

ANNUAL REPORT

2020-2021

UNIVERSITY CENTERS



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

University Centers Mission

Prepared by:

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Signage throughout the Union encourages safety during spring semester (top left). Students walk by the Student Union Information Center as plexiglass, physical distancing, and masks became the new normal (top right). To combat a high number of positive COVID cases during fall semester, temporary Dining tents were utilized to minimize the spread (bottom left). The Childcare Center visited the Union in April to take a tour and deliver Happy Spring artwork (bottom right).

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A Message from the Director...



Greetings! My name is Kyle Burke, and it is my sincere honor and privilege to have recently been chosen to serve as the sixth Director of University Centers here at UWL! I started on March 1, 2021 and have thoroughly enjoyed getting to know our students, faculty, staff, and especially the dedicated University Centers team.

I recently relocated from Chicago, Illinois, after working at Northeastern Illinois University since 2009 where I most recently served as the Executive Director for Student Auxiliary Services. I have a five-year-old son, Emerson, who will be entering first grade in La Crosse this Fall.

I am grateful to my predecessor, Dr. Larry Ringgenberg, who served in this role for 35 years for his steadfast leadership and legacy of supporting UWL students. Dr. Ringgenberg has had a profound impact on the University Centers department and UWL. It is an honor to assume this role, to become a student advocate on campus, and to lead the department into the future.

As I become acclimated with UWL, I continue to be in awe of the excellent programs and services that University Centers provides to our students and greater UWL community. None of this would be possible without the hard work and expertise of the University Centers team.

This past year we had many staff changes. Four staff have retired: Dr. Larry Ringgenberg-Director, Jaralee Richter-Assistant Director, Karen Cornell-Custodian, and Dean Hall-Custodian. Six staff have moved on to other opportunities: Hannah Skibba-Event and Operations Coordinator, Tracy Machtan-Interim Fraternity & Sorority Life Coordinator, Carol Dejno-ID Card Specialist, Amy Brown-COVE Administrator, Megan Gunderson-Custodian, and Travis Koopman-Custodian. We are grateful that Drea Higgins continues to serve as our Interim Assistant Director for Involvement and Leadership. We hired an Audio Visual Lighting Support Specialist-Cody Organ, Activities Coordinator-Magann Dykema, Program Coordinator-Corey Stilwell, and ID Card Specialist-Ashley Hansen. We continue to address several other current vacancies as we develop an organizational structure that will move us forward and allow us to support students as efficiently and effectively as possible.

The past two years have undoubtedly been some of the most challenging times in recent history. The COVID-19 pandemic changed our world in many ways. The 2020-2021 Annual Report provides an overview of the challenges that University Centers faced due to the pandemic, but more importantly, the report also highlights many of the successes the department experienced over the past year. I am remarkably proud of the tenacity of the University Centers staff, their ability to persevere through extreme circumstances, and of all the successes they were able to achieve. We are well positioned to welcome students in the fall because of their efforts.

As we enter the “recovery” phase of the pandemic and begin to understand what our “new normal” will look like, it is exciting to anticipate a fall semester full of student activities and programs once again. Our team is busy working on many in-person opportunities for students to connect and engage in the campus life experience. One highlight will be a new outdoor festival on Friday, September 10th that will provide all UWL students, faculty, and staff with an opportunity to come together as a community, celebrate the return to being in-person, and to “kick-start” campus activities in an exciting way.

Some of our goals for the 2021-2022 academic year include (but are not limited to): focusing on the engagement of our first- and second-year students, supporting student wellness initiatives, streamlining the promotion of campus activities and events, evaluating the current dining/meal plan program, and looking at the campus experience of our commuter students. As we approach our work towards these goals, it is imperative that we keep the holistic well-being of our students and their success at the forefront of our efforts.

In addition, the University Centers department, and the buildings we operate, will continue to be safe and inclusive environments. We are dedicated to celebrating the diversity of our community in an equitable and inclusive manner.

I look forward to meeting as many of our UWL students, faculty, and staff members as possible in the coming year. I hope to see you in “The U” very soon!

Take good care!

Kyle E. Burke
Director, University Centers

A Message from the Student Association Presidents...

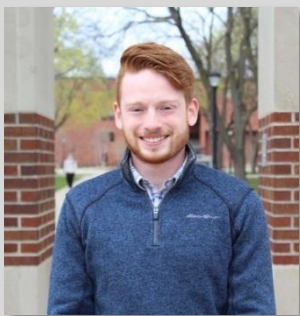


The 2020-2021 academic year presented new and unique challenges for Student Association. Shortly after being elected as President in May 2020, I realized quickly that my focus had to pivot to the health and wellbeing of our campus community during the COVID-19 pandemic. Focusing on the pandemic became a stressful challenge for the Executive Cabinet and the Student Senate because it created added pressure on top of academic stress.

