

UNIVERSITY CENTERS



2023-2024
**ANNUAL
REPORT**

The Wing Wall, in the lower level of the Student Union, continues to be a popular photo op location!

Prepared By:

Kyle E. Burke, Director-University Centers

Karen Daniel, University Services Program Associate

CONTENTS

- 3 A MESSAGE FROM THE DIRECTOR
- 4 A MESSAGE FROM THE STUDENT ASSOCIATION PRESIDENT
- 5 MISSION/CORE VALUES
- 6 SMART GOALS 2024-2025
- 6 GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2023-2024
- 16 CHALLENGES/ISSUES
- 17 INITIATIVES/GOALS 2024-2025
- 19 STUDENT HIGHLIGHTS/TESTIMONIALS
- 19 HONORS/AWARDS/GRANTS/PRESENTATIONS OFF CAMPUS
- 20 STUDENT UNION NEW SIGNAGE-PHASE III
- 21 2024 EAGLE FEST “WINGS OF THE YEAR”



Students flock to Eagle Fest 2023 on Badger Street on September 8, 2023 (top left). University Centers & Dining Services staff at the Spring Staff Retreat, January 10, 2024 (top right). Kyle Burke-University Centers Director, Jess Harke-Dining Services Dietician, and Rachel Labeots-Student Union Dining Services Assistant Director are ready to serve students at the fall Late Night Breakfast on December 13, 2023 (bottom right). Students engaging in “Dorm Wars” Trivia Night in the Entertainment Café on April 11, 2024 (bottom left).

A Message from the Director...



Greetings! My name is Kyle Burke, and it is my sincere honor and privilege to serve as the Director of University Centers at the University of Wisconsin-La Crosse. Since joining the UWL community in March 2021, I have grown to appreciate just how special this institution is. From our dedicated faculty and staff, to our passionate and committed students, UWL is a remarkable place to learn, grow, and thrive.

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. Together we have accomplished great things over the past year and have exciting things planned during the year to come. My sincerest appreciation to each member of the University Centers team for all your hard work and dedication.

This past year we had a few staff changes. One staff member has retired: Gary Ellis-Event Set-Up Coordinator. I congratulate Gary on his retirement and thank him for 13 years of service. Two staff have moved on to other opportunities, Casey Moran-Union Custodian, and Sharpray Madison-Union Custodian. I thank them for their service and wish them well in their next career endeavors. We also welcomed a few new staff members including Lizzy Haywood-Associate Director for Business and Dining Operations, Kyle Hutson-Program Coordinator for Student Organizations, Jamie Henk-Communications Specialist, Hayley Harnden-Event Services Manager, and Michele Rolan-ID Card/Meal Plan Specialist. We also hired two new Student Union Custodians: Jeanna Good and Matthew Gaworski. Welcome to the University Centers team, we are glad to have you here.

Throughout this annual report you will find an overview of our goals, accomplishments, points of pride, as well as challenges that were faced during the 2023-2024 academic year. A few of our highlighted achievements over the past year include:

- Produced the third annual Eagle Fest which saw over 6,000 student, staff, faculty, and local community attendees
- Engaged 94.5% of new first-year students and 80.6% of second-year students in at least one activity/program/service during the first six weeks of the fall semester
- Continued to develop our signature programs, including: the Chancellor's Volunteer Service Award program and the UWL chapter of the National Society of Leadership and Success
- Assisted with the development and implementation of the Eagle Excellence in Leadership Awards
- Students performed 16,377 volunteer service hours on campus and in the local community
- Reached a milestone of over 89,000 OZZI reusable meal containers used at the Student Union and Whitney Center
- Launched our re-branded Stryker's Café and opened a new student owned/operated dining concept: Sparks Smoothies

Some of our goals for the 2024-2025 academic year include: continuing our efforts to focus on the engagement of our first-and second-year students, developing a three-year student engagement strategic plan, continuing to develop new campus traditions, and to build upon our initiatives to engage our students in campus activities, programs, and volunteer service. 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.

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

We are excited to be hosting the fourth annual Eagle Fest on Friday, September 6, 2024. You won't want to miss this UWL tradition!

As always, we hope that you will get involved in the many programs and services that we provide and take time to enjoy your campus living room. 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 President...



It has been a privilege and a pleasure to serve as the Student Association President for the 2023-2024 term. This past year provided us with many challenges and even more exciting opportunities. Through dedication and collaboration, Student Senate passed numerous resolutions that solidified our plans to continue enhancing involvement in our campus community. We worked hard to foster relationships with administration and departments across campus. These relationships allowed us to advocate for students in a variety of conversations and learn how to best support the departments and individuals that support students. Spring semester was full of policy review (bylaw changes!) and exciting ideas that led to many unique initiatives through resolutions. In supporting and advocating for students, we all learned, connected, and left impactful changes that will continue into next year and beyond.

I am honored to have been re-elected to serve again as President for the upcoming 2024-2025 academic year. Looking into next year, we are excited to have the opportunity to build relationships with the new administration and continue our shared governance work on campus and within the Universities of Wisconsin. The 2024-2025 year will be exciting as we continue efforts towards a more sustainable, connected, and wellness-focused campus community. With the upcoming budget cycle for the State of Wisconsin, we plan on prioritizing our continuous efforts to advocate for Prairie Springs Phase II. Through tabling, events, and social media, we hope to foster a place for students to get involved, ask for help, and share ambitions. We look forward to seeing what the year brings and working hard to advocate for and support students.

Emma Latus

2023-2024 and 2024-2025 Student Association President



2023-2024 Student Association

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.

