UNIVERSITY OF WISCONSIN-LA CROSSE

New Student Center Groundbreaking

New Student Center Construction

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Director, University Centers
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Director’s Message…….

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 2014-15 highlights include:

This was the second year for LeaderShape. Sixty-two students participated in the program at the Sugar Creek Camp in Ferryville, Wisconsin. UW-La Crosse also hosted the Catalyst program during fall semester, which is another part of LeaderShape. 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.

Forty UW-La Crosse students attended the Spring 2015 Soar Above Banquet leadership workshop.

• A total of 196 student organizations are recognized at UW-La Crosse.

• A total of 18 new student organizations gained recognition.

• A total of 157 fundraisers were registered by student organization members.

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.

Fraternity & Sorority Life sponsored the first annual WiGreek Conference (Wisconsin Undergraduate Fraternity/Sorority Leadership Conference) at UW-La Crosse in January 2015. Participants included over 140 individuals from nine different Wisconsin institutions, representing 25 different fraternal organizations. Keynote speaker was Kaye Schendel.
Pride Center:

- Several students were members of the Trans* Task Force committees and assisted in passing the Preferred Name Policy to all four senate groups.
- A total of 1,404 panels and trainings were conducted throughout the year.
- A total of 3,952 programs were conducted throughout the year.

Interviews were held for all dining managers for our new partnership with Chartwells, which officially began on June 13, 2015. 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.

**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.

**GOALS AND OBJECTIVES 2014-15...**

1. Investigate and implement methods for electronic filing of historical records. **Assessment:** Ongoing; the goal is to minimize paper files in the new student center.

2. Continue to develop a leadership education program that is built on collaboration with academic departments and other units. **Assessment:** Leadership is expanding. LeaderShape has
provided the basis. Additionally, some students began to work with the Leadership Certificate Program.

3. Continue the implementation of the dining contract with Sodexo and increase student satisfaction with the program. **Assessment:** We ended our dining contract with Sodexo and issued an RFP for a new dining provider.

4. Implement a new EMS facility scheduling program. **Assessment:** No progress; we are waiting for other departments.

5. Implement the student employment program, including raises and staff development programs. **Assessment:** Implemented; training occurred; not a lot of raises provided due to budgetary issues.

6. Develop an assessment plan to measure learning outcomes and other programs within University Centers. **Assessment:** Learning outcomes assessment is occurring throughout the unit. Division-wide student employee assessment was a success.

7. Provide an environment where all students and members of the community feel welcomed and supported. **Assessment:** Ongoing; I believe we continue to make progress in this area.

8. Manage all budgets to minimize fee increases while providing for balanced budgets. **Assessment:** Segregated fees were frozen; the new dining bid resulted in lower costs in the dining budget.

9. Contribute to the overall success of the Division of Student Affairs and the university through communication and collaboration for programs and services offered. **Assessment:** I believe we lead the division in collaboration and assistance in programming.

10. Insure that the staff team feels included in decisions and informed of issues. **Assessment:** Ongoing; we all are working harder at communication.

11. Continue to plan the new university center, maximizing input from various constituencies on campus. **Assessment:** Ongoing; a lot of student and staff input.

12. Begin the strategic planning process for the move to a new and larger student center, to include review of staffing, programs, and positions descriptions. **Assessment:** Ongoing; anticipate completion in fall of 2015.

13. Continue to expand the online presence for University Centers, including web forms, Facebook pages, and more up-to-date web pages. **Assessment:** More online presence. Facebook page is growing.
University Centers employed eight Student Affairs Administration graduate assistants during 2014-15: Jamie Alt (Leadership & Involvement), Klinton Blair (Campus Activities Board), Shannon Edminster (Leadership & Involvement), Stephanie Falch (Campus Activities Board), Whitney Hedge (Fraternity/Sorority Life), Kaila Henry (Pride Center), Carmen Hetzel (Leadership & Involvement), and Shaundel Spivey (Dining Services). A flow chart of the permanent staff follows:
POINTS OF PRIDE...

CAMPUS ACTIVITIES BOARD (CAB)

**Juicy J:** 2500 people partook in this fall 2014 concert. Discussions occurred about the genre and the image of the artist. Conversations and programs were established to discuss race, lyrics, and the impact of Hip-Hop/Rap music on our culture.

