Director’s Message…

The new Union is no longer new. We have continued to work out issues related to the building. Most of the furniture has been purchased and we are slowly completing signage.

Four rooms in the facility have been purchased with funds going to the UW-La Crosse Foundation for student scholarships. These rooms include the Norene Smith Room, the Bloxdorf Room, the Rob and Sue Frye Room, and the Eric and Kristin Jungbluth Fireplace Lounge.

Staffing is just about complete. We have hired all of the new positions within the facility. This includes an Evening Lead Worker: Brittany Heineman; a Day Lead Worker: Wanda Nemeth; a Laborer: Gary Ellis; an Evening and Facility Coordinator: Hannah Skibba; Whitney Center Custodian John Payne; and Event Coordinator: Eric Glazewski was hired to replace Heather Holm, who resigned to pursue another career opportunity. Jazzma Holland was hired as the new University Services Associate. Kasie Von Haden, Civic Engagement Coordinator, resigned her position to pursue another career opportunity. Bob Meyer, Mechanic, has retired.

There were also staffing changes in Dining Services. Steven Martens was hired as the new Resident District Manager, replacing Nancy Gjertson, who resigned to pursue another opportunity with Chartwells. Donna Martens was hired as the new Assistant Director Whitney Center. Kelly Kamrowski was hired as the new Catering Manager, replacing Vickey Moutsopolous, who is now in the Catering Support position. John Unnasch was hired as the new Assistant Catering Director.

We have had some significant programs in the facility. This includes community events such as the Women’s Fund Luncheon, Mrs. Oktoberfest, Manitowoc Minute, and Business After Hours with the La Crosse Chamber of Commerce. We also hosted a Spotlight on the Union for the University Staff Council. CAB has sponsored weekly films in the Theatre, and has sponsored other events including Mystic India, a Bollywood dance group.

This annual report addresses our accomplishments and challenges for the 2017-18 year. The building continues to be the focus of student involvement and engagement for our campus community.

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

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

COVE Mission
The Center for Organizations, Vision, and Engagement (COVE)
- a place where students gather to create, collaborate, and develop
- encourages growth in a supportive and dynamic student driven environment where all are welcomed
- provides resources to for student organizations

COVE Vision
The Center for Organizations, Vision, and Engagement-All Student Organizations are welcome! It is a place to gather, collaborate, and grow.

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 2017-2018

- Students will develop critical thinking skills through participation, reflection, and engagement in out-of-class experiences: activities, events, employment, governance, and service.
- Students will learn to be active citizens of their local and global communities through involvement in out-of-class experiences: activities, events, employment, governance, and service.
- Students will understand, value, and embrace human differences through their participation in out-of-class experiences: activities, events, employment, governance, and service.
- Students will develop leadership skills as a result of their participation in out-of-class experiences: activities, events, employment, governance, and service.
LEARNING OUTCOMES 2017-2018...CONTINUED

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:
      • Grew in their presentation skills, facilitation skills, ability to engage in difficult conversations, and supporting and learning new information related to LGBTQ+ identities and issues

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. 129 organizations participated in service projects or volunteer opportunities
   ii. 8,168 Hours of service hours approved on MyOrgs
   iii. Fraternal community members will engage in a variety of service and philanthropic opportunities that contribute to positive impacts on their communities

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Number of Service Hours Worked</th>
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</thead>
<tbody>
<tr>
<td>Alpha Phi</td>
<td>1,522.5</td>
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<tr>
<td>Alpha Xi Delta</td>
<td>1,790</td>
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<tr>
<td>Chi Phi</td>
<td>1,018</td>
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<tr>
<td>Delta Sigma Phi</td>
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<tr>
<td>Lambda Chi Alpha</td>
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<tr>
<td>Sigma Alpha Epsilon</td>
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<tr>
<td>Sigma Sigma Sigma</td>
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<tr>
<td>Sigma Tau Gamma</td>
<td>187</td>
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<td><strong>Total</strong></td>
<td><strong>6,461.75</strong></td>
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<tr>
<th>Chapter</th>
<th>Philanthropy</th>
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<tbody>
<tr>
<td>Alpha Phi</td>
<td>Alpha Phi Foundation (Supporting Women’s Heart Health) &amp; La Crosse Exercise and Health Program</td>
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<tr>
<td>Alpha Xi Delta</td>
<td>Autism Speaks</td>
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<td>Chi Phi</td>
<td>Sara Rose Hougum Foundation</td>
<td>$17,000</td>
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<tr>
<td>Delta Sigma Phi</td>
<td>American Red Cross &amp; Capable Canines of La Crosse</td>
<td>$1,005</td>
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<tr>
<td>Lambda Chi Alpha</td>
<td>Feeding-America</td>
<td>$0</td>
</tr>
<tr>
<td>Sigma Alpha Epsilon</td>
<td>Children’s Miracle Network</td>
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<td>Sigma Sigma Sigma</td>
<td>March of Dimes</td>
<td>$582</td>
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<tr>
<td>Sigma Tau Gamma</td>
<td>Special Olympics</td>
<td>$1,823</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$32,689.36</strong></td>
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LEARNING OUTCOMES 2017-2018...CONTINUED