Leadership & Involvement Center Mission

The Leadership and Involvement Center envisions a campus where students lead purpose driven lives by engaging in activities that promote lifelong, active citizenship, personal well-being, and professional growth. We are dedicated to engaging students in leadership, involvement, and service opportunities.

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.

Sustainability Mission

The University of Wisconsin-La Crosse will provide students, faculty, staff, and the community with the knowledge and skills to be environmentally responsible and involved citizens who understand and consider the global effects of their actions and the actions of others. The University will strive to use and implement sustainable best practices while minimizing its carbon footprint.

Pride Center Mission

The Pride Center provides education, advocacy, outreach, support, and resources for UWL LGBTQIA+ students, faculty, staff, and their allies. We work collaboratively to improve the campus climate and to foster a sense of belonging for all LGBTQIA+ students, faculty, and staff.

CORE VALUES

- **Leading to Serve:** We engage in activities that serve the goals and best interests 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.

SMART GOALS 2024-2025

- **Goal 1:** By July 2025, University Centers, in collaboration with campus partners in Student Affairs, Diversity & Inclusion, and Academic Affairs, will develop and implement a 3-year campus-wide Student Engagement strategy.
- **Goal 2:** By June 2025, University Centers, in collaboration with the Division of Student Affairs and the Chancellor's Office, in effort to establish a new campus tradition and to further develop and support our students' affinity to UWL, will create and implement a Convocation ceremony experience for our Fall 2025 first-year students.
- **Goal 3:** By September 2024, University Centers, in collaboration with University Dining, The ACCESS Center, and Facilities Management, will launch "The A9 Eatery," a pilot program focused on enhancing UWL's support of students needing accommodation for food allergies, strengthening students' dining experience satisfaction, and supporting recruitment with a premier dining service.
- **Goal 4:** By August 2025, University Centers, in collaboration with Records and Registration, Athletics, Campus Recreation, and Information Technology Services, in effort to improve and streamline the reservation process, will assess current reservations/scheduling platforms to determine the feasibility of a shared platform between Records and Registration and University Reservations. If a shared solution is not available, University Centers, in partnership with key personnel, will choose and implement an event scheduling platform based on the feature set, initial cost, and ongoing operational costs.

GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2023-2024

1. **Eagle Fest 2023:** The third annual Eagle Fest was held on Friday, September 8, 2023, on the Student Union Lawn, Badger Street Mall, Drake and Eagle Fields. The anticipated event is the major activity to kick-off the start of the new school year. Eagle Fest featured three



musical performances by Emma Jude, Grayson DeWolfe, and Good Morning Bedlam.

The event also featured the Screaming Eagles Marching Band, booths by student organizations and

departments, inflatables, yard games, Drag Queen Bingo, caricature artists, face painting, trivia, swing dancing, crafts, free popcorn and cotton candy, photos with Stryker, a BBQ dinner hosted by University Dining, and four food trucks (Five Star Eggrolls, Betty's Tacos, Jean Luc Crepes, and Schindoggies). Total attendance exceeded 6,000. Eagle



Fest is for the entire UWL community of students, faculty, staff, and families! *Stryker leads the Screaming Eagles Marching Band (top right). Students begin to flow down the mall to celebrate Eagle Fest (left).*

2. **Student Union Signage:** Phase III of the signage initiative was completed. Three major areas received new signage identification: the Student Union exterior entryway on the north side facing Farwell Street, the rebranded Dining area of Stryker's Café on the first floor (formerly Kitchen Classics), and The Bluffs individual ballroom names; Cliffwood Bluff, Miller Bluff, and Grandad Bluff (*see page 20 for photos*).
3. **Student Employment:** University Centers employed about 80 student employees that serve in various roles in the University Centers Administrative Office, Reservations, Audio Visual Lighting Services, Dining Plan/ID Card Office, Custodial Services, Information Center, COVE Graphics, Bluffs Set-Up, Leadership & Involvement Center, Building Management, and the Pride Center.

GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2023-2024...CONTINUED

4. **TrafSys Union Traffic Data:** Overall Student Union building traffic count comparison between the 2023-2024 year (period 2) and the previous year of 2022-2023 (period 1) displays over 974,000 visitors in the U! (below top chart). The two-day WIAA State Track Meet building traffic count comparison between the 2023-2024 year (period 2) reflects a decrease due to pleasant outdoor weather and less foot traffic. See traffic count in comparison between Period 2-June 2024, and the previous year, Period 1-June 2023 (*below bottom chart*).

Period 1: 5/28/2022 to 5/29/2023			
Period 2: 5/30/2023 to 5/30/2024		YEARLY TRAFFIC DATA	
Location	Period 1	Period 2	Gain/Loss
East Entrance	276,856	288,010	4%
North Entrance	225,131	243,603	8%
West Entrance	449,321	443,221	-1%
Total	951,308	974,834	2%

Period 1: 6/1/2023 to 6/3/2023			
Period 2: 5/30/2024 to 6/1/2024		WIAA STATE TRACK MEET	
Location	Period 1	Period 2	Gain/Loss
East Entrance	6,942	4,221	-39%
North Entrance	2,390	2,229	-7%
West Entrance	2,001	1,344	-33%
Total	11,333	7,794	-31%