**Temple Grandin:** Temple Grandin is an advocate for individuals within the autism spectrum. This event was co-sponsored with two student organizations, Students Advocating for Potential Ability (SAPA), and the Campus Autism Education & Awareness (CAEA). After the lecture, many individuals stayed to speak with her and have her sign books they purchased from the UW-L bookstore.

**Step Afrika:** Step Afrika is a dance troupe comprised of African-American individuals whose mission is to educate individuals about the tradition of stepping, dating back to African culture and expanded within African-American Greek organizations. Dance appreciation students, students from the Black Student Unity, and other university community members attended this event.

**Joseph Tran:** Joseph Tran, magician and comedian, was on campus for Family Weekend; this event was co-sponsored with New Student Orientation. The event sold out with almost 850 participants of all ages.

**Frank Meeink:** Frank Meeink is a recovering neo-Nazi and skinhead. He served jail time in his younger years and realized he needed a change. Since then, he has lectured about his past, why individuals become involved in movements such as the neo-Nazi movement, and how to prevent hate in society. Frank’s lecture about his life and background was eye opening and authentic for all participants to understand hatred within society and how to change this through empathy.

**Chris Jones:** Chris Jones is a graduate of UW-La Crosse and tours the country performing as a hypnotist and magician. This event served as CAB’s kick-off week of the semester of events and was well attended with about 600 participants.

**Many Moccasins:** The Many Moccasins Dance Troupe is a group of Native American dancers that is based in Winnebago Nebraska. The dance group was originally founded by Lewis St. Cyr and his mother Therese St. Cyr to “...provide an opportunity for all people to view a range of traditional Native American dance styles.” CAB partnered with the UW-L Native American Student Association to bring the MMDT to campus.

**American Sniper:** American Sniper is a Clint Eastwood directed, critically acclaimed film. Despite national controversy over the plot of the film, attendance to this event was high with roughly 250 people. CAB also partnered with Student Veterans Association to conduct a brief talk prior to and after the film’s screening. A UW-L student veteran spoke about the content in the film prior to showing and on veteran struggles after the film. CAB Event Coordinator, Aaron Bartz, showed exemplary leadership by taking control to redirect the audience and finish the event when the student veteran became overcome with emotion while discussing PTSD & life after warfare. Overall, students in attendance were impacted emotionally and intellectually as they learned about the decisions and lifelong effects veterans face in war.
**NACA Northern Plains Conference:** Members of the CAB Executive Board attended the regional NACA Conference in Madison, Wisconsin, to enhance their skills and learning in the organization. Students attended educational sessions related to marketing, membership, and personal leadership growth. Additionally, students were able to view showcases and decide on performances and events for the upcoming year.

**FRATERNITY AND SORORITY LIFE (FSL)**

The first **WiGreek Conference** was hosted, bringing over 130 students from roughly 30 chapters from nine institutions together to learn, to network, and to advance the fraternal movement. According to our assessment data, over 90% of participants said they would participate in this program again.

The **Order of Omega** president came to the FSL office in the fall semester, looking for a way to improve the organization. We developed a new leadership program, designed with four topics, which would be disguise the underlying message of our FSL pillars in action. Each week, the program included an overview of the topic, an activity, a reflection, and a challenge related to the topic. It was so innovative that the National Order of Omega provided a grant to make it a reality.

**Philanthropic giving and service hours** increased from the previous year. The FSL community participated in 5,113 hours of service, which is roughly 22.5 hours per member. Members were a part of neighborhood clean ups (including the GENA neighborhood), LIC’s “Make a Difference Day,” spent time with Rotary Lights and Operation River Watch, and much more.

The Sigma Tau Gamma men were the first to host a “Party.0” event on campus, in collaboration with the Wellness Coordinator and the Office of Student Life. These events were an alcohol alternative activity that garnered hundreds at their first event. Our community also raised $19,300, or about $85 per member! Chi Phi continued their Sara Softball event, raising $5,000 for the La Crosse Police Department. Alpha Phi doubled their fundraising levels from the previous year Women’s Cardiac Care. The men of Sigma Alpha Epsilon also developed a new philanthropic programming, hosting the campus’ first ever Dance Marathon, raising over $4,000 for the Children’s Miracle Network!