However, the 2020-2021 Student Association persevered during this unprecedented time. Student Senators and Executive Cabinet members stepped up and promoted COVID-19 safe practices and on-campus testing facilities. The Student Association recognized the student need for academic flexibility during a global pandemic and investigated opportunities to help our campus community. We worked closely with our colleagues in the Faculty Senate to allow Satisfactory/Unsatisfactory grading for undergraduate students in the spring and created the addition of break days in the Fall 2021 semester. Another highlight of our year was that Director of Staff Faith Fisher and Inclusivity Director Camoya Evans successfully connected with our community to raise over \$1,000 for the UWL Student Association Women of Color Scholarship. Finally, Student Association had the honor to present the UWL Student Association Higher Education Advocate award to UW System Interim President Tommy Thompson for his leadership and advocacy for students.

I am proud of the 2020-2021 Student Association and their dedication to improving the campus community. I wish President Zwettler and Vice President Cayo the best, and I know they will continue to do incredible things for UWL.

Cate Wiza
2020-2021 Student Association President



This past year has been challenging for students across the country. We have persevered through isolation, fear, and uncertainty. Student organizations struggled with participation and retention throughout the COVID-19 pandemic, and Student Association struggled to actively engage with the student body in a virtual format.

This year, we must work to engage student voices that have historically been ignored. This starts with Student Association providing room on committees for marginalized students, working closely with diversity organizations to adequately address student problems, and effectively communicating problems within the Student Association, campus, and broader community to all students in comfortable and accessible ways. We need to engage as many students as possible in campus decisions to create effective and representative outcomes.

Jared Zwettler
2021-2022 Student Association President

MISSION

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

A place where students gather to create, collaborate, and develop; encourages growth in a supportive and dynamic student-driven environment where all are welcome; provide resources for student organizations.

Custodial Services Mission

The University Centers Custodial Services Department enhances the UW-La Crosse experience by providing a high level of cleaning, safety, and event set-up services.

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.

STRATEGIC GOALS 2020-2021

- Develop and implement ten (10) virtual programs for fall semester which promote student engagement and belonging, as measured by student participation in the programs and their evaluation in their connection to the university.
- Review Reservation Procedures, Student Organization requirements, and the University Dining Program, by October 1 and identify concepts that are considered systemic racism, and implement program changes by November 1, to address these issues, as evaluated by individuals who experience the changes.
- Facilitate programs and services during fall semester which bridge the gap between COVID-19 and the philosophy of the University Centers and the Student Union. Concepts considered are: *The Campus Is Your Classroom*, *The Union is the Living Room of the Campus*, and *University Centers is the Center of Campus Life*. The chosen concept is to be measured by attendance at programs, virtual and in-person, use of the Student Union and Whitney Center, and student comments on their connection to UW-La Crosse.
- University Centers, in collaboration with the Division of Student Affairs and Diversity and Inclusion, and the Student Success Coordinator, will establish a process by September 1, 2020, to identify and promote student engagement via non-classroom experiences for the first six weeks of the academic year for the first-year students.
- University Centers will collaborate with the Student Life Office to develop three (3) programs during fall semester to connect with First Year Commuter Students.

LEARNING OUTCOMES 2020-2021

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:
 - Affirmed skills from working in the Pride Center aided in their personal growth and in acquiring jobs and internships
 - Grew in their presentation skills, facilitation skills, ability to engage in difficult conversations, and supporting and learning new information related to LGBTQ+ identities
 - ii. Participation in our fraternal community, members will excel in academic pursuits, honoring the historical participation in early literacy societies and challenge members to exhibit the highest levels of reasoning, critical thinking, and lifelong learning
 - iii. Campus Activities Board members will facilitate the entire selection of events for a calendar year to present to their peers and campus community. As a result, they will be engaged in the entire process of events selection, contract negotiation, budget management, event logistics, planning, and assessment.
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. Over 20 organizations participated in service projects or volunteer opportunities.
 - ii. 3,793 Hours of Service hours approved on MyOrgs and Ugetconnected.
 - iii. 16 Registered Fundraisers took place this year.
 - iv. 5 new Student Organizations completed the official recognition process during 2020-2021 with 184 registering as active in the fall 2020 semester.
 - v. Fraternal community members engaged in a variety of service and philanthropic opportunities that contribute to positively influence their communities. Many of these opportunities/events were impacted by COVID-19 and numbers for philanthropy are not available at this time due to the cancellation of these events.
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 Fraternity and Sorority Life, 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 UWL LeaderShape Resilience, students will gain skills to be resilient leaders both in their organization and beyond their time at UWL.
 - iii. Campus Activities Board creates partnerships with other campus organizations, departments, and initiatives such as: America's Best College Poet with Campus Climate, The English Department, The

LEARNING OUTCOMES 2020-2021...CONTINUED

Pride Center, Earth Day Events with Green Fund, It Make\$ Cents!, Student Life Health & Wellness Peer Health Educators, Student Association, Students for Sustainability, Rec Sports, University Dining, and University Centers. CAB also created a continuing partnership with Rec Sports for BINGO Nights and other co-sponsored events.