5. **Sustainability:** The Student Union Drift Cycle Station saw a 50% increase in ridership from 2022, from 600 rides to 900 rides, and the Whitney Center Drift Cycle Station in its first year of operation saw 500 rides. MTU ridership is also up 10,000 riders from last year. Assisted in the organizing and



implementation of Robin Wall Kimmerer’s visit to campus as the 2024 Prairie Springs Distinguished Lecture Series Event. Over 800 people attended the lecture in person (150 online)! The second year of Earthpalooza had a great turnout and was a fitting UWL celebration of Earth Week. Organized and implemented in collaboration with Habitat for Humanity for the first Reduce, Reuse, Reimagine (Dumpster Diversion Program) which diverted 18,000 pounds of usable goods from the landfill. Hosted the annual Universities of Wisconsin Sustainability Annual Meeting at UWL. Over 80 staff, faculty, and students from across the UW attended. Implemented a Whitney Dining Center food waste measurement and education program and saw a reduction in post-consumer food waste generated from roughly 4 oz per student/per meal to 3 oz per student/per meal. Hosted a Public Health Student for their Preceptorship 40hr a week internship. Instagram followers on the @uwl sustainability account grew by more than 25% over the course of



the academic year. *UWL Sustainability Team outside of the Green Fund Office in the COVE: Travis Key, Andrew Ericson-Sustainability Program Manager, Keila Kittelson-Intern, Cass Ziegler, Grace Lopez Johnson, and Hillary Haarstad (above right). Staff and Graduate Students from University Centers celebrate Car Free Week by taking the MTU downtown for lunch (above left).*

GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2023-2024...CONTINUED

6. **Six-Week Engagement-SOAR/Involvement:** The Six-Week Engagement Program at the University of Wisconsin-La Crosse is a collaborative effort between the Divisions of Student Affairs, Diversity & Inclusion, and Academic Affairs that tracks participation of first-year and second-year students in a number of events and activities during the first six weeks of the fall semester. Students engaged during the first six weeks of the semester are achieving higher GPAs and are retained at higher rates than those students who are not engaged during the same time period.

In fall 2023, over 4,200 first-year and second-year students attended at least one event or activity. 94.5% of first-year students and 80.6% of second-year students were “engaged” in at least one event/activity. On average, engaged first-year students participated in three (3) events/activities, while second-year students participated in two (2) events/activities. We also discovered that on average, engaged students are members of two (2) Recognized Student Organizations.

Comparison of Academic Outcomes:

Average Semester GPA			
		“Engaged” Students	“Not Engaged” Students
Fall 2023	First-Year Students	3.15	2.62
	Second-Year Students	3.19	2.85
	Overall	3.17	2.80
Fall 2022	First-Year Students	3.22	2.64
	Second-Year Students	3.25	2.98
	Overall	3.18	2.88

Table above shows mean GPA of “engaged” and “not engaged” students after the fall semester. Data from both the Fall 2023 and Fall 2022 cohorts are reflected. For both cohorts, average GPA is slightly higher in the group of “engaged” students.

Comparison of Retention Rates:

Retention to Fall 2023			
		“Engaged” Students	“Not Engaged” Students
First-Year Students	Retained to Fall 2023	85.7%	77.2%
	Not Retained	14.3%	22.8%
Second-Year Students	Retained to Fall 2023	90.4%	85.7%
	Not Retained	9.6%	14.3%
Overall	Retained to Fall 2023	87.6%	83.2%
	Not Retained	12.4%	16.8%

Table above shows retention rates for students who were part of the Fall 2022 engagement analysis. For both first-year and second-year students, those who were engaged in Fall 2022 were more likely to be retained to Fall 2023. Notably, 85.7% of first-year “engaged” students were retained to Fall 2022, compared to only 77.2% of first-year “not engaged” students.

GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2023-2024...CONTINUED

7. **Eagles @ Nite:** Fall 2023 saw the implementation of a new weekly program sponsored by University Centers. Eagles @ Nite happens every Friday evening, 7-10pm in the Union, and has a wide range of programs. This past year included Trivia Nights, Live Band Karaoke, Hobby Night, Fall Fest, and many more. We saw attendees at every Eagles @ Nite this past year. We are starting to have students recognize the brand and see interest in a programming slot that had been left unfilled. Eagles @ Nite also had the opportunity to partner with several organizations and departments including Campus Activities Board, Tabletop Gaming Club, Leadership and Involvement Center, International Student Organization and International Education, Latin American Student Organization, Campus Recreation, Interfraternity Council, The Pride Center, and more! *Stryker with members of LASO at the Eagles @ Nite Fall Fest, October 2023 (right).*



8. **UWL Student Leadership Summit:** The Leadership & Involvement Center developed and facilitated the inaugural UWL Student Leadership Summit in February 2024. There were 30 students attending a variety of sessions. *The Leadership and Involvement Center Staff at the UWL Student Leadership Summit: L-R Maiya Nate, Kaytlin Nething, Rachel Diede, Emily Babcock, Kyra Lange (right).*



9. **Chancellor's Volunteer Service Award:** There were 151 students who participated in the Chancellor's Volunteer Service Award program. Of these, 98 students have completed the service hour requirement to be recognized. Collectively, these students provided 5,853 hours of service to our local community. *Chancellor's Volunteer Service Award 2024 Eagle Achievement, with Vice Chancellor Vitaliano Figueroa, Ellie Matejka-2024 recipient, Interim Chancellor Betsy Morgan (right).*