Governing boards brought back **Greek Week** after a several year hiatus, which included banner making, a campus clean-up service event, a lip-sync challenge, the launch of the new member retreat and FSL Convocation, and a social media challenge which resulted in 60 new page likes reaching over 30,900 people and had over 4,600 people engaged with the page (likes, comments, etc.).

**Membership and Recruitment:** The Panhellenic community used a Minimally Structured Recruitment style for fall formal recruitment. Our FSL office also had the opportunity to host a “Finding Your Values” session, designed to help introduce the potential new members what membership in the community looked like, and the importance of understanding the role of values in this process. The success of recruitment and the interest has led to an extension committee, which will conduct the research and make recommendations to determine the steps to bring a third Panhellenic organization. We had an acceptance rate of 86% for the formal recruitment process.

The FSL community was recognized with a variety of national awards and honors at the organizational and individual level. Below is a brief overview of these recognitions, including:
Involvement Fest featured 24 community agencies, 85 student organizations, and over 1,601 attendees. **Cartwright Center Graphics**: CC Graphics completed their first year as fully integrated staff members of the LIC. The graphic designers were asked to volunteer at events and pushed to think of themselves as campus leaders. The addition of Cartwright Graphics allows the LIC to better support our student organizations.

The **Food Pantry** had 144 registered users and 1,160 entrances through the door swipe.

**LeaderShape** had 54 students attend and raves from students on the impact on their lives.

**PRIDE CENTER**

Approximately 150 students and faculty attend the Pride Center/Rainbow Unity Welcome Back Bash at the beginning of the school year.

The Pride Center celebrated Coming-Out Day at the clock tower with over 50 students taking their picture and "coming out" with countless others stopping by the table to learn more about Rainbow Unity and Transform.

A total of 478 people attended the **Drag Show held in April 2015.**

**STUDENT ASSOCIATION**

The proposed **Fieldhouse project** resulted in deep, investigative conversations and meetings for our senators and directors. The complexity and controversy resulted in a great dialogue that helped set the tone for the year. Several members were spurred to do greater research and inquired about the total financial impact of the project, including bond payments and calculations. Voter turnout for the referendum was high with 3,656 students voting; 56.2% in favor; 43.8% opposed.

Student Association hosted a **lobbying training session** for a group of students that was heading to the state capitol to ensure their presence was felt, and that they had a chance to lobby legislators regarding shared governance and the Governor’s budget. The group will look to provide further trainings and more lobbying efforts during the spring semester.
Student Association was actively involved in *lobbying and education efforts related to the proposed budget cuts*. Students met with the Governor, the UW System president, participated in JCF hearings, participated in lobbying days, and much more. As the year comes to a close, members will have traveled over 6,800 miles to advocate for students.

Student Association coordinated with Fraternity and Sorority Life, Recreational Sports, and RHAC to host the “*Tackling Sexual Assault*” flag football tournament, to help raise awareness for sexual assault prevention.

The Student Association hosted “Slices with the Senators” to connect with students, hear feedback and suggestions, and continue to promote and educate students about the Student Association.

For the first time, the Higher Education Advocate of the Year Award was not awarded.

Senate did hold the first gala to raise money for New Horizons.

**UNIVERSITY DINING PROGRAM**

*Dining Contract*: The Request for Proposal for the new dining contract was successfully completed.

*Share-a-Meal Program*: 1,164 meal plan meals, and 36 block meals were donated. The meals were converted to a dollar amount and were used to purchase food that was donated to the Campus Food Pantry.

*Recipes from Home* provided parents and/or guardians of students the opportunity to submit their student’s favorite recipe from home to be prepared in the Whitney Center main dining room. 166 recipes were submitted this year!

**OPERATIONS**

*University Reservations & Event* Support launched a Qualtrics satisfaction survey; feedback was overwhelmingly positive. There was an 85% response rate with 55 surveys completed.

*Custodial* staff successfully incorporated a higher level of detail cleaning in the dining areas as part of daily and weekly routines for the third consecutive year. Two custodial staff members and supervisor were recognized by graduating seniors acknowledging them for positively impacting their UW-L experience. The Valhalla Set-up Crew fulfilled over 200 event requests in Valhalla.
INCLUSIVE EXCELLENCE...

