the Series (right).*
2. Six-Week Engagement-SOAR/Involvement: Efforts continue to involve first-year students during the first six weeks of the semester. We continue to unify event messages and where to find information. Students appear to attend events, get involved with Student Organizations, and in general are engaged at the institution.
3. Building Projects: A sliding glass door was installed in the Dining Plan/Eagle ID Card Office; additional enclosures and five additional offices in the COVE; a glass divider wall between the COVE front desk and Pride Center; conference rooms for Student Association and Fraternity & Sorority Life, and additional office for the Racquet; gates to lock off the kitchen in the Union; new proofer cabinets and new convection ovens were installed in the Whitney Center bakery/kitchen; new stage flooring in the Bluffs Room; and a cell phone booster for the vending machine on Union lower level and outside the UW-Credit Union.
4. Union Traffic Comparison:



**Period 1: 5/1/2018 to 5/1/2019**

**Period 2: 5/1/2019 to 5/1/2020**

**\*Building was not in use from March 14 – May 1, due to COVID-19**

Location	Period 1	Period 2	Gain/Loss
East Entrance	333,944	267,637	-20%
North Entrance	264,245	222,655	-16%
West Entrance	458,354	431,924	-6%
Total	1,056,543	922,216	-13%

## GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2019-2020...CONTINUED

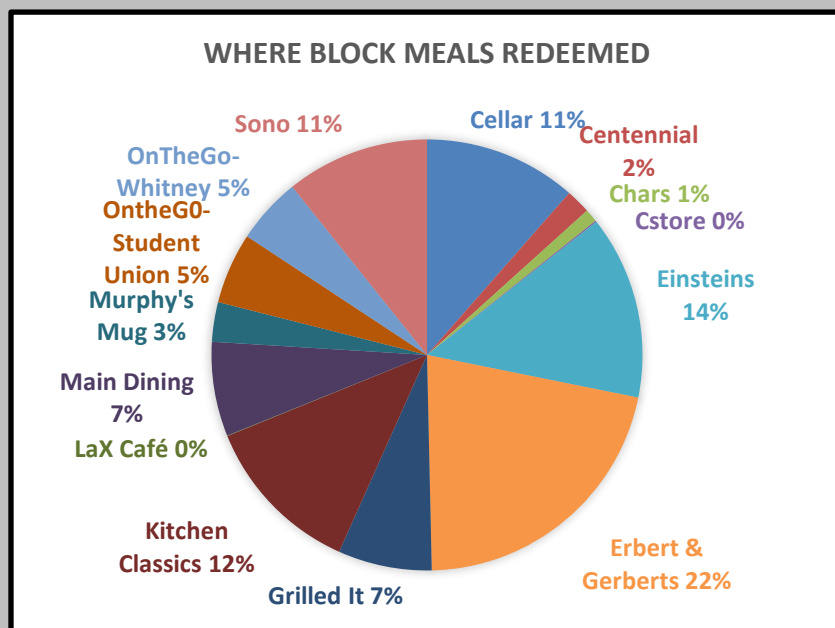
5. Signage: Facilities are still working on entrance directory signs, location signs, and directional signs.
6. Baby Grand Piano: The Union now has a new Yamaha Baby Grand, which was delivered in June 2020 (right).
7. Traditional Dining Plans: Total Meals Redeemed Fall 2019 + Spring 2020 = 980,480 Meals.



Traditional Dining Plans Total Meals Redeemed		
	Fall 2019	Spring 2020
Eaglet	9,198	1,575
Eagle	591,808	231,372
Mega Eagle	28,575	6,930
Big Eagle	78,165	25,108
Guest Meals	5,589	2,520
Total Meals Redeemed	<b>713,335</b>	<b>267,505</b>
<b>Total Meals Redeemed Fall + Spring:</b>	<b>980,480</b>	

