



21/22

STUDENT AFFAIRS
ANNUAL REPORT

STUDENT AFFAIRS



OUR VALUES

STUDENT LEARNING

We believe learning is a lifelong developmental process.

INCLUSIVE EXCELLENCE

We embrace the value and strength that resides in our human differences.

INTEGRITY AND PROFESSIONALISM

We seek to establish an environment consistent with our values, characterized by openness, compassion, accountability, respect, modeling and appreciation for our students, colleagues and our partners.

INTENTIONALITY AND ASSESSMENT

We strive to create an environment and programs for improving the institution and student learning experience.

STUDENT WELLNESS

We believe that a healthy mind and body are prerequisites for student success.

COLLABORATION

We strive to enjoy our work in a supportive and collaborative setting inclusive of students, faculty, staff and administration.

WHAT WE DO

The Division of Student Affairs enriches the educational experience for students by facilitating personal growth and development. We collaborate with university and community partners to promote student learning, diversity training, cultural competencies, healthy lifestyles and civic engagement.



ADMISSIONS & RECRUITMENT

We create energetic and engaging experiences that exceed expectations to recruit, admit and enroll students. We take good care of people to be successful and reach enrollment targets.

“ The Vanguard Organization and Admissions Office enhanced my college career more than any other club or office at UWL. Giving tours allowed me to build my self-confidence, work ethic, and public speaking skills. I will miss UWL!”

Holly Korfmacher, Madison, Wisconsin



DID YOU KNOW

During 2021-22, Vanguards provided 1,365 campus tours. Campus visitors exceeded 15,000 for the year.

ACHIEVEMENTS

- Freshman and transfer enrollment targets were exceeded; the Fall 2021 freshman class was the largest in UWL history.
- Large campus visit options returned, including five Campus Close-Ups, two Senior Visit Days and Scholar Day.
- More than 700 prospective multicultural students participated in 24 special visits.
- Admissions staff responded to 5,636 questions and comments via UChat – the live chat widget on the Admissions website.
- Family Weekend returned in October 2021 with many families participating in the dessert reception, bingo, bluff hikes and athletic events.

OPPORTUNITIES

- Implement a new scholarship optimization plan
- Review and update the Admissions Office Equity Plan
- Coordinate a January 2023 New Student Orientation & Welcome Week

PLEDGING SUPPORT

Two generous couples expanded the Eagle Apprenticeship program by personally sponsoring two new apprentices each year. This program helps UWL recruit academically talented students while providing freshmen valuable research experience.



DID YOU KNOW

UWL recorded 392 student-athletes with a cumulative GPA of 3.0 or higher in 2021-22. Student-athlete GPA of 3.299 in 2021-22 was higher than the undergraduate student body GPA for 20 out of the last 21 years — and highest in the conference for 17 out of the last 18 years.

ACHIEVEMENTS

- UWL won seven WIAC titles in 2021-22; 18 of 19 teams playing in the WIAC finished in the top 3; UWL earned 95 all-conference first-team honors.
- Women's Track & Field finished as national runner-up at both indoor and outdoor national meets.
- Women's Soccer competed in the Elite 8 round.
- Wrestling won the National Duals.
- 11 UWL teams competed in national championships, including a historic first-round win by Men's Basketball.
- Emma Lawrence was an All-American in two sports — volleyball and a six-time, All-American in track & field.
- Student-athletes in men's track & field put on programming for Afghan refugees at Fort McCoy.
- Gymnastics student-athletes provided free lessons to underserved children at a local high school.
- We celebrated 50 years of women's athletics.