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

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 executive board member developed self-confidence and public speaking skills by serving as a campus leader and official representative of the Campus Activities Board
   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

Operations Learning Outcomes

1. As a result of participating in emergency training procedures, student and full-time staff will be more likely to react appropriately when situations arise, as evidenced by written and verbal feedback that the training made the staff feel more comfortable and prepared (see student employee exit survey results related to this topic).

2. As a result of participating in active shooter training with University Police, staff will gain confidence in their course of action should the situation arise, as evidenced by their actions during live simulation activities.
GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2017-2018

1. **Complete New Hires:** John Payne was hired as Custodian for Whitney Center, Britney Heineman was hired as the Lead Worker, Gary Ellis moved to the new Laborer position, Hannah Skibba was hired as the Evening & Weekend Events Coordinator, and Eric Glazewski was hired as the Event Support Coordinator.

2. **Complete Furniture Purchases:** Tables were purchased to provide additional dining seating. The half walls were purchased for the COVE, as well as C-Tables for the COVE and lounge areas. Patio furniture for the balconies and picnic tables for the lower level arrived (below left). Students are using the tables and lounge furniture. Signage within the building has started to be completed; however, directional signage has not been addressed. The two large outdoor LED signs were also installed (north facing LED sign below right). Some soft furniture still needs to be ordered. The cell phone project has been put on hold.

3. **Focus on Program Services and Increase Building Usage:** Catering has increased in the new facility, partially because of the facility and a change in Business Office procedures in paying for food. The Pride Center, CAB, Multicultural Organizations, Student Association, and Fraternity and Sorority Life have increased their usage of the COVE (see COVE Access-Total top next page). The general student body still frequents the area for studying.
GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 17-18...CONTINUED

Students continue to use the building at a high rate:

- January 1, 2017 – June 30, 2017.........442,470 entered the building
- July 1, 2017 – December 31 2017........481,087 entered the building
- January 1, 2018 – June 12, 2018........470,524 entered the building

As of June 12, 2018, a total of 1,394,081 people have entered the building

Building traffic statistics comparing this year’s building entrance traffic to last years:

**Period 1** reflects 1/1/17 – 6/12/17

**Period 2** reflects 1/1/18 to – 6/12/18
Q1 - What typically brings you to the Student Union? Please check all that apply.

- Studying: 26.80% 52
- Socializing: 12.37% 24
- Dining Services: 30.93% 60
- Activities: 9.79% 19
- Meetings: 15.98% 31
- I never go to the Union: 4.12% 8

Survey conducted by Econ 230 Class (left) reflects students study, eat, and attend events within the building.

See additional Dining, Ticket Summary, and Reservations references below and next page.
GOALS/ACCOMPLISHMENTS/POINT OF PRIDE... CONTINUED

**TICKET SUMMARY**

**2017-2018**

<table>
<thead>
<tr>
<th>EVENTS</th>
<th>TICKET TYPE</th>
<th>QTY SOLD</th>
<th>TOTAL REVENUE</th>
<th>NET REVENUE</th>
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<tbody>
<tr>
<td>Grand Total</td>
<td>UWL Student</td>
<td>646</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>12 &amp; under</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other Students</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Faculty/Staff/Alumni</td>
<td>55</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Misc-t-Shirt</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Public</td>
<td>352</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Comp</td>
<td>443</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coupons</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 &amp; under</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>*All tickets 1 price)</td>
<td>2524</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Day of Show</td>
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<tr>
<td></td>
<td><strong>Grand Total</strong></td>
<td><strong>4035</strong></td>
<td><strong>$30,237.75</strong></td>
<td><strong>$28,377.84</strong></td>
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</table>

**Number of Bookings by Facility Type**

- Academic Spaces 12,297 62%
- Other Non-Academic Spaces 2,682 13%
- The Union 4,980 25%

**Bookings by Group Type**

- Student Organizations 29%
- Academic Departments 19%
- Individual Students 2%
- Non-Academic Departments 50%
GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE...CONTINUED

Two wedding receptions occurred in the building, as well as the Women’s Fund Luncheon, Mrs. Oktoberfest, and a Business After Hours event with the Chamber of Commerce, co-sponsored by Continuing Ed. The Bluffs venue is pictured right and below.