8. Combined Total of All Block Meals: redeemed and the locations for Eagle, Reuter, Off-Campus and Faculty/Staff Blocks.

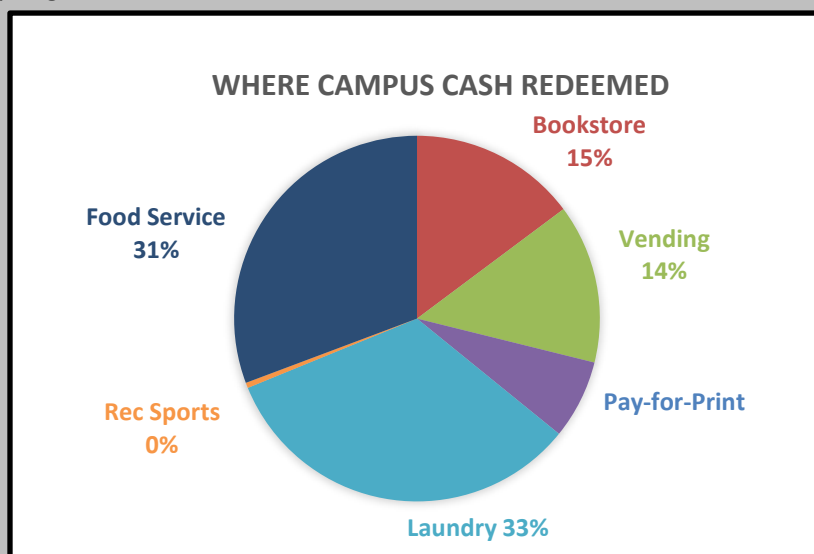
WHERE BLOCK MEALS REDEEMED	
Cellar	11,694
Centennial	1,884
Chars	999
Cstore	105
Einsteins	14,039
Erbert & Gerberts	21,892
Grilled It	7,173
Kitchen Classics	12,414
LaX Café	35
Main Dining	7,217
Murphy's Mug	3,030
OnTheGo-Student Union	5,433
OnTheGo-Whitney	5,073
Sono	10,956
<b>Total</b>	<b>101,944</b>



## **GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2019-2020...CONTINUED**

9. Campus Cash: redeemed for fall and spring semester.

<b>WHERE CAMPUS CASH REDEEMED</b>	
Bookstore	\$60,725.18
Vending	\$57,818.32
Papercut	\$28,676.15
Laundry	\$135,368.00
Rec Sports	\$1,930.86
Food Service	\$126,136.33
<b>Total</b>	<b>\$410,654.84</b>



10. Table Touches: Conversations were conducted in the Dining Room to solicit Dining feedback/comments on meeting needs, and the variety and quality of the food and service. Suggestions were shared with the Dining team.

- September 19, 2019: 61 students
- October 4, 2019: 37 students
- October 14, 2019: 26 students
- February 11, 2020: 23 students

11. Late Night Breakfast: Fall semester 1,143 students participated. On hand to serve were 26 faculty and staff members and the Student Association President and Vice president. *Students enjoying breakfast at Whitney in fall (right)*. Spring semester was held virtually via Facebook and YouTube.

- Facebook <https://www.facebook.com/UWLaCrosse/videos/1168247760180009/> 155 reactions (likes, loves, etc.); 12 comments; 28 shares; 7.4k video views
- YouTube <https://www.youtube.com/watch?v=VjpRdrEDZJQ> 76 views; Average watch duration of 2:04 (out of total 6:15) – this is normal for YouTube.



12. Dining Concepts/Changes: Offered 3 Buffet concepts for Summer START Program instead of using the cash operations. Added Pasta Buffet for the WIAA State Track Meet on Thursday night before meet began. Stir-fry area was enlarged to allow more people to cook their meal at the same time. A Gluten-Free Stir-Fry area was also created. Self-serve Omelets-All-Day area was set up in the former stir-fry area. Conducted "Become the Burger Master" contest in Chars. Winning burger was placed on Chars spring menu. Vegetarian and Gluten-Free Block Bundles were added to the end of the semester program. The Vegetarian Committee of 10-12 students met actively during spring semester to offer input on the vegetarian and vegan choices. A local foods program with Fifth Season Cooperative at Whitney Center and the Student Union was hosted. Gyros were added to Kitchen Classics in the Union. Collaborated with Child Care Center on the Books with Cooks Program.

