





# 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.



## DID YOU KNOW

In 2022-2023, the Admissions Office received and processed 10,792 applications to UW-La Crosse.

## ACHIEVEMENTS

- First-year and transfer enrollment targets were exceeded. The fall 2022 first-year class was the largest in UWL history.
- Vanguardians provided 1,281 campus tours. Total campus visitors exceeded 17,000 for the year.
- More than 600 prospective multicultural students participated in 23 special visits.
- TREK (Transfer Resources and Engagement Kickoff) was launched to help new transfer students successfully transition to UWL.
- New Student Orientation, Family Weekend and Winter Week of Welcome provided numerous opportunities to build connections and establish a sense of belonging at UWL.



## OPPORTUNITIES

- Evaluate admissions policies and practices.
- Review and update the Admissions Office Equity Plan.
- Build support for transfer student recruitment and enrollment.

## PLEDGING SUPPORT

Student Vanguardians volunteered approximately 2,000 hours providing campus tours, assisting with visit programs and helping in the greater La Crosse community.

## MILESTONES:

Alex Wagner-Romero, transfer admissions counselor, earned his Doctor of Education in Higher Education Leadership from Maryville University in St. Louis, Missouri. His dissertation was titled, "Does Inclusivity Matter? A Narrative Study of the Impact of Student Support Services on the LGBTQ Student Experience at Religiously-Affiliated Institutions."



Being a Vanguard helped me overcome my fear of public speaking and connected me with other students and staff! I will miss everyone in the organization and the Admissions Office."

**Davaria Dunson, Milwaukee**



Having the opportunity to compete as a UWL student-athlete is something I will be forever grateful for. Wearing the Eagle 'L' on my chest represents the alumni that came before me, the teammates by my side and the family culture within our teams. Being a student-athlete allowed me to develop strong communication skills, learn how to be an incredible team player and push myself to become better."

**Emma Lawrence, Women's Track & Field**

## DID YOU KNOW

UWL won three national championships in the past year. The women's track and field team won both the indoor and outdoor NCAA titles. The men's track and field team won the indoor championships. The teams visited Washington D.C., in June to be honored at the White House.

## ACHIEVEMENTS

- Won nine WIAC titles in 2022-23. Of the 21 teams playing in the WIAC, 17 finished in the top three. UWL earned 95 all-conference first-team honors.
- Awarded the WIAC All-Sport Award for the fourth consecutive year.
- UWL student-athletes earned 259 athletic all-region or All-America honors during the 2022-23 season.
- Seven teams finished in the top 10 nationally: women's track and field (first in indoor, first in outdoor), men's outdoor track and field (second), gymnastics (second), wrestling (fifth), baseball (World Series), men's cross country (eighth).
- UWL placed 13th in the Directors' Cup Standings, one of seven institutions in NCAA Division III (440 total programs) to finish in the top 40 in all 26 years of the program.
- Student-athlete GPA of 3.340 in 2022-23 was higher than the undergraduate student body GPA for 21 out of the last 22 years.
- UWL student-athletes earned 111 academic all-district or Academic All-America honors.