OPPORTUNITIES

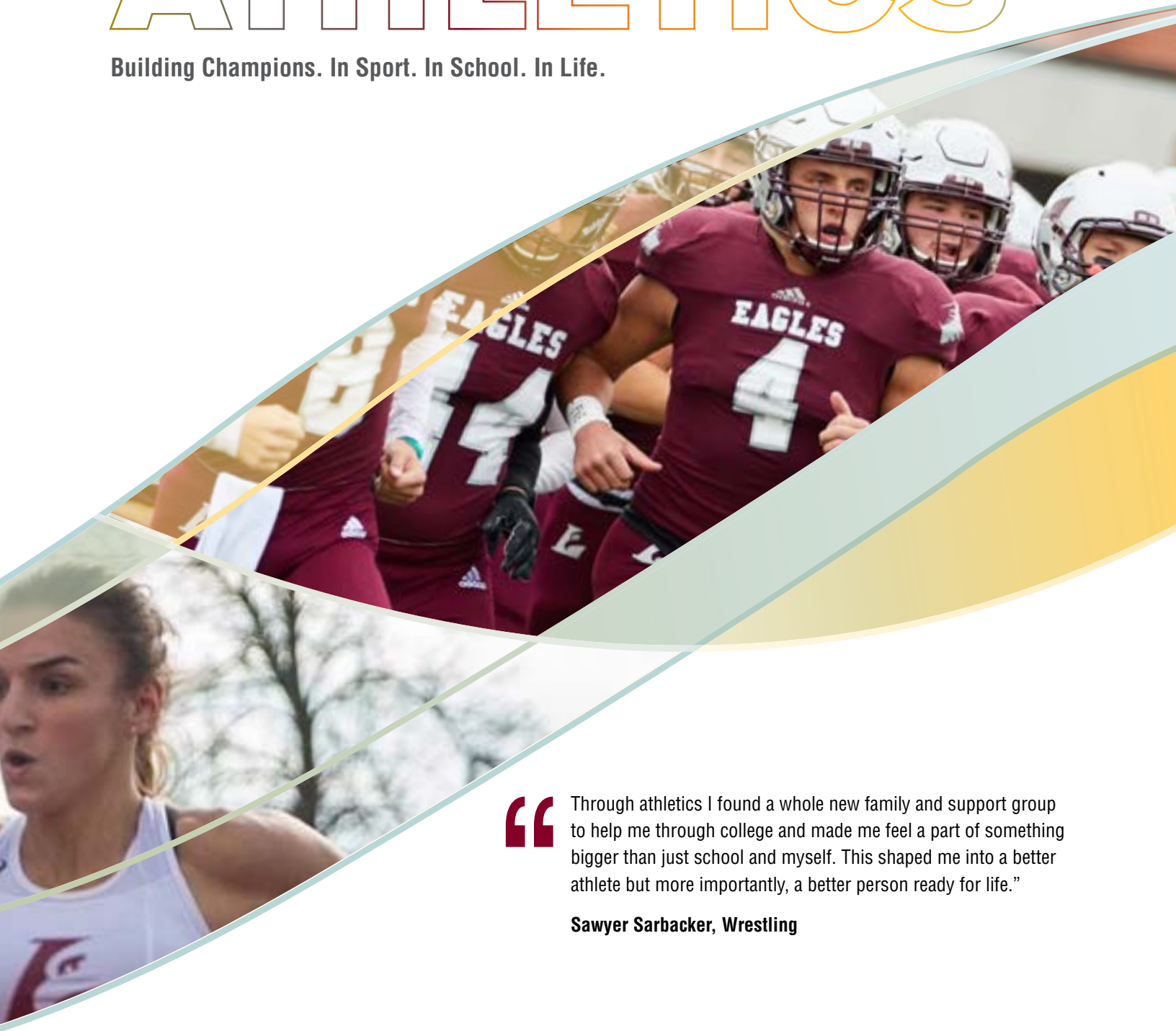
- The new, multimillion dollar fieldhouse will open this year.
- Assistant volleyball coach is paired with a position that will serve to work on health and wellbeing of student-athletes.
- We will partner with Admissions to continue to further efforts in recruiting diverse student athletes.

PLEDGING SUPPORT

UWL Athletics had 586 donors contribute \$104,000 during the 2021 Giving Day — 49.9% of the day's total contributions.

ATHLETICS

Building Champions. In Sport. In School. In Life.



“ Through athletics I found a whole new family and support group to help me through college and made me feel a part of something bigger than just school and myself. This shaped me into a better athlete but more importantly, a better person ready for life.”

Sawyer Sarbacker, Wrestling

CAMPUS CHILD CENTER

We provide quality care and education for children in an environment where all are valued for their unique abilities and ideas.

DID YOU KNOW

We supported six Early Childhood-Middle Childhood Education students with paid internships. Five additional Early Childhood-Middle Childhood Education students completed their final field placement at the center.