13. Dietician: The Dining Services Dietician worked with 59 students regarding food allergies.



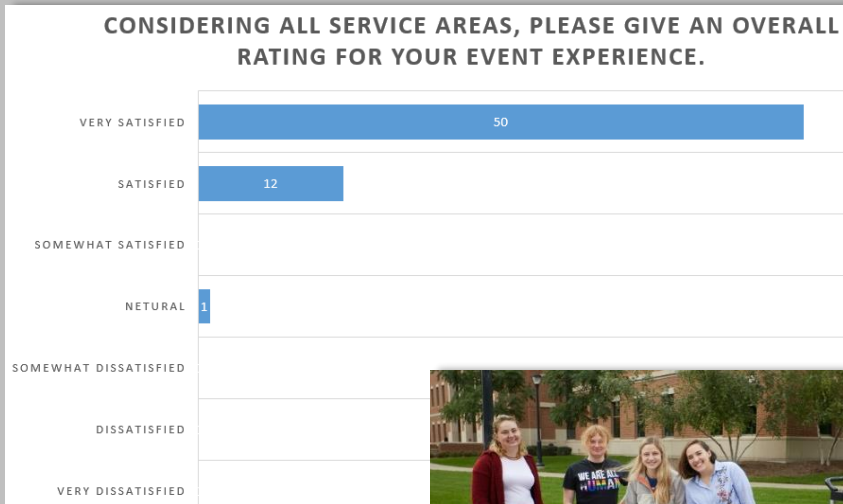
## **GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2019-2020...CONTINUED**

14. International Luncheon: University Centers, University Dining, and the Office of International Education & Engagement collaborated to offer two International Lunches. The fall semester event held on November 21, had 112 participants and featured a menu and speakers from the countries of Ghana and China. The spring semester event held on February 11, had 71 participants and featured menus and speakers from Malaysia and Norway. Speakers shared photos, what life is like in their homeland, what life is like for them in La Crosse, why they chose to come to the U.S. to study, and their field of study and research interest.
15. GET Funds: Coordinated, tested, and deployed GET Funds single login to match UWL login credentials. This enabled students to use their same NetID login credentials to use GET Funds which in turn, eliminated one user id/password for the students to remember.
16. Dining Plan Refunds: Due to COVID-19, refunds were process for those individuals that had a Dining Plan, Block Meal, and Maroon Dollars for a total of \$2,017,517.92
17. University Centers Branding Initiative: Developed new name tags for full time staff and student employees. Also upgraded to new student employee staff shirts.
18. Custodial & COVID-19: Safety logistics for the pandemic were implemented. This included new cleaning procedures, equipment, chemicals, miscellaneous supplies, and signage.
19. Custodial Scheduling: Custodial Services implemented a new scheduling matrix for the Union allowing our custodial team a built-in floater position to cover staff absences and project work.
20. Student Union Closing Time: Implemented a consistent building closing time of 11:30 pm.
21. University Reservations Statistics:
  - Revenue: \$36,204
  - 422 Active VEMS user accounts
  - Number of bookings in The U: 3,781
  - Number of Event Hours in The U: 10,904
  - Number of bookings rest of campus (EMS): 6,110
  - Number of event hours rest of campus (EMS): 16,993 (CFA/Morris were added to Reservations)
  - Number of bookings per group type (EMS):
    - Academic depts: 1,761
    - Non-academic depts: 2,561
    - External groups: 73
    - Student Organizations: 1,614
  - Number of bookings in academic spaces: 3,792
22. Reservations/Event Set-up: Social Tables replaced Meeting Matrix for our event setup diagramming software.
23. Event Support Name Change: Changed the name for Event Support Services to AVLS - Audio Visual Lighting Support.

## GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2019-2020...CONTINUED

24. Customer Event Feedback: Feedback Survey *(right)* reflects customers are very satisfied with their event experience.

25. Pride Center Celebrates 25<sup>th</sup> Anniversary: The Center celebrated on the UWL campus during fall semester. They also participated in various LGBTQ+ events: 37 training sessions, 27 panels, and 59 consultations. Due to COVID-19, this year was the first virtual Rainbow Graduation. The Pride Center also worked with CATL to present three workshops entitled Working with Transgender Students, as part of the Excellence in Diversity & Inclusion Certificate Series. *National Coming Out Day activities at the Clock Tower fall semester (right).*



26. Pride Center Programming: Dr. Jon Paul Higgins spoke at UW-La Crosse focusing on using their voice and platform to bring attention to the issues that marginalized people face, specifically queer/trans people of color. They presented to the campus community and special training for faculty/staff, and also ate dinner with QTBIPOC students and staff. *QTBIPOC students/staff with Dr. Jon Paul Higgins (right).*



27. Student Employment Training: Continue to refine the training process with an emphasis on customer service and diversity and inclusion. Based on responses from the outgoing staff members, almost all indicated increased awareness of diversity/inclusion issues. Implemented the diversity and inclusion initiative for student employees. This allowed students to seek out their own experience while summarizing what they learned from the video, reading, and program.
28. New Building Partners: University Centers, along with our other building offices, welcomed new partners It Make\$ Cents, and the Scholarship Resource Center to the building during spring semester.
29. Student Organization Storage Cages: The student Organization Storage Cages were relocated to room 150 on the lower level.