## OPPORTUNITIES

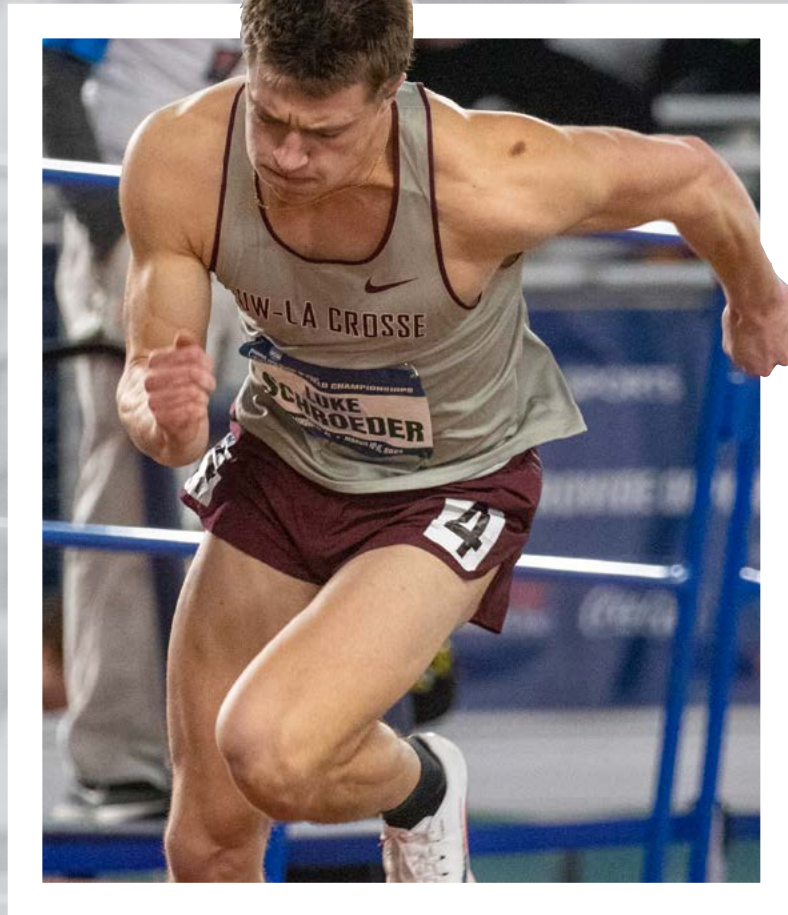
- Implement a more involved game-day environment.
- Host NCAA Division III national wrestling tournament at the La Crosse Center.
- Bring brand audit outcomes to fruition.

## PLEDGING SUPPORT

UWL Athletics had 1,092 donors contribute \$164,600 during One Day for UWL in 2022 – up from 597 donors and \$107,408 in 2021. The more recent total accounted for 47% of the total campus contributions during One Day for UWL.

# ATHLETICS

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



# 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

Campus Child Center's newest director will be the fifth director since the doors opened in 1985.

## OPPORTUNITIES

Campus Child Center will be starting the year with a new director and an additional float teacher. It will also participate in the site visit for accreditation renewal.

## ACHIEVEMENTS

- Maintained national accreditation from the National Association for the Education of Young Children (NAEYC) since 1994. It is the only program accredited by NAEYC within a 25-mile radius of La Crosse.
- The professional staff, made up of the director and six teachers, have a total of 101 years of service to UWL in the field of early care and education.
- Applied for and received nearly \$179,000 in Child Care Counts funding through the Wisconsin Department of Children and Families this year.
- Served 73 children from 63 families in the university community.
- Employed 77 college students as teacher assistants during the 2022-23 school year.





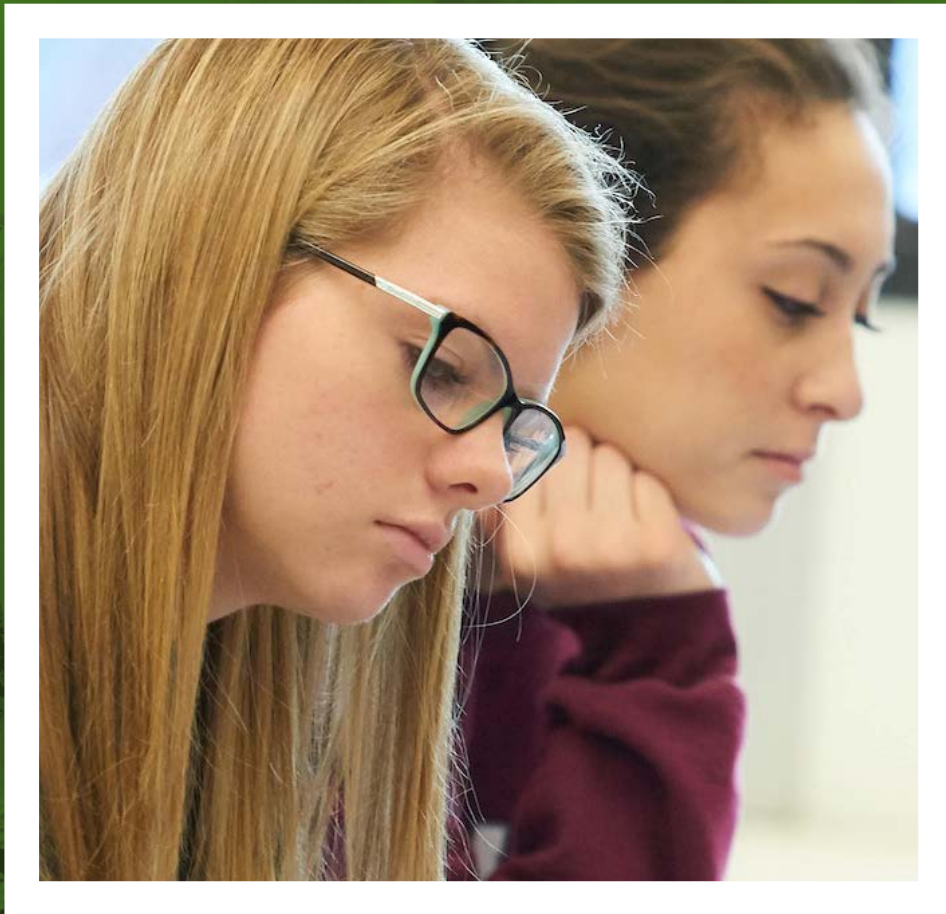
“ In the four years our children have attended the Child Center, we have been very pleased with all aspects. From teachers to student staff, events and communication. It has all been wonderful!”

