UW-La Crosse
UNIVERSITY CENTERS
ANNUAL REPORT
2014-2015
2014-15 was another year of change within University Centers.

Most significant was the beginning construction for the new student center. Construction began in October of 2014 and included a groundbreaking ceremony that involved students and staff from campus.

University Centers welcomed two new staff members during 2014-15 – Mr. Bob Meyer, Maintenance Mechanic, and Mr. John Palmer, Coordinator of Dining Services and Union Special Projects.

The unit strategic plan is being defined with the assistance of Dr. James Gillespie, Management Department. Staff members have met throughout the year to define the unit’s mission and how our roles and needs may change when we move to the new student center. Staff have begun to identify additional positions that may be considered in the new student center, including two custodial positions and one event support position.

Staff development sessions in the fall of 2014 included a viewing and discussion of “If These Walls Could Talk,” a documentary film, by Director Lee Mun Wah, regarding 11 college students from diverse backgrounds who engage in deep guided conversations regarding diversity and their experiences.

A new student employee wage scale was introduced this year, raising the minimum wage within the unit to $7.60. Supervisors reported that students frequently were seeking employment that paid more per hour. The students are an important segment of our workforce and are needed to assist in delivering programs and services. Student employment provides financial support as well as skill building, leadership development, and exposure to different viewpoints and inclusion concepts. Supervisors met to determine the wage scale for all positions and identify training requirements and incentives for increases. University Centers employs approximately 81 student employees.
University Centers/student centers has seen some trends in recent years and with our future. Some of these trends include:

- **Budget – Doing More with Less.** The freeze on segregated fees and the need to be a part of the university’s budget cuts facilitated a move to continue most programs with fewer resources. Students want hours to remain the same and they want to choose which programs they want to support.
- **Over-Programming.** UW-La Crosse has an active student body. Programs are often occurring at the same time, making it difficult to have high attendance. Students are often doing the programming, so this coordination is difficult.
- **More Technology.** Digital sign boards, online ticket sales, online voting, use of mobile apps to share information with students, online ID photo submission, and food ordering online – the trend is to use technology to increase convenience.
- **Learning Outcomes.** All programs and services are developed to be part of the student’s educational experience. University Centers’ learning outcomes are designed to measure student learning outside the classroom.
- **Collaboration.** Because of budgets and because of participation, collaboration between student organizations and units is emphasized. This will become more important as finances get more limited.
- **Leadership and Student Organizations.** Students are looking for leadership opportunities to help them prepare for life after college. They also are looking for ways to connect with other students. Leadership and student organizations provide mechanisms to assist with these goals.

Other highlights include:

- The UW-La Crosse leadership program continues to grow.
- Campus Activities Board sponsored 56 events on campus, including Jason Whitlock, Temple Grandin, and Robyn Ochs. Fall semester included a concert by Juicy J. Attendance was 2500. The event was the first time that online ticket sales were used.
- Reports from the Traffic/People Counting System located at the north (circle drive) entrance to Cartwright Center reflected an increase of 18% when compared to the end of the semester data from spring of 2013-14.
- Several students from the Pride Center were members of the Trans* Task Force committees and assisted in passing the Preferred Name Policy to all four senate groups.
- The Pride Center conducted a total of 1,404 panels and trainings and 3,952 programs throughout the year.
- Chartwells was chosen as the new dining provider through the RFP process, and the contract officially begins on June 13, 2015. Interviews were held for all dining managers for this new partnership with Chartwells; the salad bar will be added back into the Whitney Center main dining room as part of the transition.
- A total of 166 Recipes from Home were submitted. This program provides parents/guardians of students the opportunity to submit their student’s favorite recipe from home to be prepared in the Whitney Center main dining room.
MAKE A DIFFERENCE DAY

- Collaboration with Western Technical College and Viterbo University
- 18 volunteer sites throughout the La Crosse community
- 180 students volunteers
- Sponsored by businesses and community agencies and the tri-campus partners
- Mayor Kabat kicks off event

OCTOBER 25, 2014

9,355 CUSTOMERS
31 PROGRAMS

UW-LA CROSSE FOOD PANTRY

- 144 users making 1160 visits
- Satellite location in the McNair Scholars Office
- Partner with the Hunger Task Force
- New refrigerator allows provision of fresh foods from the Hunger Task Force

SOAR ABOVE BANQUET

- 41 participants from leadership in various student organizations on campus
- Speaker Ashley Strom – The Leadership Challenge, by Kouses & Posner
This was the second year for LeaderShape. 54 student participants; 8 UW-L faculty/staff facilitators; 2 national Co-leads

Evaluation from participants:
- LeaderShape increased my capacity to lead => 6.767 on a 7-point scale
- I would recommend LeaderShape to others => 6.875 on a 7-point scale
- UW-L also hosted the Catalyst program during fall semester.