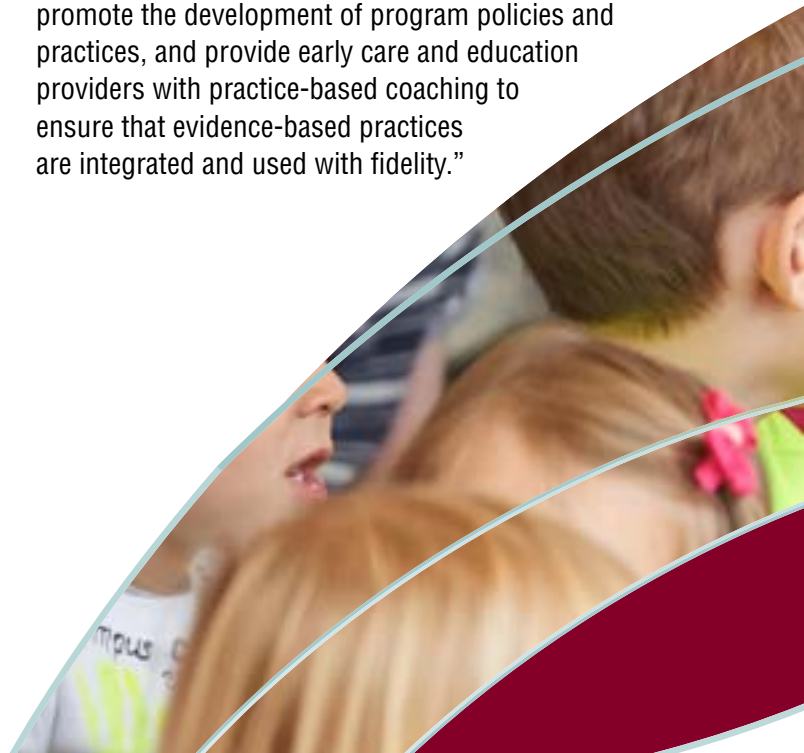
- 69 children from 57 families in the university community were served.
- In addition to six paid interns, the Campus Child Center employed 60 UWL students.

ACHIEVEMENTS

- The Campus Child Center has maintained its national accreditation from the National Association for the Education of Young Children (NAEYC) since 1994. It's one of only two programs accredited by NAEYC within a 25-mile radius of La Crosse.
- The professional staff including director and five teachers has a total of 92 years of UWL service and 100 years of service in early care and education.
- The Campus Child Center applied for and received nearly \$134,000 in Child Care Counts funding through the Wisconsin Department of Children and Families.

OPPORTUNITIES

Campus Child Center professional staff will participate in the Wisconsin Pyramid Model Training – “a framework for implementing a culturally responsive and equitable multi-level system of supports designed to enhance social and emotional competence of young children, promote the development of program policies and practices, and provide early care and education providers with practice-based coaching to ensure that evidence-based practices are integrated and used with fidelity.”



“ I really like being a part of the Campus Child Center team because I feel like I am supported and a valued member of the team. I also feel like we are a team that genuinely loves and cares for all of our students.”

Madie S., Student



COUNSELING & TESTING

We promote students' psychological, academic, social and cultural growth through professional and confidential counseling services; we provide welcoming testing space that provides secure, confidential and dependable assessment services.



DID YOU KNOW

The CTC started offering online scheduling options for several visit types this year.

ACHIEVEMENTS

- The CTC returned to pre-pandemic level service delivery for individual therapy contacts – with 4,200+ individual therapy contact hours.
- The CTC is now a mobile pantry site, offering personal care and food items located in our waiting room.
- Counseling services collaborated effectively with campus partners following multiple campus crises.
- The CTC added a new service option in offering Single Sessions – 100 students self-selected this service.
- The Testing Center successfully transitioned to a new, streamlined test delivery platform with Educational Testing Services (ETS).

OPPORTUNITIES

The CTC was awarded a mini-grant from UW System for a “Social Media Jump Start,” which offers us more opportunities to reach students with timely and accurate information about our services and increase mental health literacy.

“ This counselor helped me clarify my concerns and provide guidance – 95% (agree/strongly agree) I would recommend counseling services to a friend – 94% (agree/strongly agree).”

**UW System Counseling
Impact Assessment Project**



RECREATIONAL SPORTS

We enhance the UWL experience by offering diverse programs, innovative services, growth opportunities and welcoming facilities.