**Parent**



# COUNSELING & TESTING

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



## DID YOU KNOW

The Counseling & Testing Center (CTC) collaborated with Athletics to provide mental health screenings for all student-athletes participating in the 2022-23 seasons, a total of about 800 screenings!

## ACHIEVEMENTS

- CTC resumed in-person Let's Talk consultation services in collaboration with partners from the Division of Diversity & Inclusion.
- UWL students received expanded access to counseling services, psychiatry, wellness and crisis response, thanks to a UWS telemental health grant active through summer 2025.
- With help from a UWS mini-grant, CTC successfully launched an Instagram account (@uwlctc) to provide timely and accurate information about our services and increase mental health literacy.
- A \$20,000 grant from the Wisconsin Department of Health Services, Division of Care and Treatment services (DHS/DCTS), allowed CTC to provide additional treatment services and pilot a new triage system during summer 2023.
- In-person paper-and-pencil testing for UWS Placement Exams was offered by the UWL Testing Center for the first time since the start of the COVID-19 pandemic.

## OPPORTUNITIES

- CTC is developing a revised protocol for the return of in-house ADHD testing.
- An additional clinician is undergoing training to provide eye movement desensitization and reprocessing (EMDR) treatment to UWL students.
- CTC clinical staff will recommit to groups as a primary treatment modality, including renewed training regarding referrals to group services, marketing of groups and group topic offerings.