- The Campus Activities Board Director of Selection joined the Diversity Organization Coalition (DOC) as active members reporting and communicating events and ideas and contributing efforts toward inclusivity on campus among participating student organizations.
- CAB partnered with different diversity organizations and offered programming around diversity and inclusions for events such as:
  - Girls Fight Back-Partnered with WSSA
  - Jason Whitlock-Partnered with Athletics, OMSS, Residence Life, University Centers, Campus Climate, and Diversity & Inclusion
  - Niggar(Er) word: Is there a message in the madness?-Partnered with OMSS, Diversity & Inclusion, and Residence Life
  - Temple Grandin-Partnered with SAPA and CAEA
  - Robyn Ochs-Partnered with the Pride Center and Rainbow Unity
  - Ka Ying Yang-Partnered with Student Life-Violence Prevention, OMSS, OIE, Diversity & Inclusion, and Hmoob Cultural and Community Agency
  - ATP Open Mic (Each Semester)-Partnered with Awareness Through Performance
  - Kyshona Armstrong musical performance for the Diversity Dialogues-Partnered with Diversity & Inclusion
  - Many Moccasins performance with NASA
- Fraternity & Sorority Life (FSL)
  - Hosted ALLY training specifically for our FSL community.
  - Members were actively involved in the three-part campus dialogue on race.
  - Members attended the White Privilege Conference, and others participated in the screening of "The Mask You Live In" program and discussion.
  - Joined the Diversity Organization Coalition, filling a seat that had been vacant for years, working to rebuild the long-dormant relationship with other organizations.
- Leadership & Involvement Center (LIC)
  - The LeaderShape Institute and Catalyst programs offered many types of diversity including but not limited to age, race, socioeconomic status, sexual orientation, gender, ability level, major, year in school, hometown, and more. A breakdown of all areas represented is located in Program Definitions, section A (2) under The LeaderShape Institute and Catalyst.
  - LIC staff participated in ally training, Diversity Dialog events, and the fall Awareness Through Performance presentation.
- Student Association
  - The Campus Climate office participated in the Student Association training, focusing on bias, inclusivity, and diversity. Student Association passed a resolution for semi-annual training on various topics to continue to advance the learning and inclusivity of the Student Association.
  - There was an increased presence and voice from senators representing the human diversity organizations throughout the year. Yousaf Almazrou, the ISO Senator, was
even featured in a CNN iReport on the budget crisis in Wisconsin. Senator members participated in campus events like the Dialogue on Race, as well as national programs like the White Privilege Conference.

- **Student Organizations**
  - The *Year End Summary* survey deployed by University Centers in April to all RSO’s requests a report of efforts organizations have taken to promote diversity. Report reflects the number of efforts in these areas:
    - Awareness Publicity-54
    - Group Discussions-76
    - Recruitment-113
    - Programming-64
    - Speech/Lecture-39
    - Training-28
**WORKLOAD AND OUTCOME MEASURES...**

The Workload and Outcome Measures showed a significant increase from previous years. We are seeing some fluctuation with Access Control System numbers. We are attempting to find out why this is occurring.

<table>
<thead>
<tr>
<th>Workload and Outcome Measures-all Totals</th>
<th>CUSTOMERS</th>
<th>CUSTOMERS</th>
<th>CUSTOMERS</th>
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<tr>
<td>Totals from Ticket Sales</td>
<td>4,289</td>
<td>4,031</td>
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<td>Totals from Estimated Event Attendance</td>
<td>20,138</td>
<td>20,328</td>
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<td>Totals from Information Requests</td>
<td>15,691</td>
<td>20,380</td>
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<td>Totals from Participant Counts</td>
<td>12,788</td>
<td>13,356</td>
<td>13,041</td>
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<td>Totals from Access Control System</td>
<td>491,833</td>
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<td>Totals</td>
<td>544,739</td>
<td>420,101</td>
<td>1,642,888</td>
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**BUDGET AND RESOURCES...**

University Centers has two primary non-allocable budget entities: Dining Service and Cartwright Center. In addition, the staff works with the students with a number of allocable student fee budgets. This includes working closely with the Office of Budget and Finance and the Segregated University Fee Allocation Committee (SUFAC).