## **GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2019-2020...CONTINUED**

30. COVE Door Access: During 2019-2020, COVE Offices and Storage areas were swiped 13,243 times.

Fall 2019 (9/1/20 - 12/31/20)		Spring 2020 (1/1/20 - 3/20/20)	Total
0150-Stu Org Cages	593	338	931
2220-FoodPantry	2293	1292	3585
2230-Multi Cult	362	182	544
2232-Multi Cult	296	255	551
2234-Multi Cult	798	385	1,183
2236-Racquet	608	205	813
2240-Stu Assoc	515	97	612
2244-Stu Assoc	549	157	706
2246-CAB	823	1975	2798
2250-Frat & Soro	342	119	461
<b>Total</b>	<b>8043</b>	<b>5200</b>	<b>13,243</b>



31. Food Pantry: A total of 3,706 swipes were made into the Union Food Pantry location between July 1, 2019 - May 31, 2020. During the year, we had 270 new registrations to utilize the pantry. A satellite Food Pantry was established in April at Whitney Center during COVID-19. *The Food Pantry is stocked after a Food Drive (right).*
32. CAB: Continued to program virtually via Instagram, Facebook, and our webpage once the COVID-19 pandemic paused all other in-person experience, as we know them for University Centers. Continued to grow on-campus cinema experience hosting films with Union Programming hosting films weekly on Thursday and Friday and adding an extension to the Saturday films from October-March.
33. UPB: Successful increase of Union Programming Board brand recognition with use of logo on staff shirts and publicity, in addition to consistent events happening on Saturday afternoons at 3pm.
34. Fraternity & Sorority Community: Alpha Phi Completed 1,774 service hours and raised \$5,001.12 for their philanthropy. Delta Sigma Phi raised \$328.62 from their Dog Days event and Spring 2020 virtual Red Cross Fundraiser, as well as completed 1,214 hours volunteering. Two Delta Sigma Phi students also attended LeaderShape spring semester.
35. Student Association: Continued to excel with their student voice. Sita Agterberg and Dana Nielsen, and Cate Wiza and Olivia Ahnen continue to work with Administration on COVID-19 issues and bringing students back for fall semester in a constructive manner.
36. Racquet Press: Received third place for Breaking News & Honorable Mention for an in-depth story from Wisconsin News Papers Association.
37. School Psychology Student Society: 2<sup>nd</sup> Year Graduate class presented their individual research at the National Association for School Psychology's (NASP) national conference in Baltimore, MD in February.
38. Love Your Melon: Registered 100 people to be bone marrow donors.

## **GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2019-2020...CONTINUED**

39. Eagles for Kids: Raised over \$21,000 in November for the Kids.
40. Bowling Team: Qualified for both Sectionals and Nationals this year.
41. Competition Dance Team: Received 4<sup>th</sup> place in the Collegiate Jazz Division at the 2019 Ashwaubenon Dance Invite.
42. Foundation for International Medical Relief of Children: Twelve members traveled to one of their organization's clinic sites in Peru in January, serving there for a week. Also, over 20 members received Stop the Bleed Training from a trauma information task force led by two area nurses.
43. Event & Activity Highlights: (clockwise from top right) Greg Gard's Garding Against Cancer Fundraiser, Fraternity & Sorority Life Tailgate Party, Manitowoc Minute, Welcome Back Kick-Back. Union Programming Craft Events: Tie Dye on the U Lawn, Mug Night, Scrunchies, Macramé Night.