10. **National Society of Leadership and Success (NSLS):** 429 students joined the UWL Chapter of the NSLS this academic year, and 254 (59%) have been inducted. This is a 32% increase from the 2022-2023 academic year, and a 15% increase from the 2021-2022 academic year.
11. **Election Engagement Team:** The Election Engagement Team had two Campus Vote Project Democracy Fellows. As a team, we completed 2 voter registration drives and promoted three elections (Midterms, Spring Primary, and Spring General). We met with the La Crosse League of Women Voters, City Clerk's Office, Division of Student Affairs, University Centers, Residence Life, and University Communications. In May 2024 we submitted our 2024 Campus Action Plan to be a Voter Friendly Campus.
12. **Civil Discourse Program:** This cross-campus initiative educates on Civil Discourse which can be defined as conversations in where there is a mutual airing of views in a respectful manner. Events hosted by the Civil Discourse Program Committee include panels with educated individuals and roundtable practice with trained facilitators. The goal is for students to learn and practice this important skill and carry it on to conversations in classes, among friends and family, and in their professional careers.
13. **Eagle Excellence in Leadership Awards:** University Centers assisted with the creation of the inaugural Eagle Excellence in Leadership Awards ceremony, presented by the Division of Student Affairs. This ceremony acknowledges and pays tribute to our campus's student leaders. We are privileged to witness our students taking the lead in diverse roles. These awards are designed to create a moment of reflection, appreciation, and gratitude for the exceptional contributions made by student leaders who enrich our campus daily. The awards ceremony was held on May 2, 2024.



GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2023-2024...CONTINUED

14. **Recognized Student Organizations:** University Centers hired full-time Program Coordinator Kyle Hutson for Student Organizations who serves as a resource and point of contact for Recognized Student Organizations (RSOs) for questions on policy, procedures, fundraising, and more. This position oversees the annual registration process for RSOs along with fall Officer Training, the MyOrgs platform, and orientation for new student organizations. *Students enter the COVE (below).* Other Student Organization statistics:

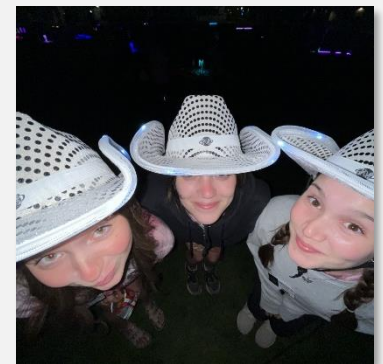


- **16,377** Hours of Service approved on Ugetconnected and My Orgs (4,702 more hours were logged on Ugetconnected, as student are moving towards this platform)
- **675** events (meetings/speakers, events) hosted by over 100 organizations
- **63** Fundraiser Registrations were approved
- **20** new Student Organizations were recognized
- **80** Printing Projects were approved (t-shirts, miscellaneous apparel, and merchandise/swag)
- **8** Regalia/Stole Requests approved
- **19** applications were received for a Student Organization Grant, **14** were approved for a total of **\$24,746** in grants

15. **Campus Activities Board (CAB):** Campus Activities Board (CAB) went through a lot of changes this past year and took many of them in stride. The returning team in the fall took on a new programming format, switching from 4-5 programs a week to 1-2. This allowed for student staff to feel that programs were more manageable and able to put more time and consideration into the events, resulting in more creative programming and increases in attendance. At the end of the fall semester, CAB hired a completely new team of students (just one returner) who took this newly revised programming model and saw



increased success. This resulted in the implementation of a weekly lunchtime program, co-sponsorships for Eagles @ Nite, and overall, more variety in events. CAB also took on a much larger role for Spring Spectacular and saw one of the highest turnouts for that annual event so far. CAB continued partnerships with other organizations, departments, and initiatives, such as: Sample the City and Volunteer Fair with the



Leadership and Involvement Center, Eagle Fest, Night on the Slopes with Campus Recreation and Outdoor Connection, Rocky Horror Picture Show with The Pride Center, and Pamela Rae Schuller with DREAM. *2023 CAB Team with Hypnotist Chris Jones during New Student Orientation Weekend, L-R: Madeline Kohn-Advisor, Rachel Diede, Maddy Atkinson, Chris Jones-Hypnotist, Ros Filippelli, Kyler Miller, Camryn Severson (above right.) 2024 CAB Team Members showcasing light-up CAB Cowboy hats that were a giveaway at the GLOW party, L-R: Avery Kehoe, Rachel Diede, Megan McMunn (below right). CAB Team at NACA 2024 in Des Moines, IA, L-R: Erica Steinmetz, Julia Davis, Avery Kehoe, Rachel Diede, Megan McMunn, Madeline Kohn-Advisor, Gifty Amedoda-Graduate Advisor (above left).*

GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2023-2024...CONTINUED

16. **The COVE Graphics Garage:** Our COVE Graphics team had a busy year managing over 100+ invoices totaling over \$4,000 in sales on items such as posters, flyers, and buttons. They registered 279 posters for physical campus bulletin boards. Graphics also added stickers as a new service with the addition of Cricut! These stickers are customizable, waterproof, and great additions to water bottles, notebooks, folders, and more! Since adding this new service in the spring semester, Graphics made over 250 stickers! The Graphics team helped roll out the new Student Org Spotlight Series on the COVE Instagram. This weekly series updates every Sunday with a spotlight of an organization on campus by sharing the organization’s mission, meeting times, upcoming events, and photos from the events. One of our year-long projects has been collecting and updating student organization logos to keep our Student Organization Catalog up to date for our current and potential new students. Our team has also been working on keeping an accurate record of bulletin board listings for campus publicity. *COVE Graphics Designers Josie Bartol, Erin Beacom, and Kaytlin Nething (above right).*



17. **The Leadership & Involvement Center:** There were 1,747 attendees at LIC- sponsored events and programs. The LIC sponsors various Leadership Programs: UWL Student Leadership Summit, EagleLEAD, and National Society for Leadership & Success. They also offer Involvement Programs: Involvement Fair, and the Sample the City & Volunteer Fair. There are also volunteer and services opportunities: Ugetconnected, Chancellor’s Volunteer Service Award, UWL Day of Service, Make a Difference Day, and Blood Drives (484 units of blood collected this year).
18. **Union Social Media/Instagram:** The Student Union Instagram gained 263 followers in 2023-2024. Our top four posts of the year on the Student Union Instagram were:

<p align="center">Stryker Eagle Fest Recap</p> <p align="center">Likes: 144 Reach: 951 accounts (15.5% non-followers)</p>	<p align="center">Student Union Halloween</p> <p align="center">Likes: 121 Reach: 943 accounts (10.1% non-followers)</p>	<p align="center">Spring Spectacular Recap</p> <p align="center">Likes: 112 Reach: 703 accounts (5.4% non-followers)</p>	<p align="center">Glow Party</p> <p align="center">Likes: 121 Reach: 1,510 accounts (53.4% non-followers)</p>
--	---	---	--

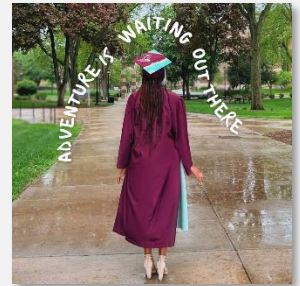
The Student Union Instagram also started multiple successful socials series during 2023-2024. Our Student Employee Appreciation week posts were well received as well as Events in the U, and the Floors of the Student Union series. Events in the U is a weekly series where we share all public events in the Union for students to attend. The Floors of the Student Union series was started to educate people on what every floor in the U has to offer. The Student Employee Appreciation week series highlights both past and present students.

GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2023-2024...CONTINUED

The COVE Instagram gained 179 followers during 2023-2024. The top four posts of the year on the COVE Instagram were: Chancellor’s Volunteer Service Award (below left), the Chalkboard Wall, Welcome Back Student



Staff, and the Congratulations Graduates post (below right). This year, the COVE Instagram worked on supporting student organizations. One way that we did this was through COVE Instagram Takeovers. Twelve student organizations participated in these takeovers that occurred over several months on the COVE Instagram. This resulted in an average of 140 views per story for each Takeover. To further highlight Student Orgs, our COVE Graphics students began a Sunday



Spotlight series! Student Orgs had the opportunity to sign up for a promotion on our Instagram, where they shared their organization’s description, meeting times, and social media handles. This series took place only in the spring semester, and we plan on continuing it for the next academic year.

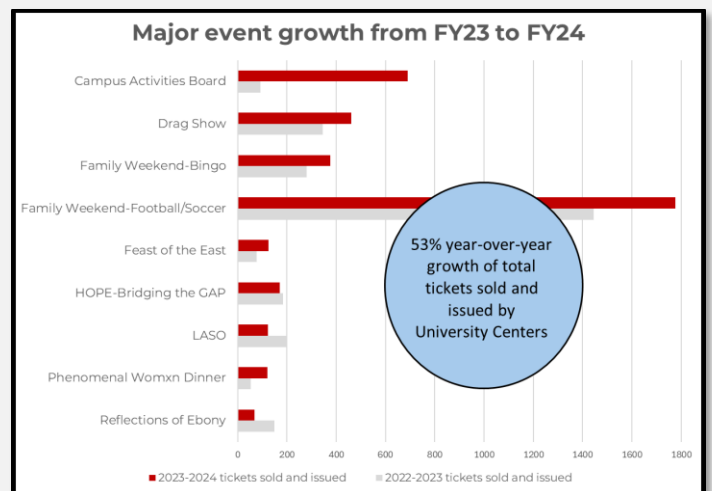
19. **Fraternity & Sorority Community:** Our Fraternity and Sorority Life (FSL) community continued to grow this year with successful recruitments from both communities. Our Panhellenic community had one of their most successful structured recruitments in recent history, with 50 new members being offered bids in the Fall. Most of the FSL community does their leadership transitions in the Fall and this year’s transitions were smooth and saw a revitalized interest in bettering the community. FSL hosted a successful Greek Week in March, which included a newly implemented Day of Service. Chapters also saw great success with their individual philanthropy efforts including Alpha Phi’s Red



Dress Brunch, Sigma Sigma Sigma’s “Pie a Sigma Tri”, Alpha Xi Delta’s VollXiBall, Sigma Tau Gamma’s support to the Polar Plunge, and Delta Sigma Phi’s efforts for Sarah’s Day in the Park. Order of Omega also saw large growth this year inducting over 25 new members between fall and spring semester. Order of Omega also hosted a well-attended and successful end of year banquet to celebrate the entire FSL community. *Panhellenic Bid Day Fall 2023: Chapters L-R: Sigma Sigma Sigma, Alpha Phi, Alpha Xi Delta (above right).*

20. **Event Ticket Sales:** A total of 5,233 event tickets were sold during 2023-2024, a 53% increase in tickets sold during 2022-2023! See major events ticket sales managed by University Centers (right).

21. **Campus Food Pantry:** The Food Pantry received 308 requests for access during the year. 400 people swiped into the Food Pantry 4,600 times. Throughout the year, 6,598 items were donated, and 18,986 items picked up from the Hunger Task Force. The LIC hosted our annual Fill the Truck drive for the Hunger Taskforce, collecting 294 items and \$61.



GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2023-2024...CONTINUED

22. **Pride Center:** Over 460 people attended the annual Art & Drag Show. The Pride Center raised \$3,000 for the Pride Center Scholarships. Artists tables were moved out in the hallway for the events and that worked well for the artists and the buyers. The Pride Center gave out four scholarships



totaling \$3,000. We raised \$1,430.00 during UWL's Annual Giving Day. The Pride Center, Living Learning Community in Wentz Hall will begin in Fall 2024. This will be a floor with LGBTQ+ students and students who have friends and family who are LGBTQ+. All residents will take the same Introduction to Race, Gender, & Sexuality Studies course. They will have opportunities to attend the Midwest BLGTA College Conference and other events and programs through the Pride Center. This is



something we have been working towards for many years. Our LGBTQ+ students, faculty, & staff participated in 18 class panels. The Center also led 21 trainings, 46 consultations, and served 7112 people through all programs. *Students George Subra (top right), Tayler Schleusener and Maddy (right), and Pride Center Peer Educator Ozzy Glazer perform at the Drag Show (above left).*



23. **University Reservations:** Reservations revenue collected was \$77,741.50, a 97% increase from 2022-2023 (\$27,885.44 of this revenue came from external groups). Many new events along with typical UWL events were hosted in the Student Union. The total booking created by the University Reservations Office was 15,356! See statistics below:

- Number of bookings in Union: 5,411
- Number of bookings rest of campus: 9,945
- Number of Event Hours in The U: 18,115
- Number of event hours rest of campus: 26,249
- Number of bookings per group type (EMS):
 - Academic depts: 1,555
 - Non-Academic depts: 3,549
 - Student Organizations: 1,992
- External Groups: 73 (Revenue \$27,885.44)

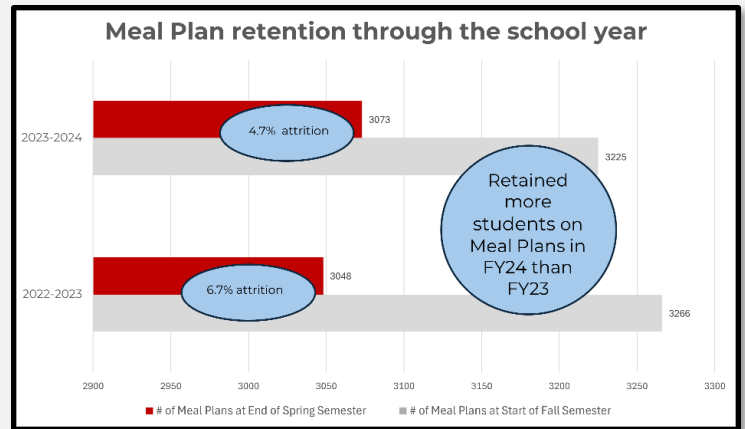
The Reservations team also reviewed Reservation/Rate categories and discussed where improvements are needed. Previous rate categories were adjusted to better illustrate the proper categories events should be placed into, both internally and externally. Prior events are grandfathered into the previously assigned category, and future reservations are being placed into categories using the updated document resource.

24. **Event Services:** The former Event Services Manager position was reinstated, and Hayley Harnden was hired in September 2023. Additionally, Robby Dayton transferred to the Event Setup Coordinator position from Custodial in April 2024. The Event Support Manager position supervises the Reservation Scheduler and Event Setup Coordinator, along with a team of Student Building Managers. This position also maintains relationships with current external customers along with generating new event business. The Youth Protection/Facility Use Agreement policies and procedures were developed in collaboration with several departments and implemented with a comprehensive chart diagram illustrating what needs to take place with/without youth in attendance at events. This process allows for each department to be responsible for their areas and allows for open communication with any issues. Customer event feedback received was very positive: '...very nicely ran...well done...quality events...very clean facility...high professionalism...beautiful experience...Hayley provided exceptional service...smooth execution...pleasurable planning experience...attention to detail...accommodating'.
25. **Audio Visual Lighting Support:** Provided tech production support for Board of Regents event hosted in the Student Union July 6-7, 2023. In coordination with ITS, completed Phase 1 and 2 of the PC replacement cycle (49 replaced in total). In coordination with ITS and Dining Services staff, updated firmware on 16 Bright Sign display drivers, replaced eight digital menu boards, and 12 digital signs within the Student Union. Purchased three additional two-way radios for Dining Services Catering staff, two battery-powered Bluetooth speakers to better support outdoor events, and theatrical spotlight to enhance production-heavy events.

GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2023-2024...CONTINUED

26. **Custodial Services:** There were many staffing changes this year. Anita Bashaw was promoted to Evening Lead Custodian, and Robby Dayton transferred to Event Setup Coordinator. Two new custodians were hired: Matthew Gaworski and Jeanna Good. Overtime was approved to cover vacant positions which allowed for shift coverage to maintain a clean and safe environment. Custodians continue to step up for the increase in events including Late Night Breakfast, WIAA State Track Meet, nine START dates in June, and the reopening of the additional seating space in Chars. Both the Student Union and Whitney Center experienced more frequent plumbing issues. New Chemsearch products have been implemented to address these issues. The main west large Dining window was replaced at Whitney Center.

27. **Dining Plans:** We've completed our second year with the streamlined Stryker Classic, Stryker Deluxe and Reuter Plans. Our aim is to maintain as many students as possible on the plans from the start of the first semester through the end of the second. While some attrition is expected, we're pleased that the retention rate was higher in FY24 than in FY23, with attrition down by 30% compared to the previous year (*right*).



28. **Dining Services:** Kitchen Classics and La Crosse Café were rebranded as Stryker's Café! Breakfast, Sushi, Sandwich of the Day, and Homestyle are all still there, they just have a new look (see page 20). Our inaugural full year of "Just Baked Bistro" self-service kiosks (run by Canteen) generated \$17,298 in sales at Reuter and Eagle Halls. The kiosks feature a rotating menu of hot foods payable with Dining Dollars, Campus Cash, and credit or debit. Spark Smoothies, located on the lower level of the Student Union, opened to the public at the beginning of the 2023 fall semester. It was the culmination of months of planning by students Alex Ewig and Jimmy Czupryna (*right*), in coordination with Dining Services. This is the first Dining concept at UWL that is fully owned/operated by students.