Student involvement in governance is high. Multiple candidates ran for office during spring elections (2017-18 President Jacob Schimmel & Vice President Lauren Mason pictured left).

NUFAS was created to review non-allocable budgets. High activity occurred with SUFAC, Organizations Committee, Student Services & Buildings, Student Court, Panhellenic, Interfraternity Council, and Campus Activities Board. The COVE Council elected a chair and is becoming a student run group.
4. **Focus on Improving the Dining Experience**: At Whitney Center 12 “Pop-Up” concepts were highlighted during the Fall Semester and 11 during the Spring Semester. The “Pop-Up” concept was introduced in the Student Union during Spring Semester on multiple Fridays.

Late night breakfast was attended by 1,369 students at the end of Fall Semester 2017, and attended by 1,374 at the end of Spring Semester 2018.

Whitney Center Burger Contest – The “Wrangler” submitted by Justin Cavanaugh, was the winning burger. The sandwich included a burger patty, caramelized onions, bacon, and pepper jack cheese on Texas Toast.

Food Recovery Network – a total of 5,500 pounds of surplus food was recovered from the campus dining venues in Whitney Center Main Dining Room that would otherwise be thrown out. The collected food is packaged and delivered to the Hunger Task Force.

Vegetarian Committee – this committee was initiated during the spring semester and had eight very dedicated members. These students tested vegetarian recipes with the chef and offered ideas for improving the offerings for students choosing a vegetarian lifestyle.
5. **Continue to Successfully Program Cost-Effective Activities and Events**: These events include Sample the City & Volunteer Fair (1), One Million Acts of Good (2), Make a Difference Day (3), Kane Street Garden-Spring Day of Service (4), LeaderShape Institute (5), Pride Center Drag Show profits supported University of China (6), Fraternity & Sorority Life/Chi Phi serving at Thanksgiving (7), Mystic India (8), and Manitowoc Minute (9).

6. **Support for Student Employment**: Information received from our student employment exit survey provided the following information:
   - 78% of the staff felt like their experience and training either moderately (33%) or significantly (45%) increased their ability to offer excellent customer service.
   - 80% of the staff either moderately (50%) or significantly increased their ability to problem solve.
   - 80% of the staff had a slight (30%), moderate (20%), or significant (30%) increase in their understanding of diversity and inclusion.
   - 78% of the staff had a moderate (22%) or significant (56%) increase in their ability to act in an emergency situation.
   - I feel like the work I did was important. 100% replied yes to this question.
   - I feel like the work I did was valued. 100% replied to these questions.
GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE...CONTINUED

7. **Maintain a Clean, Safe Environment**: The building continues to be one of the busiest buildings on campus and one of the cleanest buildings on campus.
   - Several staff completed the Crowd Manager/Fire Safety Certificate Program. Based on this training, new procedures and guidelines have been developed and implemented regarding facility safety and crowd management.
   - Implementing a new Evening and Weekend Coordinator position and Union Bluffs Set-Up Coordinator position has greatly improved communication, customer service, quality of set-ups, flexibility during turnaround times, and alleviated issues during large-scale events.