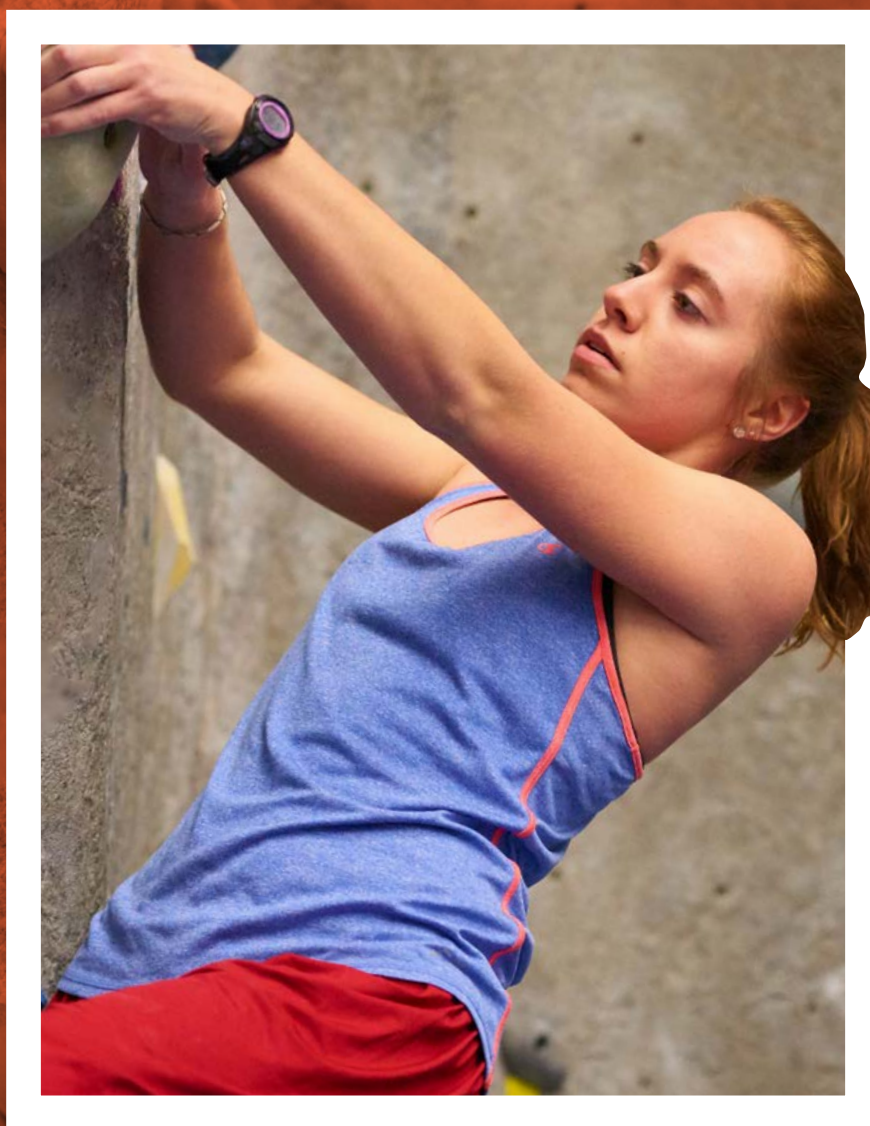
## PLEDGING SUPPORT

An anonymous donor funded two CTC clinicians' training in EMDR therapy, a specialized treatment for trauma and other mental health concerns.



# RECREATIONAL SPORTS

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



## DID YOU KNOW

80% of UWL students utilized Rec Sports programs, services and facilities. Over 3,000 students participated in intramural sports programming.

## ACHIEVEMENTS

- Implemented a redesign of the fitness areas within the Recreational Eagle Center (REC) to make more inclusive and welcoming spaces for people of all abilities. Due to the change, use of the second floor increased by 37%, while use of the strength training equipment specifically increased by 193%.
- Worked with project stakeholders to develop an operations plan for the new Fieldhouse, which led to Rec Sports operations in the new space beginning spring semester with sport club practices and intramural sports programming.
- Participation continued to recover from pandemic lows. Student visits to the REC increased by 14%, climbing wall visits increased by 39% and pool visits increased by 27%. Instructional program revenue doubled, while group fitness revenue increased by 17%.



## OPPORTUNITIES

- In a survey conducted by Rec Sports in fall of 2022, 77% of respondents indicated they somewhat or strongly agree that the REC is overcrowded. Moving forward, Rec Sports will create a plan to address overcrowding in the Recreational Eagle Center.
- Investigate a change to the REC participant apparel policy to create a more welcoming space for all.
- Aim to increase departmental sales by 10%, with a focus on faculty/staff memberships, and operations which are open to the public.

## PLEDGING SUPPORT

One Day for UWL was a huge success for sport clubs! Twenty clubs participated and raised over \$19,000.

# RESIDENCE LIFE

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





UWL ResLife helped me learn valuable skills (personal and professional) and gave me a support system throughout college. I created lifelong connections and friendships that I'll cherish forever."

**Lizzie Noland, Medford, WI**

## DID YOU KNOW

Residence Life staff had over 15,000 significant interactions with residents throughout the year to promote belonging, connection and support.