29. **Dining Services Programs/Events:** The first home football game of the year would not be complete without a Tailgate Party! The party was set up on the front of the Union Lawn, and everyone was ready to cheer on the Eagles! The traditional Holiday Luncheon was celebrated on December 14, 2023. Over 400 staff/faculty participated in this tradition. Non-perishable food items were collected as part of Rotary Lights Community Food Drive. To celebrate the Big Game, Dining Services once again offered the Super Bowl Sub Raffle in Whitney Center! Students could enter to win one of three sub packages just in time for the big game! They could choose from a sandwich representing Kansas City or San Francisco. The Dining Program continued to host 'Recipes from Home' by collecting 86 recipes and featuring them during fall semester (recipes are requested in June during START via QR code to a survey link to submit a recipe). We hosted the third annual Recipe Showdown in April 2024. The category winners were: Desserts-Virginia Moore (Student Health Center), Dips-Andra Matson (Counseling & Testing), Appetizers-Marcus Mahlum (Admissions), and Wing Sauces-Christy Indahl-LaFleur (Student Health Center). Each category was featured on a different day where students tasted and voted. *Stryker helps out at Premium Night at Whitney Center (right)*.



GOALS/ACCOMPLISHMENTS/POINTS OF PRIDE 2023-2024...CONTINUED

30. **Late Night Breakfast:** This long-standing tradition, a collaboration between Dining Services, staff, and faculty, offers a treat for our students at the end of each semester. During each of the Fall and Spring events, 18 volunteers joined Chartwells staff to serve late-night meals during finals week. In FY24, we served a total of 1,759 students at these events. These pictures feature a few of our volunteers serving up many “grand slams”. *Students enjoy Late Night Breakfast in Whitney Center on December 13, 2023 (top right).*

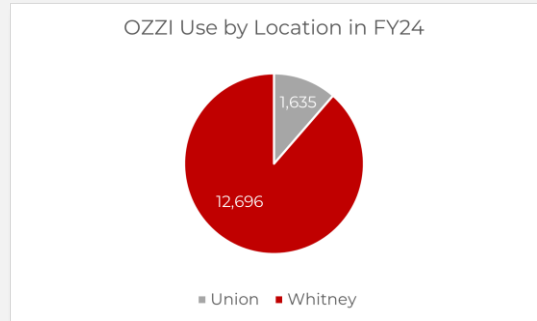
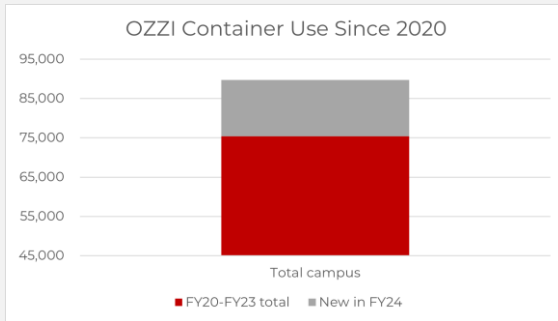


Emma Latus, Dyllan Griepentrog, Michael Slevin, Will Vanroosenbeek, and Jeff Keenan volunteer serving students (bottom right). Jacob Hart, Dr. Vitaliano Figueroa, Hayley Harnden, and Dr. Andrew Ives volunteer serving students (above left).

31. **Eagle ID Card:** In May 2024, we unveiled a new set of designs that highlight the UWL brand. Staff ID (below left), and Student ID (below right).



32. **OZZI Reusable Containers:** The OZZI program, an alternative to disposable dining containers, has been active on campus for four years. Primarily funded through the Green Fund, OZZI not only reduces single-use packaging costs but also minimizes UWL’s impact on landfills and lowers our waste hauling costs. In FY24, OZZI use grew by 19% over the previous year, outpacing the increase in meal plan usage, which suggests growing demand for a reusable program.



33. **BOOST Mobile Ordering:** BOOST expanded this year to all the retail areas, and we’ve seen substantial growth! Previously BOOST was at Erbert & Gerbert’s, Einstein Bros Bagels, and Murphy’s Mug. Now it is also available at Grilled It, Stryker’s Café, The Cellar, Sono, and Starbucks. There were 5,298 BOOST mobile orders this past year.
34. **Catering:** There were 1,319 Catering Orders during 2023-2024! Fall semester there were 636 catering orders and spring semester there were 683 catering orders. This reflects an 8% increase from 2022-2023.