**Non-Allocable Budgets**

The non-allocable budgets support the facilities and staff that work within each entity. Each budget is designed to insure fiscal responsibility while minimizing the cost passed on to students. The figures below are estimates based on the budgets as of June 30, 2015.

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<tr>
<th>Account</th>
<th>Cash Balance 6/30/2015</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Deferred Revenue</th>
<th>Estimated Balance</th>
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<td>$644,817.86</td>
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Allocable Budgets

The allocable budgets primarily support the programming efforts of the unit. Student committees coordinate the programming in these areas and work with the budgets. The account balances for these groups are included in the table below. All accounts have been closed with no deficits. Prior to closing the accounts, the Racquet had a deficit of $370.15 and the Student Association had a balance of $7,493.13.

<table>
<thead>
<tr>
<th>Budget</th>
<th>Cash Balance 6/30/2015</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Deferred Revenue</th>
<th>Estimated Balance</th>
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<th>Budget</th>
<th>Cash Balance 6/30/2015</th>
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<th>Expenses</th>
<th>Deferred Revenue</th>
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<td>Student Services and Building Committee</td>
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1. Campus Activities Board restructured in the fall of 2014. The Director of Selection position is now under the responsibilities of the Director of Public Relations. The Director of Finance is now under the responsibilities of the President of the organization.

2. The Fraternity & Sorority Life (FSL) Interfraternity Council (IFC) created and approved a policy outlining the expansion efforts of the IFC.

3. FSL developed a social media policy to help provide support moving forward. This brought the control of the FSL Twitter and Facebook page under the management of the FSL office. This was done to provide consistency and a uniform voice. Twitter handles were created for the IFC and Panhellenic, so they still had the opportunity to promote themselves, and have ownership of the marketing. While we have had positive experiences with the office efforts, we have been struggling at the council level. We are working with them to determine a strategy that fits their needs, and occurs regularly.

4. FSL governance groups reviewed and updated their bylaws. Modifications were also made to the election policy to clarify confusion in the previous year process.

5. The IFC and Panhellenic Social Justice programing policy was implemented. The community chose to host an ALLY training to fulfill this requirement. While we were excited to see this positive step, further conversations will need to occur to help members understand why it was implemented originally, and define what they seek to accomplish with this new policy. The goal isn’t to program as a checklist item, it is to help advance the understanding of these important issues.

6. The food pantry provided satellite services to the McNair Scholars Office and will implement this service to the Office of Multicultural Education to provide better access.

7. The dining service contractor, Sodexo, was given notice in August 2014 that the university would be going out to bid for a new contract. Sodexo decided not to bid the contract and ended their contract with UW-La Crosse in June 2015.

8. Dining service policies, deadlines, and services were provided in printed form to students in residence halls. Some students indicate they did not receive this information. It will be provided electronically in 2015-16.

9. The number of pack outs done by the residence hall floors decreased this year. We need to do a better job of informing the Resident Assistants about the program. Additionally, the menu offerings need to be “freshened” up.

10. This year a dining newsletter was provided at the dining news station in the Whitney Center concourse and was an innovative way to get information to students (News items, dining staff bios, special meals, dietician highlights, etc.). Recommendations for 2015-16 include partnering with the dining service to make a larger display, include videos, cooking demo’s, and attach a suggestion box.
11. Better publicity needs to be done regarding the meal plan benefit of sick meal trays.

12. University Reservations continues to have difficulty integrating classroom scheduling and event reservations through the Ad Astra software program. Decisions regarding the direction of the classroom/event management program are anticipated within the next few months.

13. Reservations timelines for different groups will be looked at over the summer, and suggestions for change will be forwarded to groups for approval in the fall.

14. During high facility use time (April and early May), there are still issues with too many requests for banquet appropriate facilities.

15. Event support staff recommends identifying how responsibilities will change in this area with the new student center. A recommendation is made to hire a second full time staff member to assist with supporting the new building. A recommendation is also made to increase student staff hours in this area.

16. Event Support has changed a policy relating to equipment. To avoid damage or theft, equipment is no longer left unattended at events. This policy also helps us insure no interference with other events or classes that may be occurring at the same time.