- iv. Students who work in the Pride Center or are engaged in our programs, activities or organizations will be introduced to different sexual orientations, gender identities, races, immigration statuses, abilities, economic statuses, religious/spiritual affiliations, and other underrepresented identities through attending conferences, Pride Center workshops, panels, visiting speakers, movies, trainings and/or checking out books and videos from the Center.
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 in a CAB leadership role developed self-confidence and public speaking skills by serving as a campus leader and official representative of CAB.
 - ii. Students attending virtual and grab & go 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.
 - iv. Students participating in Student Organizations learned how to pivot and revamp their organization meeting structure to embrace virtual meetings, events, and ways of impacting their community, as well as recruit new members when face-to-face options were not available.

AREA	Attendance
Campus Activities Board Events (in person and virtual events and programs)	5,073 <i>(Some virtual streaming attendance was not collected)</i>
Leadership and Involvement Center	1,248
Pride Center (events, panels, presentations...)	5,409 <i>(Some virtual streaming and social media campaigns attendance was not collected)</i>
Union Programming Board (UPB)	Inactive for 2020-2021
TOTAL Event Attendance	11,730
Student Organization members	4,642
MyOrgs reported service hours	3,437
UGetConnected reported service hours	356

GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2020-2021

1. Search for New Director of University Centers: After a delay due to COVID, the Director Search & Screen Committee reconvened in the fall 2020. The committee concluded their work and Kyle Burke was offered and accepted the position in January 2021.

2. “Did You Know” Series: This was the third year of the Diversity and Inclusion Initiative that is permanently displayed on the north entry of The U. The series themes this year for the fall semester featured: Voting Information (*below right*), and Upward Bound (*above right*). Spring semester themes were Black History, and Women’s History. Summer featured Multicultural Student Organizations.



3. Six-Week Engagement-SOAR/Involvement: Efforts to involved first-year students during the first six weeks of the semester were adjusted to virtual and limited capacity due to COVID-19 compliance. We continue to engage students and provide opportunities to experience the involvement community in new ways through the pandemic.



4. Custodial Services: The custodial team took a lead role in fending off COVID-19 by increasing daily efforts to disinfect common touch points along with providing hand sanitizer and promoting good hygiene practices. They also developed a COVID-19 training guide and assembled response teams to decontaminate potentially infected areas. The Whitney Center Dining Rooms were all reset to meet the CDC and Health Department guidelines.

5. Whitney Center Wrap Project: The Main Dining Room and the west end of the concourse were updated and refreshed with new wall graphics and branding (*right*).



6. Whitney Center Dining: Managed menus to adjust for the COVID Dining environment. We began the fall semester inside the Whitney Center Main Dining Room and Badger Street Station. September 10-October 22: moved to serving in dining tents on Coate Field and outside Reuter Hall. October 23: service was moved to Whitney Center concourse. October 28: returned to the Whitney Center Main Dining Room.



7. Dining Services Protocols: Many new safety standards were implemented to meet COVID guidelines as well as cleaning procedures at each Dining location serving station. Protocols were set for Chartwells Associates such as temperature checks and health question checks prior to each shift.

GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2020-2021...CONTINUED

- 8. Quarantine Meals: Produced and delivered meals to students in isolation in Wentz Hall and Candlewood Suites. Deliveries changed daily but hit as high as 90 meals/per day.
- 9. Sensor Faucets: The Green Fund approved the grant request for the installation of touchless water faucets in the restrooms at the Student Union. Switching from manual faucets to sensor faucets will conserve water and energy along with reduced daily maintenance.
- 10. OZZI Reusable Containers: Two Green Fund Grants were received to fund an OZZI vending machine in the Student Union (fall) and Whitney Center (spring). The use of compostable containers was greatly reduced as a result of this purchase. The reusable containers that were recycled through the OZZI (below).