CHALLENGES/ISSUES EXPERIENCED

1. The cell phone service project was cancelled as Verizon had an app to use the WiFi. It continues to be a difficult building for cell service.
2. The COVE continues to be a popular space for general studying and some student organizations have felt their spaces have been infringed upon.
3. Signage, especially directional signage, continues to be in process.
4. Increased scrutiny in terms of use of the Pepsi Fund, Facility Use Agreements, and the purchase of food.
5. The Concession area has not proven to be a profitable or productive fundraising area for student organizations.
6. The Custodial Service department continues to struggle finding qualified applicants for open Custodian positions on campus. We are unable to compete with local school districts and municipalities on wages thus leaving us with fewer applicants.
7. The continued attempt to integrate two scheduling packages (EMS for events and Ad Astra for class scheduling) continues to cause extra work for IT/Reservations staff and is detrimental to good customer service.
8. As the building settles, several areas have shown cracks in the drywall. Facilities is looking into the cause and possible solutions.
9. With the addition of the Evening and Weekend Event Coordinator position, we have had to reassess the student Building Manager roles and responsibilities.
10. University Event Support is struggling with how to staff for the upcoming year. As a whole, UES has less events because of budget cuts to other groups and because the new building has so much of the technology installed in each space.
11. The “Core” DSP that controls the Theater and the E Cafe has failed twice. Both times, we had to deploy a last second portable option from our inventory to cover the spaces while repairs were made.
12. Dining Services staffing was an issue for both buildings, and Hours of Services has also been an issue.
13. Theft was an issue in three specific areas. Theft of dishware was major as students take cups, silverware, bowls and dishes back to their rooms. The second type of theft was food removal from the dining room. The third manner in which theft occurred was students would sneak into the dining room through the exit door so they could sit down and eat a meal.
14. A permanent place needs to be located for the G-8 program (food allergy area).
INITIATIVES/GOALS 2018-19

1. Complete purchase of furniture for the Student Union and make inroads on the facility changes needed to complete the building, including the installation of all signage within facility. Close the Concessions area and add a Dining location. Review the use of technology functions in room 3310 (podium and computer are on the side instead of front of room) as well as other rooms.

2. Develop programs within the Student Union that are sponsored by the Union, utilizing the equipment and resources as well as student employees.

3. Begin the planning process for renovation of Whitney Center, with Campus Planning.

4. Define Organization Spaces in the COVE including front porches.
   -Continue the development of a strong COVE Council
   -Create opportunities for student input to find ways to create inclusive, safe, respected space

5. Improve Advising and Supervising.
   -GA Training and new on-boarding procedures
   -Provide advisor trainings and resources

6. Continue to increase partnerships and collaborations across campus to unite programming, leadership, and service efforts.

7. Eagle ID Cards – decrease the number of new student picture submissions that are rejected for use as their student ID card picture, and increase the number of online photo submissions.

8. Deter the number of students entering through the Whitney Center Main Dining Room exit door (near dish return).
   -Locate cameras so we can identify students entering through the exit
   -Develop a system for monitoring the exit

9. Improve student satisfaction with University Dining as measured by the Skyfactor Survey administered during fall semester 2018.
   -Offer more cook-to-show meals in Whitney Center
   -Stabilize the location of the G-8 Station (food allergy area) at Whitney Center
“Greek Life has changed my life in multiple ways ... Not only have I made life-long friends, donated to my community, and exceeded in academics, I am now more prepared for my career and future life than I would have ever been if I had not been privileged enough to be welcomed into Greek Life.” Emilee Snodgrass, Alpha Phi and Panhellenic President

“I met wonderful people and I learned how to work with people of different backgrounds and different places. CAB is teaching me how to be open minded which leads me to discover a lot of good ideas. I got to know CAB members closer, and CAB has become a family to me.” Vanessa Mbuyi, CAB Event Coordinator

“Working together with all these people from all different walks of life has made me appreciate not only what La Crosse has to offer but also what the FSL community can give a lonely boy from Illinois that only wanted to make a friend but found so much more. They have truly welcomed me into the family with open arms and an open heart. I don’t really have many friends here in Wisconsin, but I have plenty of family here and I will bring the bonds that I have made here in the community with me throughout the rest of my days.” Draven Calvetti, Chi Phi and IFC President

“LeaderShape created...moments with internal conflict .... That moved me in a way that helped me understand how leadership exists far beyond having particular abilities and strictly being a problem solver. I began to understand how leadership exists in the choices I made today.” Anonymous Student

“LeaderShape has helped me dream bigger. Logistics and planning make me rethink some of my dreams because they seem so hard to tackle but I have to just dive in anyway and hope whatever I do sets off a chain of events that help make my dream a reality.” Anonymous Student

“Overall, my supervisors and full-time custodial staff impacted my role as a Building Manager significantly. Whether it was working together as a team to get the job done, turning to each other for advice in sticky situations, or just having a good laugh here and there, I will forever cherish the relationships I have built while being a part of the UC operation.” Anonymous Student Exit Survey Response
**STUDENT HIGHLIGHTS/TESTIMONIALS...CONTINUED**

Students roasting marshmallow at the Union fire pit during Welcome Back Week in September 2017, and enjoying an unexpected spring snowstorm, April 2018.