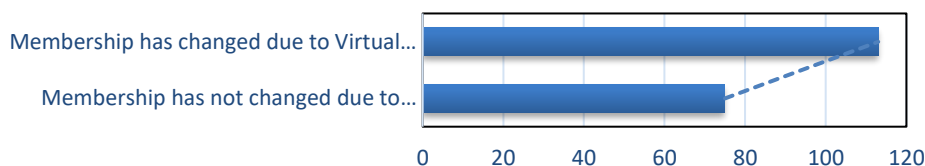




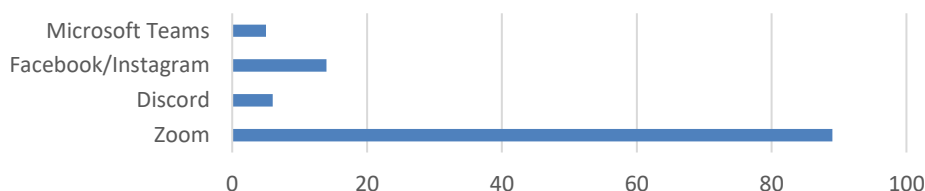
## **CHALLENGES/ISSUES**

1. COVID-19 has been the largest challenge for various components of University Centers. Most staff went home to work remotely on March 18, during Spring Break week. That left a small staff to finish the semester's activities. As a result of COVID-19, events were cancelled, including the Distinguished Lecture Series, which had not been booked. Refunds of all students with Dining Plans, and procedures changes for disinfecting the Union and Whitney Center. Student Organizations moved to virtual meetings and engagements. The Dining refunds will result in the delay in the renovation of Whitney Center. The exit of students from campus required the University to provide assistance to our Dining partner and continue to pay them for their cost of operation through spring semester and through June 25 in the summer 2020. Total cost of this is expected to be \$454,696.88
2. CAB had a large transition with Board members from fall to spring; only 3 members were returning and would be taking lead roles.
3. The yearly National Association of Campus Activities Northern Plains Regional Conference (NACA) was cancelled due to COVID-19 making it challenging to see and execute the booking experience for our team.
4. The COVE was designed to be a space for communication and collaboration for Student Organizations. The defined front porches and private offices have inhibited this collaboration and communication.
5. Studying in the COVE continues to be an issue.
6. We continue to work without an Assistant Director of Leadership and Involvement. Therefore, an Interim Assistant Director was appointed, which took that individual away from their major responsibilities. Graduate Assistants assumed a larger role in the advisement of CAB.
7. Many Student Organizations use the spring semester as a transition and celebration time, which was drastically impacted due to the pause of in-person events on campus. Leadership transitions occurred, but usually virtually. New student leaders are learning new ways of doing things, while maintaining concern about membership within their Student Organization.

### **Membership changes due to Virtual Spring**



### **How were Meetings Held due to Virtual Spring**



### **CHALLENGES/ISSUES...CONTINUED**

8. University Centers Custodial Services continues to struggle finding qualified applicants for open custodian positions on campus.
9. Whitney Center has experienced incidents during late night feeding at Char's where students show up under the influence of alcohol. This has led to abusive language toward Chartwell's and University Centers staff members, along with more incidents of students vomiting. We have also experienced the south stairwell being sprayed with red fruit punch on several occasions and items such as wet floor cones stolen during this timeframe.
10. We worked through some issues/concerns with one of our long-time off-campus guests. We negotiated some agreements surrounding the timing of use and several facility limitations.
11. The timing for "Did You Know" Series continues to be an issue. The committee set an aggressive goal fall semester with the plan to highlight five themes. Three themes were finished during fall semester.

### **INITIATIVES/GOALS 2020-21**

1. Address the staffing vacancies within University Centers including the Assistant Director of Leadership & Involvement, the Fraternity and Sorority Life Coordinator, and the AVLS Coordinator.
2. Develop and implement virtual programming which accommodates student's needs for engagement during COVID-19.
3. Review the operations of University Centers for items that include concepts of systemic racism and white privilege and revise the operations and activities to address these issues.
4. Create and implement a transition plan for a new Director of University Centers, which includes snapshots of each subgroup of the unit, and connections to all staff members and the issues they face within their positions.
5. Create more Dining videos that explain Dining Plans, COVID-19 safety, and nutrition information.
6. Update policies for Campus Cash, withdrawals, miscellaneous email account (MEA), and ID Cards.
7. Implement a new Reuter Flex Plan which provides more freedom to the students by adding Maroon Dollars to the plan, with less Block Meals.
8. Reconfigure Staff Laundry Account so it will work as a declining balance instead of an inclining balance.
9. Implement a mobile ordering application for students, faculty, and staff.
10. Establish reference charts detailing specific applications for each cleaning chemical. Department leadership will decide the preferred product for each application. Assemble a reference guide detailing written procedures for each application.
11. University Centers leadership team will continue exploring ideas for increasing student interest in custodial work at University Centers.
12. Implement the use of the portable LED lighting system for the Bluffs.
13. Incorporate general use and logistics guidelines for the Kawai piano located near the Pergola Lounge on the second floor.
14. Develop creative ways to deal with customer and employee safety needs while navigating the COVID-19 pandemic. This includes looking at room/building capacities, catering/food service modifications, cleaning procedures and products, and custodial room shared space.
15. Define Student Organization spaces in the COVE including front porches. Continue the development of how spaces are used and build partnerships between groups. Utilize shared spaces while defining newly constructed spaces to benefit multiple entities.