17. Custodial staff continues to struggle finding student help willing to clean dining areas on weekends. Our department will continue providing incentive pay for weekend hours and look at additional ways to fully resolve our staffing.

18. Several plumbing issues in both Cartwright and Whitney Centers caused some damage and major cleanup issues. In Cartwright, the Bookstore, Textbook Services and the Cellar had to be closed for several hours while the water (and sewage) were pumped out and areas were sanitized. The ROTC area was the space affected in Whitney Center.

19. The Racquet struggled with advertising this year. An advertising director was hired at the beginning of the year and showed great promise. However after the first two weeks, she decided it was too much and resigned. Two other times throughout the year we thought we had a new advertising director hired and each time they decided to not follow through with the position. So the paper operated on the money from SUFAC and the minimal advertising that the Editor and Business Manager were able to garner. A student has been hired and trained for the advertising position for fall 2015.

20. The year began on a challenging note for Student Association, with the information presented on the fieldhouse project. This project was highly debated, and the referendum resulted in high voter turnout. They also deliberated about a required time for educational campaigns to run before elections.

21. Student Association raised concerns on the use of student fees for “Vote Yes” campaigns for campus projects. Members of the Student Association shared concerns that areas receiving student fee support should not use those fees to promote potential increase of said fees. While no formal resolution was ever created, it is something that could be a discussion point for future referendums.
22. Members of Student Association spent hours in discussions and presentations in an effort to ensure students were well versed on the topic of the Governor’s proposed budget cuts.

23. Student Association approved the USA Today contract which, with RHAC, provides content online to students.

**CHANGES IN RESPONSIBILITIES, SERVICES, AND PROGRAMS...**

1. Fraternity & Sorority Life worked with the Panhellenic community to develop a recruitment structure. This involved multiple conversations, presentations, and meetings with various stakeholders, as well as recruitment counselor training, organizing recruitment rounds, and promoting the events. While there was concern about the new system, things went very well. Over 80 women participated, which is much higher than in previous years. Additionally, the participation was so high that we were able to raise total for the first time in many years. We are eager to see how this system continues to support our community in the years to come.

2. Fraternity & Sorority Life introduced a new member retreat and FSL Convocation. The aim of these programs was to bring all new members organizations together, help them understand their rights and responsibilities as new members, participate in a values exercise and bystander behavior training, and more. Additionally, it allows for them to develop meaningful relationships with members from other organizations, and help them understand that they are joining more than their chapter, but our entire community.

3. Leadership & Involvement Center (LIC) implemented the “Soar Above Banquet,” which was directly marketed to leaders of organizations. This banquet is an opportunity to improve organizations and celebrate their accomplishments. The LIC emailed all organization leaders and placed invitations in their mailboxes. This event changes the emphasis from campus leaders asking the administration questions (Eagle Roundtable) to the campus leaders themselves and celebrating their successes as leaders.

4. The Eagle Leadership Certificate Program debuted in the fall of 2014. Although only 13 students started working toward a certificate this year, we plan to explore ways of reaching more students and collaborating with advisers in this process.

5. With the loss of the graduate assistantship for the Graphics-LIC, Jaralee Richter will take over the direct supervision of that area along with all student organization support.

6. University Reservations has implemented Qualtrics surveys for weekly meetings, meetings and events, and psychology experiment/student project.

7. Most of the facility changes made this year occurred in the dining areas with the 360 station in the Whitney main dining room changing to a salad bar area, and the Hot Spot in the Smart Market being converted to an additional sub line. In the Galley (Cartwright Center), the grill area was changed to a Mexican concept and the pizza area was changed to a Sushi concept. The Cellar (Cartwright Center) was changed from a plated dish and nosh bar menu to a grill concept with grilled sandwiches and sides. In addition to the facility changes, some facility hours changed. The Cellar now opens at 11:00 am on Monday – Friday; the Galley now opens at 7:30 am for breakfast and all areas with the exception of Erbert & Gerbert’s closed at 2 pm. In Whitney Center, the Flying Star area closed after lunch on Friday and reopened on Sunday at 4:00 pm for dinner. The Simply-to-Go area in Whitney Center closed at 2:15 pm (instead of 6:00 pm) Monday – Friday.
8. The University Centers student employment program transitioned to a more formal program and included:
   1) a mandatory training session at the beginning of Fall Semester; 2) the addition of skill-building workshops throughout the year; and 3) a revamping of the wage structure.