To transform the leadership culture at UW-La Crosse and the world by increasing the number of people who lead with integrity and a healthy disregard for the impossible. To create a just, caring, thriving world where all lead with integrity and a healthy disregard for the impossible.

Celebration of Involvement

- New Program Initiative
- 107 participants
The Student Association had a very full year of student advocacy! Some of our highlights include:

- Fieldhouse referendum
- New student center groundbreaking
- Sexual assault prevention fundraising
- Lobbying efforts related to the budget crisis facing UW-L and the UW System
- “I Love My UW” Campaign
- Selecting a new campus dining service
- Allocating $1 million of student fee dollars

Student Advocacy

<table>
<thead>
<tr>
<th>Outreach Efforts</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regent Meetings:</td>
<td>4</td>
</tr>
<tr>
<td>Student Reps Meetings</td>
<td>6</td>
</tr>
<tr>
<td>Lobbying Days</td>
<td>6</td>
</tr>
<tr>
<td>Meetings with the Governor</td>
<td>2</td>
</tr>
<tr>
<td>Meetings with UW System President Ray Cross</td>
<td>2</td>
</tr>
<tr>
<td>Joint Finance Committee Public Hearings</td>
<td>2</td>
</tr>
</tbody>
</table>

Student Association went an estimated **6,800 miles** to represent and advocate for students this year!

Election Results

- **Fall Fieldhouse Referendum**
  - 35% Voter Turnout
  - 56% in favor (I Support…)
  - 44% against (I Reject…)

- **Spring General Election**
  - 9% Voter Turnout
  - Non-binding resolution on name for the new student center

46 Students Involved

66 Resolutions

3 Operating Branches of Government
The Student Association worked to develop an “It’s On Us” campaign, including a campus flag football tournament and a charity ball. Student Association partnered with Fraternity and Sorority Life, RHAC, Rec Sports, and more! They were able to raise awareness around sexual assault prevention, and donated over $200 to the New Horizon’s Women’s Shelter.

“I’ve definitely learned this year that not any perspective is "right" or "wrong" per say, but each opinion brings something new to the table to be considered.”

“I have loved making friends and growing in my leadership skills this past year. Lobbying student interests has been a great experience and I have learned a lot about how to be a better student advocate.”

<table>
<thead>
<tr>
<th>Assessment</th>
<th>2013-14 Agree/Strongly Agree</th>
<th>2014-15 Agree/Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have developed new leadership skills and abilities.</td>
<td>73%</td>
<td>86%</td>
</tr>
<tr>
<td>I have learned how to look at a situation from more than one perspective.</td>
<td>89%</td>
<td>84%</td>
</tr>
<tr>
<td>I understand that I am a part of communities outside of UW-L.</td>
<td>84%</td>
<td>79%</td>
</tr>
<tr>
<td>I have a better understanding, appreciation, and acceptance for the differences in people.</td>
<td>63%</td>
<td>82%</td>
</tr>
</tbody>
</table>

Student Association Assessment

“...we need to be prepared to advocate for all voices.”

“...it helped me to appreciate the value of compromising.”
The Fraternity and Sorority Life (FSL) community had an exciting year filled with national recognition, new programs, and continued development of our members and organizations. Our community made significant gains in the implementation of their strategic plan, including increased inclusive excellence programming that focuses on social justice issues, establishing regular communication with alumni, and specific trainings related to transitions and dynamic recruitment models. We are excited to build from this foundation, and see what new heights we can reach next year!

WiGreek 2015 brought over 130 students from almost 30 chapters from nine UW institutions to UW-L for the inaugural conference, focusing on strengthening relationships, leadership development, and values congruence.

Our members and organizations had an impressive year, garnering awards and recognitions at the highest levels. We are so proud of their hard work and accomplishments!