### INITIATIVES/GOALS 2020-21...CONTINUED

16. Improve advising and supervising by developing GA training and new on-boarding. Provide Student Organization Advisor training and resources.
17. Rebrand the MyOrgs website with a new look and utilize all the forms available to centralize the student organization resources. Provide more visual resources and learning tools for new officers of Student Organizations and have them available 24/7 and on social media platforms to reference.
18. Continue to increase partnerships across campus to unite programming and leadership and service efforts. Create an event for all Student Organizations to participate and learn about each other.
19. Continue late night and weekend programming with the Union Programming Board (UPB) and increase number of weekly events, including more events on Friday evenings.
20. Implement DJ Trivia & Bingo in partnership with University Dining.
21. Continue free movie programs with Queer Cinema monthly, and free movies weekly in The U Movie Theatre or outdoors on the Union lawn.
22. Develop more communication in the Fraternity & Sorority community and partnership with other organizations. Unify and enhance ownership in what the Fraternity & Sorority community stand for at UWL.
23. LIC will partner with equity focused offices/organizations to host or co-host two identity-based programs per semester during the 2020-2021 academic year.
24. LIC will collaborate with the UWL Foundation and Student Life Office to create a comprehensive and inclusive UWL Bucket List that encourages leadership development and civic engagement.
25. Continue development of United with Leadership to develop a campus-wide leadership development program.
26. Continue SOAR programming in the first six weeks to unify messaging that is publicized about events and where to find information.
27. Develop programming for student engagement in a COVID-19 world.



*University Centers Staff congratulates 2020 graduates from home during COVID-19!*

## **STUDENT HIGHLIGHTS/TESTIMONIALS**

*"I felt that this experience was extremely beneficial to me and to others that I had talked to. I walked into the area before we got on the bus and was kind of thinking to myself, "Do I want to be here?" Once we got onto the bus, I quickly realized that I would rather be socializing with people than sitting at home isolating myself. Though this experience was one of a kind I would never trade it for the world. I challenged myself to be who I was and voice what I was feeling at appropriate times. I was able to do this without judgement because of the community that was created in such a short amount of time."*

*Paige Smith, LeaderShape Participant (Guest Leader Night pictured right)*

*"LeaderShape was very focused on growing me as an individual leader. At the same time, interwoven through solo activities, I was thrust into team-building exercises with people I didn't know before. With this mixture of activities, each flowing seamlessly from topic to related topic, I was able to identify the leadership strengths I already possessed...with strengths come weaknesses. I now see the areas I need to work on to become more effective in any leadership role I take on. I was even pushed to begin working to overcome those weaknesses during my time at LeaderShape.....LeaderShape was a cohesive, well-thought-out, and frequently practiced institute."*

*Isabel Bauer, LeaderShape Participant*

*"Sorority life has helped enrich my college experience at UWL. Because of my involvement, I have developed professional and personal skills that I would not have attained if it wasn't for this organization."*

*Olivia Steingraber-Alpha Phi Member and Panhellenic Council Vice President*

*"Joining a fraternity has been one of the best decisions I have made in my life. I have grown as a leader and as a man through the lessons and core values of my organization. In addition, I've been able to contribute to our campus and La Crosse Communities in ways greater than I can explain."*

*Chase Lehman-Lambda Chi Alpha*

*"CAB not only provides events for students and community members to enjoy, but it helps build a sense of belonging and allows people to create new friendships. This organization has a major impact on UWL and its students and in my eyes, it makes the campus a more fun and active place. CAB is special because the team who implements multiple events a week is rather small, but their output is large. CAB has taught me how to be part of a team and how to lead, through listening to others needs and wants rather than just your own. As an Event Coordinator, I learned a lot about creating project plans, event timelines, working with external vendors and marketing communications and the soft skills like empathy, building trust and compassion."*

*Mackenzie Schieble-CAB President 2019*

*"I got involved with CAB as a freshman and served for two years on the Executive Board starting my sophomore year. I was drawn to CAB initially because I love the vast opportunities it provides for students to get involved and was passionate about bringing students together in a safe and fun environment. I came from out of state and was worried about how I would make friends...but I have CAB events to thank for the roommates and lifelong friends I have today. Not only was I able to connect better with my peers, but CAB instilled confidence in me to be able to bridge departments and networks to be successful in reaching the most people possible for events, a skill that is now helping me in my major and various job positions. Serving with CAB provided me invaluable public speaking, advocacy, and professional experience..."*