“ I truly believe that Rec Sports is the reason I became the person I am today, as it helped me break out of my shell, grow my confidence..., gain and improve life skills, and meet some of the most amazing people in my life.”

Danielle Weiss '22



DID YOU KNOW

75% of UWL students swiped into the REC during the academic year. 2,904 students participated in intramural sports programming. The new EZONE Esports & Gaming space, which opened Feb. 22, 2022, had 3,454 visits.

ACHIEVEMENTS

- Navigated the end of the pandemic with upward trending participation and the return of traditional programming.
- Developed the Rec Sports Participation Grant Program to reduce financial barriers to participate in paid programming. Rec Sports awarded seven grants, totaling \$484.50. Funding was provided in part by a UWL Parent Fund grant.

- Opened the new EZONE Esports & Gaming space on Feb. 22, 2022, to much buzz. Within one week, the facility already had 209 unique users.
- Commemorated 100 years of play that commenced with the first recreational sports activities on campus in 1922. A historical timeline was developed, and an event drew friends, staff, alumni and their families from near and far.

OPPORTUNITIES

- In collaboration with campus partners, Rec Sports will enhance engagement and provide broader recreation opportunities by opening the new Student Fieldhouse to the broader campus community.
- Rec Sports will develop a marketing and communication plan to enhance engagement and communicate the value of Rec Sports on the many dimensions of wellness.
- Intentional work focused on minimizing the barriers to participation and creating a more welcoming and less intimidating space for the campus community.

PLEDGING SUPPORT

Forty-two donors contributed \$3,315 to the Rec Sports Development Fund during UWL's 2nd Annual Giving Day.

RESIDENCE

LIFE

Residence Life strives to create affirming and inclusive homes for our residents where all people can achieve academic and social success through experiential learning and building meaningful relationships.

DID YOU KNOW

Residence Life received an average of 249 packages/letters per day at the Eagle Mail Center. From Oct. 4, 2021-May 2, 2022, 44,118 packages/letters were received and distributed to on-campus students.

ACHIEVEMENTS

- Student staff within the department achieved an average GPA of 3.4.
- Student employees career preparedness and evidence of co-curricular learning improved by over 60% from September to April as assessed through a partnership with Career Services and their “Eagle Advantage” framework.
- Approximately 85% of residential students who stated having a sense of belonging and connection in the residence halls is important to their experience stated they feel that was achieved this year.
- Residence Life enhanced efficiencies within their data management system, Starrez. Platform hosting was migrated from UWL-premises hosted to cloud hosted. Benefits include: immediate access to new software features and ability to fix bugs/issues. Additionally, a report design module and a package tracking module were implemented.
- We committed to a three-day move-in experience. Students and families provided positive feedback that smaller crowds caused less stress and a warmer welcome. This model will carry forward.

OPPORTUNITIES

- We will complete Phase-1 renovation (updated electrical, fire/life safety systems and remodeled bathrooms with all-gender options) of the Orris O. White Hall and Phase-2 (updated furnishings, paint/floor, and reconfigured basement layout) of Laux Hall.
- We will enhance living learning and faculty engagement experiences within the residence halls.
- We will create an assessment plan to increase opportunities for students to share on-going feedback about the residential experience.

PLEDGING SUPPORT

Nick Nicklaus and Richard Koehler (former ORL Directors) continue to provide deserving student staff members scholarships in their name to recognize service and leadership to the residential students.