• Alpha Phi was awarded the Betsy Mullins Jones Panhellenic Award
• Alpha Xi Delta earned a National Academic Achievement Award
• Chi Phi received the highest accreditation score of any Chi Phi chapter in the nation
• Delta Sigma Phi was awarded the National Pyramid of Excellence, which recognizes the best DSP chapters in the country.
• Order of Omega Honor Society was a finalist for a national Outstanding Chapter Award
• Abigail Gnewikow and Jon Miles were awarded scholarships to participate in the Undergraduate Interfraternity Institute
• Cameron Carey was a finalist for the North American Interfraternity Conference’s Undergraduate Award of Distinction

Members of our FSL Community participated in an ALLY Training, provided by the Pride Center. We also had several members engage in the three-part campus dialogue on race on campus. The community also was represented on the Diversity Organizations Coalition by Karley Clayton. We are excited to have co-chairs for the coming year, and are excited to see how they help our community advance forward!
### Fraternity & Sorority Life Assessment

<table>
<thead>
<tr>
<th>Assessment</th>
<th>2013-14 Strongly Agree</th>
<th>2014-15 Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have developed new leadership skills and abilities.</td>
<td>71%</td>
<td>79%</td>
</tr>
<tr>
<td>I have learned how to look at a situation from more than one perspective.</td>
<td>39%</td>
<td>52%</td>
</tr>
<tr>
<td>I understand that I am a part of communities outside of UW-L.</td>
<td>39%</td>
<td>58%</td>
</tr>
<tr>
<td>I have a better understanding, appreciation and acceptance for the differences in people.</td>
<td>46%</td>
<td>49%</td>
</tr>
<tr>
<td>I understand and appreciate the importance of my education and life-learning.</td>
<td>75%</td>
<td>68%</td>
</tr>
</tbody>
</table>

“Within the past year I have been able to better understand my strengths and weaknesses and what I’m passionate about.”

“Helping them learn how to lead the fraternity is learning how to lead in itself.”

5,113 Service Hours
$19,300 Philanthropic Dollars Raised
### 2014-2015 Meal Plans

<table>
<thead>
<tr>
<th>Meal Plan</th>
<th>Fall 2014</th>
<th>Spring 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic 14</td>
<td>559</td>
<td>538</td>
</tr>
<tr>
<td>Basic 19</td>
<td>2,753</td>
<td>2,517</td>
</tr>
<tr>
<td>Reuter Block</td>
<td>336</td>
<td>317</td>
</tr>
<tr>
<td>Off Campus Block</td>
<td>1,119</td>
<td>1,222</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>4,767</strong></td>
<td><strong>4,594</strong></td>
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</table>

### Prior Years Totals

<table>
<thead>
<tr>
<th>Year</th>
<th>Fall</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-2014</td>
<td>4,696</td>
<td>4,619</td>
</tr>
<tr>
<td>2012-2013</td>
<td>4,716</td>
<td>4,522</td>
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</table>

### Campus Cash Deposits

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Cash w/ meal plan</td>
<td>$514,850.00</td>
</tr>
<tr>
<td>Campus Cash</td>
<td>$263,052.60</td>
</tr>
<tr>
<td>Total</td>
<td>$777,902.60</td>
</tr>
<tr>
<td>Total Spent</td>
<td>$738,180.95</td>
</tr>
</tbody>
</table>

### Food Sharing Program

- **Share-a-Meal Donations:**
  - 36 Block Meals
  - 1164 Traditional Meals
- **Guest Meals Served:** 22,578

### First-Year Student Online Photo Submission

- 787 photos submitted
- 714 photos accepted
CAB members worked throughout the semester and even on breaks to ensure that our students received quality programming. The nine member Executive Board of CAB also attended this year’s NACA Northern Plains Conference to expand their skills and contract exciting events for the next academic year.

“Everyone Welcome Always” is more than just our slogan... it is our lived value.

CAB by the Numbers

- Over 10,000 students and community members came to events
- Juicy J played to a sold out crowd of 2,500 people in the Fall
- Over 1,400 students attended the Fall and Spring Kick off shows
- CAB brought 56 events to campus this year, and 90% of those events were free to students!
Reservations

Reservations is responsible for assisting the campus and community with making reservations for rooms in Cartwright Center, a number of academic rooms, and outdoor spaces on campus.

Total rooms reserved in Cartwright Center: 8,028

Event Support

Event Support is responsible for providing quality technology services and event planning support to all groups primarily using Cartwright Center, outdoors spaces, and the Recreational Eagle Center.

Total event hours in Cartwright Center: 28,356
CUSTODIAL SERVICES

Custodial Services is responsible for cleaning and maintaining all public spaces in Cartwright Center and Whitney Center. Additionally the team performs room setups, snow and ice removal, and safety systems inspections.