Location	March	April	May	TOTAL
Student Union	2,209*	1,000	505	3,714
Whitney Center	16,227**	7,362	3,556	27,145
	18,436	8,362	4,061	30,859

*The March total for the Union is a compilation of all contains recycled through the machine for the months of September2020-March 2021. **The March total for Whitney Center concourse is a compilation for all containers recycled through the machine for the months of February 2021-March 2021

- 11. BOOST Mobile Ordering: The BOOST mobile app was introduced to the campus. Erbert & Gerbert’s averaged 100 orders a day and Einstein’s averaged 23 orders per day.
- 12. Thanksgiving at UWL: A small contingent of students that were unable to go home for the holiday were served a traditional Thanksgiving Day meal. Games, contests, and a hot chocolate bar were featured.
- 13. Transferability: The transfer hours for meal plan swipes for The Cellar were extended to being available all day. The menu was changed to include some of the student’s favorites from the Grilled It area.
- 14. Murphy’s Mug: Reopened the Mug in the spring; added favorites from the Centennial Coffee Shop which feature Starbucks products and expanded items such as breakfast sandwiches and hamburgers.
- 15. Cartwright Cellar: Reopened the Cellar location in the lower level of Cartwright Center for lunch which featured Jack & Olive sandwiches, salads, soups, and fresh bakery items.
- 16. Catering: Prepared meals for the COVID testing sites for the Health Department and National Guard. Served daily meals for Coulee Region Adult Day Care and Coulee Connections.
- 17. Patio Days: Safely returned to offering Patio Days on the Union Patio.
- 18. New Digital ID: Purchased and promoted a new Digital ID Card, GET My Card, that could be used in the Dining areas. Also facilitated a new design for the student card (right).



GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2020-2021...CONTINUED

19. Card Swipe Mechanisms: Purchased and installed one card swipe device at each of the Dining venues to enable contactless payment.
20. Meal Plan Cancellations: Created and implemented a Meal Plan Cancellation process with Res Life.
21. ID Card/Meal Plan Office: Processed Maroon Dollar carryover from fall to spring semester and credited to student bills (change of policy due to COVID), issued six Block Meals to every campus account due to the two-week shutdown in fall, incorporated a new payroll deduction process for faculty/staff, and implemented the GET upgrade in January 2021.
22. MEA Account: The policy for the miscellaneous email account (MEA) was completed in collaboration with campus partners.
23. Dining Plan Communication: An email was sent in August 2020 to all students on all the Eagle (traditional) and Reuter Plans. Each student received a plan specific (Eaglet, Eagle, Big Eagle, Mega Eagle, Reuter Block, Reuter Flex) information sheet detailing how their plan worked.
24. Reuter Flex Plan: Surveys and small student focus group meetings, led to the understanding that a number of students living in Reuter desired a plan that had some Maroon Dollars in addition to blocks. Holding the price at the same rate as the Reuter Block Plan, the Flex Plan was developed and introduced in fall 2020. An email was sent to all students living in Reuter in early August to introduce the plan and provide the opportunity to change to the Reuter Flex Plan if desired.
25. Late Night Breakfast: Due to COVID, this event took on a new appearance. As students exited the Dining area, they were given a container of homemade donuts with a 'good luck on finals' sticker.
26. Dietician: A total of 55 students registered their food allergies/intolerances with the Dining Services Dietician. The Dietician met with 27 students regarding their allergies throughout the year.
27. Dining YouTube Videos: Developed a variety of videos on Dining services: ID Cards, Dining Plans, Campus Cash, Reservations, and the OZZI Vending Machine.
28. Instagram Takeover: The Dining Services Dietician and interns, participated in the hosting of an Instagram Takeover in March for National Nutrition Month.
29. International Week: The April program "Tastes from Around the World" featured international cuisine during the lunch hours that students could sample. Dishes featured were from China, India, Jordan, Australia, France, and Nigeria. We currently have students on campus from all these countries.
30. Audio Visual Lighting Support: A new wireless controlled lighting system was purchased, and a new PA speaker/sub system was also purchased. In addition to ease of set-up, the system covers a large area while never appearing to be too loud while directly in front of the speaker. A second system will be purchased to enable its use for small scale music groups and for a larger coverage area.

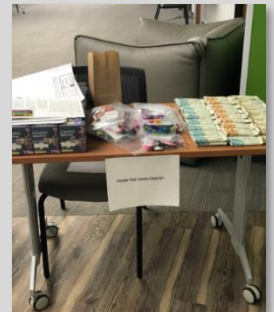
GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2020-2021...CONTINUED

31. University Reservations Statistics:

- Number of bookings in The U: 3,148
- Number of Event Hours in The U: 11,735
- Number of bookings rest of campus (EMS): 1,122
- Number of event hours rest of campus (EMS): 3,029
- Number of bookings per group type (EMS):
 - Academic depts: 258
 - Non-academic depts: 3,867
 - Student Organizations: 123
- Number of bookings in academic spaces: 604

32. Operations: A new Operations Instruction Manual was developed and completed.

33. Campus Food Pantry: During the fall semester we offered pre-packaged food boxes that students could pick up from the COVE, 113 boxes were distributed. In December, we opened the Food Pantry back up with swipe access. We registered 262 users and had 749 swipes during the spring 2021 semester. *The Food Pantry table in the COVE provided snacks & a study break activity during finals. Crafts provided by CAB, snacks provided by the Campus Food Pantry (right).*