## ACHIEVEMENTS

- Completed the Laux Hall renovation project, and 95% of residents are satisfied with the upgrades and furnishings.
- Residence Life, Center for Transformative Justice, Diversity & Inclusion, and Title IX facilitated a partnership with the Anti-Defamation League (ADL) to bring the Hate/Uncycled curriculum and initiatives to campus.
- Residence Life and Academic Affairs launched two successful initiatives to enhance the academic mission of UWL:
  - Scholar in Residence: Beyond their appointment within the College of Business Administration, the scholar offered opportunities for meaningful interactions with students within the residential communities to foster intellectual curiosities and academic persistence.
  - Supplemental Instruction (SI) sessions were hosted in the residence halls. SI enhances course content and builds transferable academic skills. Of the students who participated, 80% said they would recommend SI due to achieving a higher grade in the course and developing better skills overall.

## OPPORTUNITIES

- Complete phase one renovations (updated electrical, fire/life safety systems and remodeled bathrooms including all-gender options) to Wentz Hall, as well as phase two renovations (updated furnishings, paint/floor and reconfigured basement layout) to Sanford Hall.
- Assess current gender-inclusive housing options to plan for improvement opportunities in fall 2024.
- Increase recruitment efforts for open student staff positions.

## PLEDGING SUPPORT

During One Day for UWL, donors pledged funds to support the installation of water bottle filling stations on each floor of the halls. As a result, two machines were installed. A crowdfunding campaign will continue the project.

# 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 Student Health Center (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 laboratory and physical therapy services.

## ACHIEVEMENTS

- 11,187 visits made by students for health care (3,948 unique patients)
- 575 visits for mental health concerns
- 1,326 immunizations given
- Converted to outside lab utilization to Mayo Clinic Laboratories, improving quality and turnaround time.
  - 5,458 lab tests conducted
- Implemented student access to Mayo Clinic's 24/7 nurse line.

## OPPORTUNITIES

- Implementation of student access to Mayo Clinic's 24/7 nurse line.
- Coordinate workflow of UWL/Western Tech student program health screening requirements (TB skin tests, titers, immunizations, etc.) to optimize student visits.
- Implementation of new Electronic Medical Record (EPIC), improving interoperability and continuity of care for providers to securely share patient records across different EHRs (EpicCare Link & Share Everywhere).

## PLEDGING SUPPORT

The Student Health Center/Mayo Clinic Health System was able to participate/sponsor several Campus Events:

- UWL Turkey Trot Sponsor, \$750
- Multicultural Student Scholarship Golf Outing hole sponsorship, \$250
- Spring break STI clinic. This is the first year free STI screening was provided before and after spring break. The SHC screened 79 students.



“

I just wanted to say thank you again to the provider that saw me at the health center. She just made a really big impact in my life and I really appreciate that, so thank you so much.”

**UWL Student**



# STUDENT LIFE

The Student Life Office supports and encourages students' growth and well-being in ways that enable them to thrive. We strive to empower students to share responsibility in the learning process and to create a positive learning community.





I loved everything about the BASICS program. I can walk away from the program and confidently say I want to change my ways based on the conversations I had.”

**UWL Student**

## 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

- A new “authorized absence” policy, crafted between Advocacy & Empowerment and Faculty Senate executives, was approved, giving students more of an understanding of attendance expectations.
- Student Conduct provided timely academic integrity prevention and education, especially as it relates to AI technology usage (ChatGPT).
- Violence Prevention brought the “Sex Signals” program to campus to educate first-year students about consent, bystander intervention and risk reduction for college students.
- During the spring semester, Wellness and Health Advocacy reached 1,168 students during programs and events.
- Created a new 3D folder to provide to faculty and staff for the 2023-2024 academic year.



## OPPORTUNITIES

- Create and implement a campus Clery policy.
- Infuse universal design into the office, programs and services.
- Increase awareness of services available within the Student Life Office.

## PLEDGING SUPPORT

Over the past academic year, multiple individuals donated over \$2,100 dollars to help our students in need. During this time, we had 77 applications for the Emergency Fund. Without our donors, we would not have been able to provide support to the students who were approved for the fund.

## DID YOU KNOW

Students performed 16,141 volunteer service hours on campus and in the local community, a 55% increase.