*KJ Newkirk-CAB Vice President 2019*





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

*"My leadership role has grown my skill set tremendously over the last year. It was so beneficial for me to confront so many administrative tasks in a new context. Reserving rooms, putting catering order requests in, and communicating with a large number of people on either end of my position all helped me grow in my professional role and overall confidence in my abilities to lead a large organization."*

*Natasha Stubbe-President of CRU*

*"Taking on more responsibility keeps me accountable for following through on my commitments and word."*  
*Danielle Pratt-President of International Justice Mission*

*"I am more confident in my ability to listen to those around me and use their ideas. I don't have to be independent; I can work together with others to provide the best options available to my club."*

*Jill Kittelson-Information System Association- President*

*"Working in the Student Union as a Custodial Assistant was a wonderful experience. I loved the flexibility that was offered when choosing your hours. Everyone there understands that you are a student and are more than willing to work around your schedule. This afforded me the opportunity to make money, while still keeping school as my priority. The staff you work with on a daily basis is incredible. They are all a pleasure to work with and more than willing to answer any questions that may arise. I would highly recommend working as a Custodial Assistant to every student on campus."*

*James (J.T.) Athy-Student Union Custodial Assistant*

*"Hannah Skibba was my supervisor as a Building Manager. I cannot say enough good things about her as not only my supervisor but as an individual, role model, and friend. I nominated Hannah as an exceptional supervisor award both years I worked for her and wish I could have given her more recognition than that. She is one of the main reasons I felt connected to UWL after being a transfer student. She allowed her employees to grow both professionally and personally by having open communication with each one of us. Hannah Skibba is hands down one of the best supervisors I have had and made a large positive impact on my experience working for University Centers."*

*Anonymous Survey*

*"Michael Slevin! (impacted me in my position). I am a senior who will be graduating in December and I can't even count the amount of times he was there for me. Specifically, during any large-scale events, Michael is that reassuring voice that everything is going fine, my team and I are doing a wonderful job and notifies us of any issues coming up. Personally, I have been able to talk a lot with him about a large number of things outside of work and I can say that he is someone I really look up to. Levelheaded and ready to take on any challenge coming his way. And with such class as well. Zach Kuschel has my same respect. Being my supervisor, I have had a number of conversations that have not only helped me with my work within AVLS but also in life, classes, building better relationships, what it means to be independent and to question everything for the sake of knowledge. Truly a great person."*

*Anonymous Survey*

*"Working the biggest events that Campus had to offer. I loved these times because the entire building really worked together for an operation to go smoothly. Reflections of Ebony for example. That event is always a blast because of the lighting effects that we are able to do on top of maintaining sound and atmosphere throughout the entire night...it is a big job and a big deal to us students. So, it's nice to work on things like this. Big conferences, the big CAB concerts that we have every other year, Board of Regents meetings, etc. These times are where I really feel we put our skills to the test and try to be as professional as possible. I have grown in more ways than one from these experiences and I am grateful."*

*Bedston Burrell Jr- Audio Visual Lighting*

## **ALUMNI HIGHLIGHTS/TESTIMONIALS**

*“My best memory would have to be helping to organize and then participating in Make Difference Day. It was such an amazing experience to be able to see the impact of one of our programs in person. Personally, I volunteered for the Mississippi Valley Conservancy mostly with students from Viterbo and Western. Despite the downpour, it was awesome to see how fulfilling it was for all the volunteers and how much of an impact it was for the MVC. Another great aspect about MADD is that we got to partner with students from other schools and a variety of organizations throughout La Crosse which really gives a sense of togetherness and connection in the community.” (Crew working on the bluff trails with Mississippi Valley Conservancy pictured right).*  
*Ethan Rindfleisch-Past LIC Employee*



*“My freshman year, Jara made me feel so welcomed onto a staff of all upperclassmen. I remember one time when we were going over my strengths during a one-on-one meeting and I felt like she knew me better than I knew myself just based on my strengths. She made me feel so valued in this position which is one of the main reasons why I stayed in this position for so many years even though I'm not a super artsy person. Jazz was the supervisor that I had the longest and she made coming to work every day so much fun! I didn't interact with coworkers as much as I do now and that's because of Jazz. She made us all feel like we were a family and I'm so thankful for that and for her!”*  
*Melanie Brooks-Past COVE Administrative Employee*