34. Campus Activities Board: Continued to program virtually via Zoom, Instagram, Facebook, and uw lax.edu/cab webpage, and saw great attendance in Grab-N-Go Craft Nights. Campus Cinema continued to be hosted weekly on Thursday-Sunday via virtual streaming to all in the UWL community. Our partners at Swank Motion Pictures notified CAB that our virtual streaming services were some of the most successful across college campuses where Swank has a contract. *CAB Grab-N-Go craft bags in Whitney Center was one of our most popular event series of the year (below left). In partnership with The Green Fund, Student Association, and Dining Services, CAB celebrated Earth Day on the Union lawn by offering an in-person outdoor movie featuring the film WALL-E on a new outdoor screen (below right).*



35. Pride Center: Celebrated their 25th Anniversary on the UWL campus. They were one of the first campus offices to hold a crowd fundraiser. The amount of \$6,621.50 was raised from 92 donors! Donations will go towards the Pride Center’s Scholarship Account. Currently there are three scholarships and a fourth one, The Mona Mohns Scholarship, will be added in the 21-22 school year.

GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2020-2021...CONTINUED

36. Pride Center Programming: The Pride Center focused their Spring Programming on QTBIPOC (Queer & Trans, Black, Indigenous, People of Color) identities and needs, and domestic and sexual violence in the LGBTQ+ community. Their first speaker was ALOK Vaid-Mennon who spoke to over 90 people via Zoom. In March we welcomed TRANSparency to speak to campus. TRANSparency consisted of a panel of 3 Trans Survivors of Legislative, Cultural, & Domestic Assault. All of the panelists also were contributors to *Written On The Body*. Our final speaker was Gabby Rivera. Gabby is the author of *Juliette Takes a Breath* and writer of the first Latinx and Queer Superhero America Chavez. These programs helped the Pride Center put more light on the needs of QTBIPOC students, faculty, and staff. This in turn will help us center those needs in our work. *Despite COVID, Rainbow Unity was able to socially distance and take part in the annual Chalk Walk (right).*



37. Fraternity & Sorority Community:

- Delta Sigma Phi once again provided security for Rotary Lights November-January, accumulating over 1,000 community service hours
- Lambda Chi Alpha held a successful food drive in October, collecting 1,221 pounds of food donated to WAFER to combat local hunger
- Sigma Tau Gamma completed 250 hours of community service and raised \$4,260 for Special Olympics through the Ice-Fish-A-Thon and \$400 for La Crosse Area Suicide Prevention through special donations
- Interfraternity Council implemented a coordinated fall recruitment, where all fraternal chapters work collaboratively to provide the best possible recruitment experience for potential members
- Panhellenic Association had a higher retention rate with their fall formal recruitment, even though the process was moved to a 100% virtual format