9. The Racquet switched its online web provider and is now working with School Newspapers Online (SNO) to deliver the Web version of the paper.

10. Student Association passed a resolution that provided the Student Association President with more flexibility in determining the positions and makeup of the Board of Directors. For the upcoming year, they will be combining several positions into five: President’s Chief of Staff, Vice President’s Chief of Staff, State Affairs Coordinator, Local Affairs Coordinator, and the Inclusivity Coordinator.

11. For the first time since its creation, the Student Association did not present their Higher Education Advocate of the Year Award. After much discussion and debate, they felt that no one had truly met the criteria during this year. A press release was crafted and sent out to explain this situation. Part of this included the information that the award cannot be given to a previous winner.

12. MyOrgs now has a mobile app called Corq that is geared more towards student engagement action (joining, saving events, and viewing events). Also, Qualtrics replaced SurveyMonkey as the main survey vehicle for student organizations.

13. MyOrgs will have a major upgrade/redesign July 2015 that will change the look and feel of the homepage view. Any changes that affected disclosure language were amended and updated in student organization resources: Adviser Manual, Adviser Memo, Leader’s Guide, Provisional & Full Recognition Letters, Publicity Guidelines, Recognition Procedures, Registration Form, and Year End Summary Survey.

GOALS AND OBJECTIVES 2015-16...

1. Finalize the strategic plan for University Centers, including plans to move into the new student center.

2. Implement the new dining and meal plan program with Chartwells.

3. Increase the number of online photo submissions for the student ID card.

4. Continue to develop the leadership education program to include LeaderShape programs as well as the Leadership Certificate Program.

5. Implement the Ugetconnected program with Viterbo University, Western Technical College, and Great River United Way to encourage volunteerism at UW-la Crosse and the greater community.

6. Continue to program cost-effective activities and events that provide students with entertainment and educational activities.

7. Continue to expand the developmental program for student employees.

8. Evaluate student learning outcomes for University Centers.
9. Provide an environment where all students and members of the community feel welcomed and supported.

10. Maintain a clean and safe environment within Cartwright and Whitney Centers.

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

12. Evaluate current online ticket sales program and usage; continue to investigate online ticketing options.

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

14. Insure that the staff team feels included in decisions and informed of issues.

15. Continue to monitor the construction of the new student center, including purchasing of furniture and equipment.

16. Continue to expand the online and app presence for University Centers, including web forms, Facebook pages, and new mobile apps.

17. Begin to implement electronic recordkeeping. Move historical records into electronic format; create a system to maintain current records electronically when possible.

18. Review, with Information Technology, the EMS reservations system to determine if any upgrade is needed.

**UNIVERSITY CENTERS LEARNING OUTCOMES ...**

Following are the four primary learning outcomes developed by University Center’s staff. Staff members in each sub-unit identify how the four primary learning outcomes will be met within each area throughout the year.

- Students will develop leadership skills as a result of their participation in out-of-class experiences: activities, events, employment, governance, and service.

- 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.
Results Identified by Staff

1. Students working in the Administrative Office indicated growth in the areas of: leadership skills as a member of a student organization; team work; time management; communication; computer program usage; and respect. Supervisors notice students improved knowledge of unit responsibilities and services; they were able to appropriately provide assistance to customers regarding publicity needs, fundraising, student organization assistance, appointments, and campus information. Students indicated critical thinking skills were enhanced by having the opportunity to be involved in problem solving situations and development of processes. Students’ involvements and interests in local and global communities include psychology, chiropractic medicine, soccer, pre-med, and student government.