## ACHIEVEMENTS

- University Centers produced the second-annual Eagle Fest in September 2022, featuring live music, games and a student after party featuring headphone disco. The event also included a BBQ dinner hosted by University Dining, as well as food trucks and booths run by student organizations and departments.
- New dining plans were implemented for fall 2022: Stryker Classic (19 meals per week) and Stryker Deluxe (21 meals per week). Approximately 80% of participating students are on the Stryker Classic Plan. Simplifying the dining plans increased student understanding of the dining program, as well as participation. Over 15,000 more meals were served at Whitney Center Main Dining this academic year compared to last year.
- New Student Union vinyl photo/signage were installed throughout the building. These pieces include an Eagle Fest save-the-date window cling, Commuter Lounge signage and a large photo collage outside the UWL Bookstore. In addition, 35 oversized photo prints went up in various areas of the building, including the Game Room on the lower level, the front entrance of the COVE and throughout the University Centers third-floor suite.
- This year, the Election Engagement Team completed eight voter registration drives and promoted three elections (midterms, spring primary and spring general). UWL received the "Voter Friendly Campus" designation this spring from the Fair Elections Center's Campus Vote Project and the National Association of Student Personnel Administrators.

- Through the Six-Week Engagement Program, 93% of new first-year students and 79% of second-year students engaged in at least one identified activity during the first six weeks of the fall semester. Data shows that students who are engaged within the first six weeks of the semester earn better grades and are retained at higher rates.
- This year, 120 students participated in the Chancellor's Volunteer Service Award program. Of these students, 69 completed service hour requirements to receive awards. This reflects a 52% increase in participation and an 18% increase in completion, compared to 2021-22. These students completed a total of 4,353 volunteer hours. In total, UWL students completed 16,141 volunteer hours, a 55% increase from the prior year.

## OPPORTUNITIES

- University Centers, in an effort to support the retention and engagement of students, will complete the development and implementation of the comprehensive student engagement strategic plan. We will then begin to implement programs and strategies to support the plan.
- University Centers will continue to build on the success of our signature leadership and engagement programs: the National Society of Leadership and Success (NSLS), and the Chancellor's Volunteer Service Award, to build, improve, grow and enhance the student experience.
- University Centers will continue to enhance and develop the Six-Week Engagement Program, using data from the past three years to identify and promote student engagement via non-classroom experiences.
- Dining Services will expand the use of BOOST mobile digital ordering to all retail dining locations in an effort to expedite and enhance the campus dining experience.

# 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.





# LEADERSHIP TEAM

**Vitaliano Figueroa**

*Vice Chancellor for Student Affairs*  
149 Graff Main Hall  
vfigueroa@uwlax.edu  
608.785.8062

**Kara Ostlund**

*Dean of Students*  
149 Graff Main Hall  
kostlund@uwlax.edu  
608.785.8062

**Dawn Hays**

*Director of Campus Child Center*  
dhays@uwlax.edu  
608.785.8813

**Faith Bergin**

*Office Manager/Student Life*  
fbergin@uwlax.edu  
608.785.8062

**Crys Champion**

*Director of Counseling & Testing*  
2106 Centennial Hall  
cchampion@uwlax.edu  
608.785.8073

**Kim Blum**

*Director of Intercollegiate Athletics*  
126 Mitchell Hall  
kblum@uwlax.edu  
608.785.8616

**Jeff Keenan**

*Director of Recreational Sports*  
130 Recreational Eagle Center  
jkeenen@uwlax.edu  
608.785.6529

**Jenni Brundage**

*Director of Residence Life*  
1002 Eagle Hall  
jbrundage@uwlax.edu  
608.785.8075

**Corey Sjoquist**

*Assistant Vice Chancellor for Admissions and Recruitment*  
2326 Student Union  
csjoquist@uwlax.edu  
608.785.8939

**Kyle Burke**

*Director of University Centers*  
3228 Student Union  
kburke2@uwlax.edu  
608.785.8882

**Kathryn Oleson**

*Business Manager/Student Life*  
koleson@uwlax.edu  
608.785.8929

**Ben Crenshaw**

*Operations Manager of Student Health Center*  
1056A Health Science Center  
bcrenshaw2@uwlax.edu  
608.785.5104



STUDENT AFFAIRS | **UWL**

*Enriching the UWL Experience*

UWLAX.EDU/STUDENT-AFFAIRS

608.785.8062