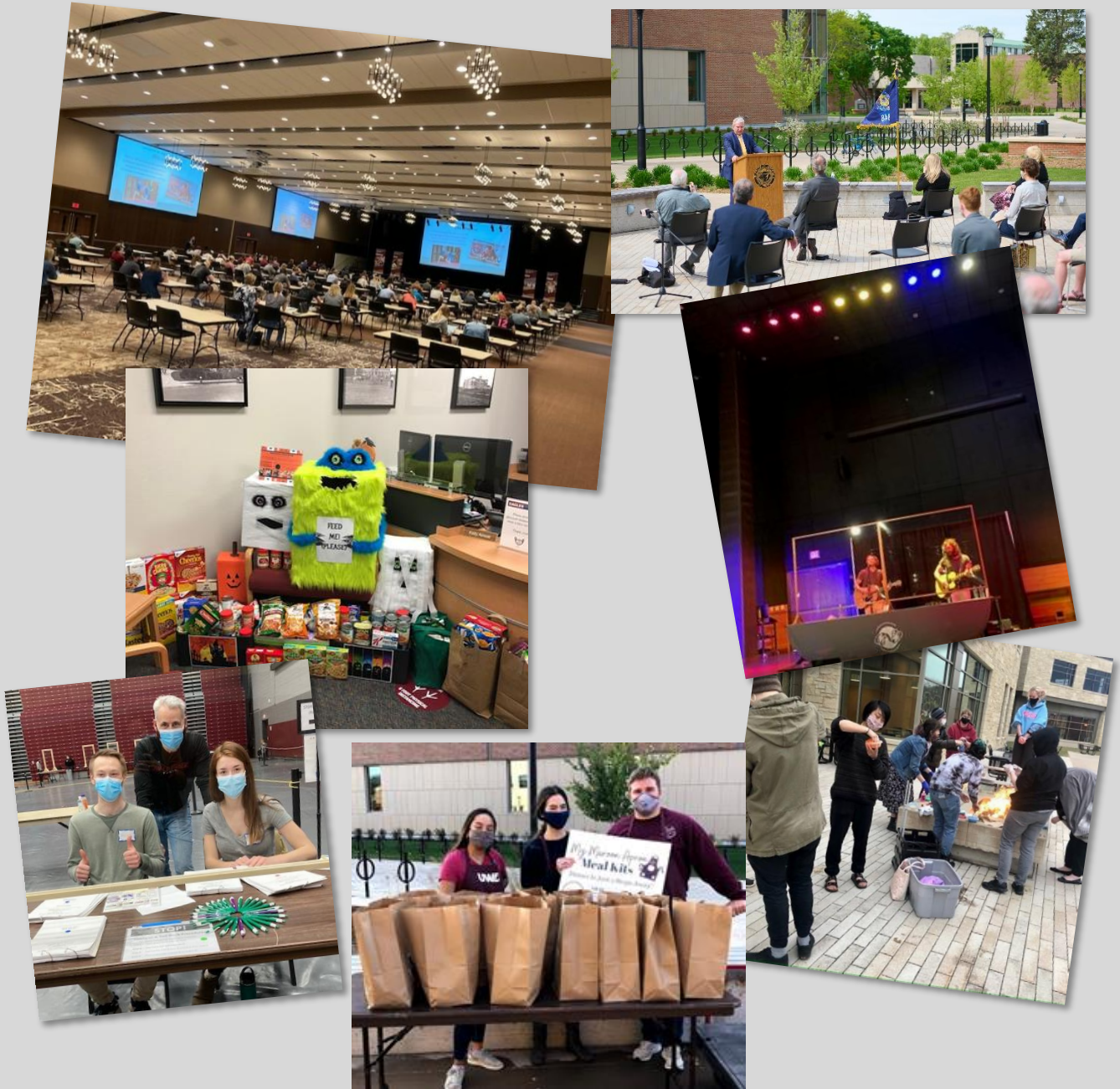
38. Spring 2021 Reactivation Plans: Proposals were developed and approved to allow Student Organizations and departments to begin scheduling meetings and programs with strict health guidelines and safety protocols. This included outdoor programs and tabling, Patio Days, and indoor in-person meetings and programs for up to 10 people.

39. Student Association: The 20-21 ‘Higher Education Advocate of the Year’ was awarded to UW System Interim President Tommy Thompson. “His leadership led the UW System through the COVID-19 pandemic and its challenges,” Cate Wiza, UWL Student Association President, said at the award presentation. “With his knowledge and experience, President Thompson secured the necessary supplies to protect our campus community, and he played a vital role in the creation of community testing and vaccination centers on UW campuses, including UWL” (pictured right are Student Association President Cate Wiza, Governor Thompson, and Vice President Olivia Ahnen).



GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2020-2021...CONTINUED

40. Event & Activity Highlight Photos: (next page clockwise from top left) A Transfer START Program is held in the Union Bluffs Room May 2021; Interim System President Tommy Thompson receives the Higher Education Advocate of the Year Award from Student Association on the Union Patio May 2021, The Icarus Account, a CAB hosted event, performs in the Bluffs April 2021; Transform members making slime around the Union Fireplace spring semester; My Maroon Apron Meal Kits are provide to student during the fall semester, in partnership with The Campus Food Pantry, It Make\$ Cents, Financial Aid, and Wellness; Student Staff and Assistant Director Michael Slevin assisting with November Elections in Mitchell Hall; The Food Pantry hosted a Halloween Food Drive and decorating contest.