**ALUMNI HIGHLIGHTS/TESTIMONIALS**

“Through COVE Programming, especially Make a Difference Day, I gained a new appreciation for helping others, serving the community, and making an impact outside of the classroom. All of these have proven to be, and will continue to be intricate parts of my career path, obtaining my D.D.S and fulfilling my service with the Navy.”
Anonymous Former Student

“I find myself continually pushing myself to live by my values and to be the better man that I swore I would be. I also reflect upon my experiences, such as attending LeaderShape Institute, and continue to challenge myself to be the leader that I know I can be.” Anonymous Former Student

“The skills Greek life gave me are seen in my everyday life; from being able to communicate effectively with patients and coworkers to staying active as a philanthropist and volunteer not only locally, but globally. I am thankful I found the FSL community...” Dana Hungness, Alpha Phi and Former Panhellenic President-Class of 2016
The Student Union was featured in the January/February issue of the ACU-I Magazine - The Bulletin, a publication of the Association of College Unions International.

This was also the 50-year anniversary of our membership to ACU-I.

Food Management Magazine – an article with pictures on the new concepts in the Student Union was published in the July 2017 issue.

The Student Union was awarded the 2018 USGBC Wisconsin Leader- Innovative Design, New Construction category Award of Merit at the Transformation Awards in June 2018.

Assistant Director Michael Slevin was awarded the 2017 Academic Excellence Award.

Custodian Duke Temp was awarded the Division of Student Affairs University Staff Outstanding Achievement Award.

Graduate Assistant Amber Schneider was awarded the Graduate Assistant Award.

One Million Acts of Good Campaign – this campaign was the brainchild of Ellen Degeneres and General Mills. The UWL Dining Service was one of fifty Chartwells accounts from across the country selected to participate in the program. In February, we received a shipment of enough General Mills products to create 300 “MATTERboxes” that were put together by students solicited from the COVE. The “MATTERboxes” were then distributed to students using the campus Food Pantry.
Fraternity and Sorority Life won a $15,000 educational grant award from CAMPUSPEAK PITCH competition to create a program on Hyper Masculinity/Hyper Femininity within the context of belonging. Pictured are Graduate Assistant K Weinberg, second from left, and Fraternity & Sorority Life Adviser Zack Pfeifer, far right.

Onion Ring Competition – Compass Group sponsored a contest to see which institution could sell the most onion rings in a specified 30-day period. UW-La Crosse was the Midwest Region winner.

University Centers, in partnership with Dining Services, prepared, baked, frosted, and donated 28 dozen-holiday cookies to the La Crosse Housing Authority and were featured in their January newsletter. Pictured in back row left to right: Custodial Supervisor Rob Hamann, and Fraternity & Sorority Life Coordinator Zack Pfeifer. Front row left to right: La Crosse Housing Authority Resident Services Coordinator Fawn King, University Services Program Associate Karen Daniel, Assistant Director Jaralee Richter, and Resident Services Assistant Stephanie Moran.

Eta Sigma Gamma won the National ESG Advocacy Award, and the National ESG Caption Recognition Award.

La Crosse Women’s Rugby Club won the Great Waters Conference in the fall of 2017.

UWL Competitive Dance Team danced for the Hope Recognition Award.
STRATEGIC GOALS 2018-19

1. By May 1, 2019, the Student Union staff will develop customer service modules for staff and student training in an effort to improve customer satisfaction, as demonstrated by a baseline for customer satisfaction.

2. By May 1, 2019, The Leadership and Involvement Center (LIC) will work collaboratively with the Director of Community Engagement, and 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 15, 2019, University Centers will complete a comprehensive Fraternal Standards of Recognition (FSR) document and develop support for the standards by the Fraternity & Sorority community, as demonstrated by approval of the document by Interfraternity Council, Panhellenic Council, and University Administration.

4. By September 4, 2018, University Centers staff will implement diversity and inclusion training and education for staff and student employees, as measured by the reported comfort level of multicultural students using the facility.

5. By May 1, 2019, University Centers, in collaboration with OMSS, will develop an outreach/information campaign related to diversity to enhance the Union environment.
COME TO THE U...

GET INVOLVED; ENJOY YOUR CAMPUS LIVING ROOM!