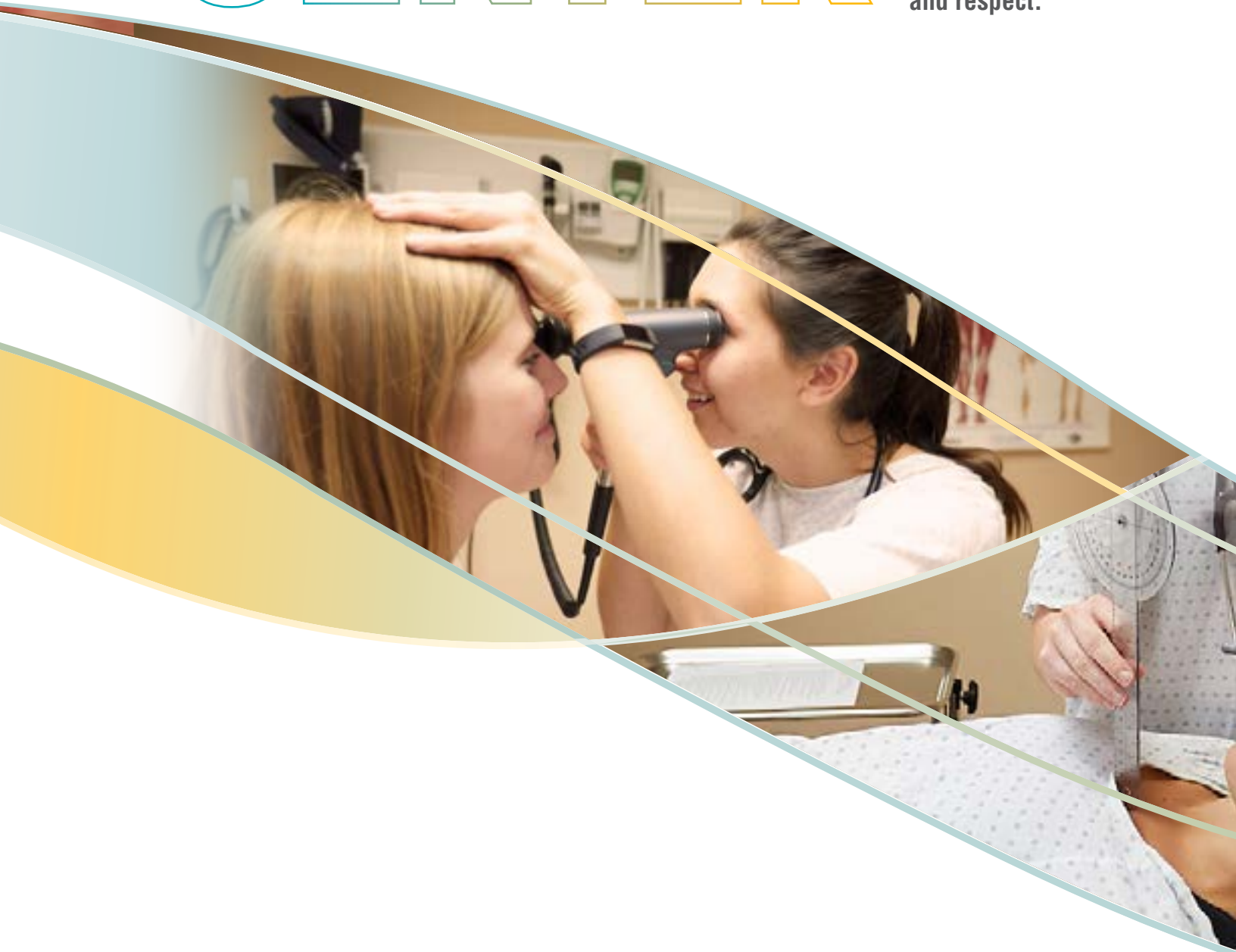
Residence Life has provided me with many great experiences such as: personal growth, friendships, and opportunities. Living and working on campus with Residence Life has been one of the highlights of my college experience!”

Lilly Garrett, Hastings, Minnesota



STUDENT HEALTH CENTER

Provide cost-effective, evidence-based, student-centered healthcare that promotes wellness and academic success in an atmosphere of kindness, inclusivity and respect.



DID YOU KNOW

The SHC is the healthcare provider of choice for UWL and Western Technical College students. We offer all the services of a traditional outpatient clinic, including same day care and on site radiology, laboratory, and physical therapy.

ACHIEVEMENTS

- 12,752 - visits made by students for health and physical therapy.
- 1,850- visits for mental health concerns
- 1,138 - immunizations given
- Formalized 5-year contract with Mayo Clinic Health System to provide clinical operations of the Student Health Center services starting July 1st, 2022.
- Collaborated with Campus-wide COVID Vaccination Campaign and with La Crosse County Health Department to achieve 82% vaccination rate.

OPPORTUNITIES

- Implementation of Mayo Clinic 24/7 Nurse-line service access for students
- Coordinate workflow of UWL/WTC student program health screening requirements (TB skin tests, titers, immunizations, etc.) to optimize student visits
- Evaluate patient/student satisfaction of Student Health Services
- Increase utilization of on-line scheduling



Everyone was super nice and helpful!”