CHALLENGES/ISSUES

1. COVID-19 continued to be the largest challenge for many functions and services of University Centers. Several staff worked in the office daily to cover services. Most of the remaining staff continued to work on a rotating basis both in the office and remotely during fall and spring semester to keep the office staffing level low.
2. Due to the AVLS Coordinator and Evening and Weekend Coordinator vacancies, the Operations Assistant Director supervised the Building Manager staff and assisted with limited event needs.
3. Custodial team members experienced many students not following the policy of six feet distancing as well as two people at a table. It was a challenge to prepare the Dining areas where students would be eating, as this was a constantly changing environment.
4. Many students moved from Residence Halls to home, or to off-campus locations, which presented difficulty in determination of refunds. Worked with Residence Life to view lists of students that moved out.
5. Keeping students informed of the constant changes occurring with the Dining program was an issue.
6. Responding to the changes requested where Dining Services were to be provided had to be made swiftly (moving from the Main Dining Room to outside tents). We needed to balance both student and parent expectations regarding food service in relation to the COVID restraints.
7. Only two people remain on the “Did You Know” committee. Research and writing takes time and is easily accomplished with more members. Additional members will also lead to more creativity.
8. The Pride Center was impacted by not being able to be face-to-face in the community. The Pride Center Discord was started by a Peer Educator which provided a life-saving space to communicate 24-hours a day with other Pride Center students.
9. CAB training in a virtual setting hindered group bonding. Training was also reduced due to the lack of capability and in-person events. In the future as in-person events are allowed, the team will have to relearn the event planning process. CAB continues to see low attendance for virtual contracted events such as musicians and comedians.
10. The COVE was impacted by the USA 2 full-time staff position vacancy in spring. In addition, there were limitations on space due to COVID, and student staff illnesses or exposures created obstacles in checking out study room/office space in the COVE.
11. Student Organization leader transitional processes, recruitments, and events were severely affected due to COVID and the inability to meet/gather. This hindered the opportunity to find belonging and interest with their peers.
12. Sororities adapted to virtual recruitment more seamlessly than fraternities. Although sororities experienced a higher retention rate during fall formal recruitment, Continuous Open Bidding (COB) remained a challenge. Fraternities struggled immensely to recruit, even when plans were developed and implemented. As a result, three fraternities did not survive. We are hopeful that one fraternity, Sigma Alpha Epsilon, will return in the fall.
13. Event attendance levels overall are much lower than past years due to cancelled events and students were not able to complete their service hours for classes and organizations.

INITIATIVES/GOALS 2021-2022

1. Review current operational structures and look for ways to create greater efficiencies in both full-time and student staff positions.
2. Assess staffing structure in University Centers, including addressing the staffing vacancies for the Assistant Director of Leadership & Involvement, the Program Coordinator, and the four custodial positions.
3. Assess Dining/Meal Plan Programs currently offered.
4. Support Student Wellness Initiatives including Wellness Weekend in October.
5. Develop the New Fall Festival. The celebratory event concept has been approved for a 1-day outdoor event September 10 that will kick off the return to campus and activate all the outdoor spaces. Features may be including an entertainment tent on the Union lawn, a barbeque, department booths, student organizations, and a performance stage on the Eagle Hall lawn.
6. Continue SOAR/Six-Week Engagement programming with an intentional focus on first- and second-year students during the first six weeks of the semester; this program also works to unify messaging that is publicized about events and where to find pertinent event information.
7. Establish new vendors for custodial supplies meeting new UW-System purchasing guidelines.
8. Update the Campus Cash Policy, and the Refund Policy (when a student withdraws).
9. Develop a program to increase the number of off-campus students purchasing Dining Plans.
10. Create a program of engagement and retention through offering of retail and residential Dining specials.
11. Continue to host Recipes from Home, International Luncheon, and International Week in Whitney Center.
12. Provide options for student with food allergies and intolerances based on population want and need.
13. Renew relationships with campus partners to promote nutrition and wellness to campus community.
14. Encourage students to use the OZZI system and increase usage of the reusable containers.
15. Develop and present 2-3 "Did You Know" themes for both fall and spring semester. Continue to highlight the Student Diversity Organizations during summer. Continue to partner with The Center for Transformative Justice to help guide content and re-engage with University Centers staff to generate ideas and creation.
16. Collaborate with Dining Services to feature one themed dinner during fall or spring semester in the Union Kitchen Classics area.
17. Work with the UWL Food Pantry to have one month of the food collection calendar be devoted to collecting ethnic food items.
18. Continue to revamp MyOrgs student organization database website to streamline and centralize organize resources.
19. Reintroduce MyOrgs, the COVE, and other Student Organization resources. Host the Fall All Recognized Student Organization Meeting to cover important org-related topics. Create videos to enhance users experience with our services and more visual resources and learning tools for new organizations officers to utilize 24/7 on social media platforms.
20. Establish a standard set of COVE hours when LIC and Graphics services are operational.
21. Streamline publicity approvals/registration process to all digital stamps; remove physical stamp.
22. Develop COVE and Student Organization processes and protocol and cross-train staff in various areas to be able to assist each other when needed.
23. Improve advising and supervising Graduate Assistant training and on-boarding. Provide training and resources in-person and virtual.
24. Provide Student Organization Adviser training and resources in-person and virtual.

INITIATIVES/GOALS 2021-2022...CONTINUED

- 25. Increase partnership across campus to unite programming and leadership and service efforts: create an event for all organizations to participate and learn about one another; continue Late Night & Weekend Programming in Union; implementation of BINGO in partnership with Rec Sports; continue free movie programming with Queer Cinema monthly and free movies weekly in The U Theatre; create and implement fraternal and sorority recognition policies and practices; develop more communication in the Fraternity & Sorority community and unify and enhance ownership with what the community stands for at UWL.
- 26. LIC will partner with equity focused offices/organizations to host or co-host two identity-based programs per semester during the 2021-2022 academic year.