EQUIPMENT

Total equipment requests in Cartwright: 12,507

Most Room Usage:
- Port O’Call: 1,041
- Room 259: 1,116
- Room 258: 1,085

Total room set-up changes in Valhalla: 319
THE NEW STUDENT CENTER

CONSTRUCTION PROGRESS

OCTOBER 17, 2014

We had a great groundbreaking ceremony for the New Student Center that was attended by many members of the campus community, such as:

- Senator Jennifer Shilling
- Regent Anika Purich
- University faculty and staff
- Community members
- Students and students involved in student organizations

Construction progress as of 5/29/15:

- 41 of the first-floor columns are in place and the basement, theater, and entertainment cafe walls have all been poured.
- Over 99% of construction waste has been recycled.
- To date, we have poured 3,961 yards of concrete in the new student center.
- Estimated completion date is late fall 2016.
- We have poured 3,961 yards of concrete in the new student center.
Members of the campus community spent over 100 hours reading over dining proposals submitted by different companies.
Committee members spent FIVE hours in 7:00 a.m. meetings!
The committee took an additional field trip to Winona, Minnesota to taste-test their own sandwich concept as a possibility on our campus.

Membership on the committee consisted of five students and five faculty/staff members
Focus groups were also conducted before bids were due. Members of the campus community were invited to participate and express what they would like to see in a new dining service.
Each committee member brought different perspectives and ideas to the committee to make the best informed decision possible for our campus community.

The committee made many important decisions regarding our new dining contract. Some things that were important to the committee in the selection process were:
• Student accessibility
• Food quality
• Affordability
• Sustainability

THE PROCESS

THE PEOPLE

THE PEOPLE

WHAT’S IMPORTANT TO US

THE NEW DINING SERVICES COMPANY:
Chartwells
Eat·Learn·Live

DINING: REQUEST FOR PROPOSAL
**MyOrgs Highlights**

The subscription to MyOrgs is now in its seventh year. A new mobile app called Corq is now available that is geared more towards student engagement action (joining, saving events, viewing events). MyOrgs is also the vehicle for other important measures such as:

- Annual Registrations
- Export functions
- Student Association Elections & New Student Center Referendum. A total of 330 Events were created and uploaded on MyOrgs this past year. A total 3,609 Service Hours were documented on MyOrgs by student organization members.

**Diversity / Inclusive Excellence**

Student Organizations reported efforts their club has taken to promote inclusivity in the following areas:

- 54 Awareness Events
- 76 Group Discussions
- 113 Recruitment Events
- 64 Programs
- 39 Speech/Lectures
- 28 Inclusivity Trainings

**Fundraising Highlights**

At a total of 157 Fundraiser Registration Forms were completed and submitted by student organizations and approved by University Centers. Here is a highlight of some of those events:

- Bake Sales
- AmaXing Challenge
- Chinese Spring Festival
- Delta Sig Dog Day Dodgeball
- Alpha Phi Mr. Hearthrob
- Sara Softball
- St. Baldricks
- UW-L Fall Ball
- Wheels for All
- Relay for Life

**196 Recognized Student Orgs**

**18 Newly Approved Student Orgs.**

**330 Events on MyOrgs**

**3,609 Documented Service Hours**

**18% Increase in Cartwright Center Pedestrian Traffic**
**Survey-Learning Assessment**

There are now 3 measurement questions that are a part of the End of Year Summary Survey that are outcome/result oriented in efforts to continue tracking membership data and learning:

1. How many members of your organization are graduating?
2. As a leader of your student organization, what have you learned?
3. How has your leadership skills and abilities changed as a result of your leadership role?

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<table>
<thead>
<tr>
<th>185 Student Orgs Have Graduates</th>
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**Leadership is not easy**

Being a leader in student organizations has taught me responsibility and really showed me the joy that can come out of taking initiative to lead a group or one aspect of the group.

This past year have learned that hard work pays off and integrity will take you very far in life.

This role has helped me grow in qualities of humble, honest, and authentic leadership.

It has taught me that it is okay to ask for help and that a lot more can get done when the whole group is willing to participate.

I have learned a lot about organizing people to obtain a common goal, as well as how to maintain and create a healthy group dynamic.

Part of leadership is the ability to get others to accomplish tasks without your guidance.

I have learned that it is better to get everything out there and have people express their feelings in order to change for the better.

Being a leader doesn’t mean that I am perfect with everything, it means that I must be willing to accept that there are other ways to do things.

I have learned to fess up to my mistakes and apologize while promising to change for the future.

My leadership skills have definitely increased as I have become more outspoken and I've become more aware of the responsibility to delegate to members so I don't burn myself out.