UWL Student



STUDENT LIFE

The Student Life Office serves to support and encourage students' growth and well-being in ways that enable them to thrive. We empower students to share responsibility in the learning process.



DID YOU KNOW

Advocacy and Empowerment sent over 600 initial emails providing absence notifications of students. Often, these emails were supplemented with additional follow-up emails. A total of 2,675 students attended wellness events this past year.

ACHIEVEMENTS

- We created new case types, issues, actions, and tags in Maxient to bolster analytics to better tell the story of Advocacy and Empowerment and what we do.
- Student Court Justices now serve an active role in the hearing process.
- Violence Prevention is working with local establishments to train them in being a Safe Bar.
- Wellness expanded their program library to be able to offer more programs on all wellness aspects.

OPPORTUNITIES

- By May 2023, the Student Life Office, to further educate the campus community regarding services available, will continue engagement in a comprehensive Student Life Office marketing plan.
- By May 1, 2023, the Student Life Office, to increase utilization of its services by students of color and all underrepresented groups, will establish a baseline and assess programs and services to identify barriers of students of color and all underrepresented groups for all of its services.
- By May 31, 2023, the Student Life Office will develop programs and services that adapt to the changing student needs and be more inclusive to all populations, create and implement a comprehensive assessment plan of all units.

“ I have booked a meeting and it means so much to know I finally have someone to talk to. It brings me to tears knowing I hopefully can have a fresh start to things as it's really been a struggle. Again, I thank you so much, more than you know.”

UWL Student



DID YOU KNOW

4,000+ attended the first annual Eagle Fest Sept. 10, 2021, on Badger Street mall.

ACHIEVEMENTS

- We sponsored the first Eagle Fest in September 2021 featuring the Screaming Eagles Marching Band, crafting, Student Organization and department tabling, Drag Queen BINGO, three bands, caricatures, food truck, University Dining-hosted BBQ, and After Party-Headphone Disco.
- New Dining Plans were developed and implemented for fall 2022: Stryker Classic (19 meals per week) and Stryker Deluxe (21 meals per week). A total of 60,848 OZZI Reusable Containers were recycled at the Student Union and Whitney Center.
- Six-Week Engagement/SOAR Involvement program developed a new appealing design for the Stryker email. Stryker communicated 20+ times sharing events and how to get involved. 95% of new first-year students and 82% of second-year students engaged in at least one identified activity during the fall semester's first six weeks.
- We launched the Chancellor's Volunteer Service Award to encourage student volunteerism on campus and in La Crosse — 79 students participated, while 32 were awarded a certificate of completion and a lapel pin for service hours. A total of 3,361 service hours were completed. Overall, we coordinated 10,409 volunteer service hours.
- Our website was redesigned in partnership with University Communications. The Student Union and Dining pages have been revamped with updated new images and easy-to-find information.

OPPORTUNITIES

- The COVE will establish a new set of initiatives and goals with the new associate director of Student Engagement and Leadership, and develop a holistic professional staff team to support the COVE and its functions.
- Our website was redesigned in partnership with University Communications. The Student Union and Dining pages have been revamped with updated images and easy-to-find information. We will continue to build on the success of two recent initiatives: the National Society of Leadership and Success (NSLS), and the Chancellor's Volunteer Service Award to build, improve, grow, and enhance the experiences.
- We will expand Six-Week Engagement Program by using the depth of engagement and participation comparison data over the past two or three years to identify and promote student engagement via non-classroom experiences for the first six weeks of the academic year.

PLEDGING SUPPORT

The Pride Center was one of the first campus offices to hold a crowd fundraiser, raising \$6,621.50 for the Pride Center's Scholarship Account.



UNIVERSITY CENTERS

University Centers serves the community by providing a welcoming environment that facilitates learning opportunities, embraces diversity, and enriches the campus experience. The Student Union is the living room for campus.

“ When I originally joined CAB, it was in the middle of COVID, and I did it to try and meet people and get out of my dorm more. It most definitely helped me get through that time to connect with students around campus and try to bring some normalcy in what was going on...”

Maddy Atkinson
CAB Event Coordinator
2021 & 2022



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LEADERSHIP TEAM



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