University Centers Staff congratulates 2021 graduates during COVID-19!

STUDENT HIGHLIGHTS/TESTIMONIALS

“My favorite memory of working at the Union was being able to spend time with the other employees that work there. I cannot name a single time where I had a negative experience working with someone else at the Union, and in many cases, some of these coworkers ended up being good friends of mine!”
Katie Voet, Bluffs Set-Up Crew & Union Building Manager

“My best memory is definitely those bigger events the Student Union hosted, like the hypnotist and the different banquets. It was so fun to be a part of those events behind the scenes. I also really enjoyed the people I worked with. University Centers brings together so many different people to work for them, so I have for sure made a lot of friends in my employment. Gonna miss working for University Centers a lot!”
Hana Church, Union Building Manager

STUDENT HIGHLIGHTS/TESTIMONIALS...CONTINUED

"I have so many memories from the three years that I have been a part of the big family of University Centers. I would say my best memory is to be there to represent University Centers and able to help with projects or just simply help students with little things like showing how to print, helping a student organization, and taking pictures printing Eagle ID cards."

Vanessa Mbuyi, ID Card Office

"[My fraternity experience has] impacted me greatly. As a person who's been a member since the spring of 2016, I have never felt closer with my brothers because we have experienced this whole new life with school and COVID-19. The ups and downs we've gone through individually and as a chapter have created a greater bond that I haven't experienced in my time as a Sig Tau."

Jacob Dunnum, Sigma Tau Gamma, 2021 Chapter President

"As an incoming freshman in fall of 2020, my college experience was already off to a rocky start. My roommate and I wanted to stay safe, but that resulted in us feeling disconnected from the "UWL community". Joining Sigma Sigma Sigma drastically improved my life during COVID-19. While continuing to be safe, my roommate and I met and grew bonds with members. Even if it is just a FaceTime call, having someone to talk to about anything really helped me escape the never-ending stress of COVID-19."

Emily Young, Sigma Sigma Sigma



Members of the 'Order of Omega Community Clean-Up' volunteer during Greek Week (above)

ALUMNI HIGHLIGHTS/TESTIMONIALS

"Campus Activities Board not only provides events for students and community members to enjoy, but it helps build a sense of belonging and allows people to create new friendships. This organization has a major impact on UWL and its students and in my eyes, it makes the campus a more fun and active place. CAB is special because the team who implements multiple events a week is rather small, but their output is large. CAB has taught me how to be part of a team and how to lead, through listening to others needs and wants rather than just your own. As an Event Coordinator, I learned a lot about creating project plans, event timelines, working with external vendors and marketing communications and the soft skills like empathy, building trust and compassion. Once in the Co-President role, my view of the board and organization shifted. I realized...we work with different departments, student organizations and the campus in general (especially the Student Union). It allowed me to meet people I otherwise would not have and create a sense of home. If CAB has been anything over the last few years, it has been my second home and I will forever cherish the friendships and memories made."


Mackenzie Schieble, CAB President 2019

ALUMNI HIGHLIGHTS/TESTIMONIALS...CONTINUED

"The Pride Center was my safe place and a second home during my time at UWL. I learned more about myself there and with the people around me than I ever could've imagined."

UWL Alum Z.F. (taken from crowdfunding campaign)

HONORS/AWARDS/GRANTS/PRESENTATIONS OFF-CAMPUS

1. **ACUI Region V - Student of the Month:** Lead Student Custodial Assistant-Cara Senn, was awarded the ACUI-June Student of the Month. "Cara has been an essential part of our Union custodial team for nearly 3 years. She has always been an outstanding and rock-solid staff member, but her willingness to step up during the pandemic has been amazing. Cara increased her hours and took on a variety of atypical tasks to assist with our reduced full-time staff. She is a very hard worker who is team-oriented, reliable, detailed, and always in motion, looking for the next thing that needs attention. We could not ask for anything more, and we are so very lucky to have this all-star working with the Union team.
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2. **The Pride Center:** Will Vanroosenbeek presented as the keynote for the Wisconsin State Pharmacology Conference in August 2020. The Pride Center also offered 33 training sessions, and 13 panels.
 3. **Student Organization Grants:** The Student Organizations Committee granted 17 Student Organizations grants.
 4. **Chartwells Weekly:** Chartwells Marketing Intern, Madison Sanborn, was featured in the Chartwells Weekly for her Powered by Plants Calendar. Though created for the UWL Campus, it was shared with corporate partners and they implemented it as a national campaign.



A colorful sunset is the backdrop to the Student Union on a spring semester evening

COME TO THE U...



**GET INVOLVED; ENJOY
YOUR CAMPUS LIVING
ROOM!**