2. Fraternity/Sorority Life (FSL) community.

   a. Critical Thinking Skills: 52% of those that completed the end of the year assessment strongly agreed that they had developed critical thinking skills as a result of their member in the FSL community. This is up 39% from the year before. Members hosted the GAMMA event designed to help members make smart decisions related to alcohol and drugs and participated in a hazing prevention program. The FSL Office hosted a program about ritual. Students were challenged to look past the secret nature of the organizations and find ways to communicate what their rituals are about and how they should be guiding decisions and actions. The Order of Omega’s leadership program challenged members to think critically about the pillars of the community and what they look like in action.

   b. Active Citizens: 58% of those completing the end of the year assessment strongly agreed that they understood they are part of communities beyond UW-L. This is up 39% from the year before. The IFC Summit provided all members to come together to address issues and agree upon action steps.
to move the organization forward. FSL community members completed 5,113 hours of service and $19,300 to various philanthropic efforts. FSL has a dedicated senate seat and encourages members to run for other positions and engage in governance on campus.

c. Value and Embrace Human Differences: 49% of those that completed the end of the year assessment strongly agreed that they had a better understanding, appreciation, and acceptance for the differences in people. Sigma Alpha Epsilon members connected with Campus Climate and discussed ways they and FSL could be more engaged with inclusivity efforts on campus. The FSL community hosted an ALLY training with the PRIDE Center. The FSL community presented a mental health awareness program, partnering with the Counseling & Testing Center. Several FSL members participated in the LeaderShape Institute and Catalyst programs, focusing on social justice driven leadership. The FSL community filled a seat on the Diversity Organization Coalition.

d. Develop Leadership Skills: Participants in the Order of Omega leadership program learned they were values of the community and discussed mentorship/leadership; order/friendship/wisdom/academics; and giving/service. Students attending the WiGreek program learned about topics of interest and value to their organization. FSL members were involved in leadership roles a variety of campus organizations and programs. Two FSL members participated in LeaderShape and three in the Catalyst program. Approximately 47% of the FSL community members participated in their organizations’ national and regional leadership development programs. Two members participated in the NPC Officer Academy.

3. Students on the University Dining Services Committee participated in discussions and provided feedback on improvements needed for student satisfaction with the dining program.

4. Event Support is continuously making progress in critical thinking skills through education and use of these skills by trouble shooting equipment for events as well as learning how to strategically place equipment for the best outcomes for each individual event we work on. Group learning opportunities are offered, discussing and addressing issues that occur at events as a team to make sure we are acting quickly and responsibly to best support each event. Leadership skills are developed by working directly one-on-one with customer as well as students developing learning opportunities for their co-workers through trainings and event scenarios. Event Support students gain knowledge of what to do in emergency situations as active employees within the situation for their well-being and the well-being of our customers. These skills offer student the experience of possible real life situations that they will be able to use in their future careers.

5. Student employees attended an orientation meeting in September where they learned the “ins and outs” of University Centers along with being specifically trained for their designated position. They were also required to attend one staff development workshop on diversity/inclusive excellence with options to attend more.

6. The Racquet staff attended an interviewing/writing workshop was hosted by Advisory Board members and their colleagues. Throughout the year, Advisory Board members read and critiqued articles noting marked writing improvement and the inclusion of quotes from the interview that were conducted.

7. Student Association assessments were very similar to last year, in an effort to start detecting trends that can help us improve performance or highlight excellence. Our findings this year were interesting, with improvements in areas like leadership and inclusion. There were slight declines in the sense of communities outside of UW-L and critical thinking. These are interesting numbers, because the discussion and dialogue from meetings would not seem to reflect that data. Some student comments include:
a. “I've also been promoted to "project coordinator" through my outside job because of the skills I've gained through Senate.”

b. “Working on the UW budget has taught me a lot about how dependent this campus and students are on other agencies. Whether it’s been lobbying or speaking at hearings I’ve been glad to do it on behalf of UWL.”

c. “I have enjoyed moments where identities are pointed out in Senate. It has allowed me the opportunity to step outside my way of thinking. This includes discussions on Voter ID, Ally Training, and on several other occasions.”

d. “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.”

8. The Leadership & Involvement Center used the Professional Skills Inventory to develop and implement LIC learning outcomes for each student employee that relate to the University Centers Learning Outcomes. This assessment is a goal setting system at the beginning of each semester and an evaluation process at the end of each semester based on the goals set. Each of the LIC programs this year had a survey component using Qualtrics. We collected information about time, location, food (if applicable), purpose, and overall feedback about what the participant’s expectations were and whether they were met. Each student attending LeaderShape submitted a reflection paper within two weeks of returning to campus. More complete assessments can be accessed in the LIC annual report.