*“CAB has helped me grow as both a student and person because it has gotten me out of my comfort zone. As a person who is often afraid to branch out, CAB helped me learn more about myself, my peers, and the UWL community as a whole. Although it was challenging, it provided me with many awesome experiences and wonderful people to go along with it. I will never forget the memories I made and will cherish all that I learned throughout the process!”*  
*McKenzie Jurgens-McGaughey, Past CAB Event Coordinator & 2018 CAB Co-President*

*“CAB brought me a sense of purpose and a place to be connected. I felt connected with myself, my team, the artists, the campus, and the events we were doing. As an Event Coordinator I got to use my creative part of my brain that wasn't always in use with my day-to-day classes. It was always fun for me to dive in and be dedicated/passionate about something other than school. As a senior student advisor, I really liked the leadership role and getting the opportunity to learn how to guide others from my past experiences. It was definitely a learning experience that came with a lot of questions, but I enjoyed getting to view CAB from a different perspective.”*  
*Karlie Brzezinski, Past CAB Event Coordinator & 2018-2019 Senior Student Advisor*

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

1. **Good Goes Round:** UWL Dining was one of the Chartwell's accounts selected to participate "Good Goes Round" program sponsored by General Mills. By participating in the program, the UWL Dining Program donated small, individual boxes of Cheerios, single servings of applesauce and WOW butter, along with Nature Valley Granola bars to Emerson and Northside elementary schools and the UWL Food Pantry. The donation events were featured on News 8 and News 19.
2. **Green Fund Grant - OZZI:** collaborated with Jake Meyers, Andrew Ericson, and Samantha Wolfe from Student Association to develop a proposal for the OZZI which is a system that supports the use of reusable dining containers. The OZZI is a "vending machine" that accepts the reusable containers (that come with the system) and dispenses a token to the user when a container is returned. The token recipient can then use the token at any dining venue to get a clean container for their meal. The amount of the grant was \$25,348.
3. **Green Fund Grant - Compostable Straws:** a request to purchase four different types of compostable straws to be used for the Smoothies Program in Whitney Center. The week-long survey process was planned to occur after Spring Break but had to be postponed due to the COVID-19 pandemic.
4. **Green Fund Grant - Green Energy Surcharge:** a collaborative request for funds to cover the Green Energy Surcharge for Whitney Center and Residence Halls was submitted and approved. The cost of the Green Energy Surcharge was \$14,937, with \$3,090 supporting the Dining operation. The cost of the portable LED lights, purchased by AVLS, to allow for more lighting options in the Bluffs room was \$9,893.62
5. **Certification:** Wanda Nemeth, Lead Union Custodian, achieved a "Train the Trainer" certification after attending the workshop in Las Vegas, Nevada, January 2020.
6. **Menards Foundation Grant:** Kelsi Grubisich, Civic Engagement and Leadership Coordinator, received a \$500 grant to write a brief on the UWL Food Pantry during the Pandemic.
7. **Supervisor Nomination:** Hannah Skibba, Events and Operations Coordinator, was nominated for the Student Employee Supervisor of the Year Award.
8. **Student Association Higher Education Advocate of the Year Award:** Dr. Larry Ringgenberg, Director of University Centers, was awarded as this year's advocate at the final 2019-2020 (virtual) Student Senate Meeting of the Spring semester.

## **STRATEGIC GOALS 2019-20**

1. By May 1, 2020, the Student Union staff will continue to develop customer service training modules for full-time and student staff training in an effort to improve customer satisfaction, as demonstrated by a comparison to the 2019 baseline for customer satisfaction.
2. By May 1, 2020, The Leadership and Involvement Center (LIC) will work collaboratively with the Community Engagement Council to implement the Service-Learning Module, as demonstrated by participation/evaluation of 300 students in the piloted program module.
3. By May 8, 2020, University Centers staff will continue to offer diversity and inclusion training and education for staff and student employees, as measured by self-assessments by both full-time and student staff.
4. By May 1, 2020, University Centers, in collaboration with OMSS and other campus partners, will continue to develop its outreach/information campaign related to diversity to enhance the Union environment.
5. By November 27, 2019, University Centers, in collaboration with the Division of Student Affairs and Diversity & Inclusion, will establish a process to identify and promote student engagement via non-classroom experiences for the first six weeks of school, for first-year students.



*University Centers staff say farewell and look forward to the 2020-2021 academic year (bitmoji style)!*



COME TO THE U...



GET INVOLVED; ENJOY  
YOUR CAMPUS LIVING  
ROOM!