CHALLENGES/ISSUES

1. **Dining:** Whitney Center is our highest volume Dining location and demands the most repairs and maintenance due to the age of the facility. We should identify the most valuable investments for near-and mid-term investments in the facility which will ensure a satisfactory Dining experience, while conserving available capital for a full facility remodel or rebuild.
2. **Dining Labor:** The tight labor market and ongoing food cost pressures have a major impact on campus Dining Services. Our challenge is to maintain services and quality, while monitoring expenses. The strong relationship between UWL and Chartwells provides a path to navigate this challenge. Meeting the challenge requires understanding our customers' Dining needs and matching those with feasible opportunities.
3. **CBORD:** The CBORD point-of-sale platform has been a challenge in terms of usability. Service challenges with CBORD have limited customer satisfaction in terms of convenience and speed. Going forward, we should engage frequently with CBORD's services to ensure each location has all possible menu options and payment options.
4. **Dining Program:** More students may be spending more days off campus than pre-COVID. We should understand the degree to which students are eating meals away from campus and use that to establish goals for meal and snack programs in FY26 and beyond.
5. **Campus Activities Board:** The returning team, though recognizing the benefits of the new programming structure, struggled a bit to adapt to it. Like last year, CAB saw low attendance for movies, but we did see an increase with less frequent showings in the Spring.
6. **Recognized Student Organizations:** There is minimal adviser training and support and no current ongoing training or education for officers.
7. **Fraternity & Sorority Life:** The National Panhellenic Council implemented a rule change over summer 2023 that impacted 2023 recruitment practices that was not in alignment with our bylaws. This resulted in some changes that caused some unrest in the community. Struggling to get current members involved, get volunteers for events, or get folks to attend events put on by other chapters or councils. This also causes a great sense of disconnect in the community. Our Fraternity chapters' numbers are low, and recruitment is completely unstructured. Due to low numbers and lack of alumni support, Sigma Tau Gamma has made the decision to not return in Fall 2025, leaving us with one Fraternity and no Interfraternity Council .
8. **Eagles @ Nite:** Navigating a small budget for 20+ events and the first-year brand recognition were challenges for this new program. Currently one staff member is designated for this role.
9. **Make a Difference Day:** We continue to see only 20-30 students participate in Make a Difference Day, the tri-campus service day with Viterbo University and Western Technical College. This November, we brought the lowest number of students among the three colleges. We are looking to improve our outreach and marketing for this event.
10. **Eagle LEAD:** Attendance at the Eagle LEAD series was small. We rebranded the program to be Leadership Education and Discussion (formerly Dialogue). We are looking to increase participation by collaborating with the Leadership Development Minor Program and CAB to host a midday series with lunch provided.
11. **Pride Center:** The cost of travel, speakers, food, conference fees, continues to rise however budgets remain the same. Speakers that are known to students, campus, and the greater community can no longer be afforded. Travel for the Midwest BLGTA College Conference has doubled over the last three years. Many local retail businesses pay a higher minimum wage than UWL. Our student employees are critical to our spaces. There is growing concern of students, staff, and faculty regarding the state of Wisconsin's support or lack of support for the LGBTQ+ Community and for Diversity, Equity, & Inclusion.
12. **Clifton Strengths:** The LIC team struggled to find student groups who were interested in Clifton Strengths. We've had success facilitating workshops for faculty and staff. Facilitator training was created and one staff member from Multicultural Student Services was trained. He then facilitated three workshops with different Multicultural Student Organizations. We think we will have more success connecting with student groups through training facilitators who already work with these groups (i.e., Residence Hall Directors, Advisors, etc.).
13. **Custodial:** Staffing is very difficult to maintain. The shortages have impacted our custodial team over the past year and two positions remain unfilled. Snow removal on the west side of Whitney Center sidewalk has been challenging as it falls outside of the coverage area for our staff, but Facilities can't use their snow removal equipment due to the proximity of cars. We are continuing to work on a solution.

INITIATIVES/GOALS 2024-2025

1. Produce the fourth annual Eagle Fest on September 6, 2024.
2. Establish budget to support Eagle Fest.
3. Launch The A9 Eatery, a pilot program focused on enhancing UWL's support of students needing accommodation for food allergies.
4. Increase effective notifications to students and staff about Dining programs like Share to Care and The A9 Eatery, and for special events like the Fall Tailgate Party.
5. Strengthen and communicate a comprehensive system for UWL summer camp meals, in collaboration with campus partners.
6. Determine next steps for the University Event Management platform.
7. Continue digital signage replacement project: Student Union Event Schedule signage, COVE Bright Sign firmware, and Whitney Bright Sign firmware.
8. Locate an approved vendor for the Student Union directional signage.
9. Complete the Student Union event space AV system updates (Bluffs, Theatre, E-Café).
10. Finalize art installation details for the wall opposite the Bluffs Ballroom. Assess current art in the Union and begin the process of replacing outdated art with new pieces.
11. Increase marketing and outreach for Make a Difference Day by recruiting UWL volunteers and bring 45 students (50% increase from last year) to the tri-campus service day.
12. Establish a model for "UWL Days of Service", to include a day of service within the first six weeks of the academic year, and two days of service in the Spring semester. These service days will supplement Make a Difference Day, which happens in November of each academic year.
13. Host the 2nd UWL Student Leadership Summit in February 2025 and increase participation to 60 students.
14. By May 2025, the Civil Discourse program will be an established program at UWL with a minimum of one program each semester and a developed plan for the 2025-2026 academic year.
15. Continue to build upon the success of the Chancellors Volunteer Service Award program.
16. Continue efforts to develop and grow participation in the UWL Chapter of the Nation Society for Leadership and Success (NSLS).
17. Contribute to the continuation of the Eagle Excellence in Leadership Awards.
18. Continue to highlight an affinity to Stryker and his personality and build up his visibility on campus.
19. Build on the new Eagles @ Nite brand so this program becomes a more recognizable, reoccurring program. Gain more partnership and be more sustainable by including more support staff for events.
20. Fraternity & Sorority Life will continue to connect as a community with more leadership development by including a leadership retreat, leadership training, and attending a conference. The community needs to work to get our community more actively involved in the campus and surrounding community through service and volunteering.
21. Fraternity expansion will begin the process of chartering another chapter on campus.
22. Redesign the Student Organizations Resource webpage to better communicate policies, procedures, and contacts for questions.
23. Develop a new Student Organization Leadership Guide which has information related specifically to MyOrgs, along with a condensed version of information from the current Guide.
24. Continue to restructure the Fall Officer Training to highlight required components and offer breakout sessions on targeted areas surrounding event planning, budgeting, marketing, and more.
25. Develop monthly roundtables and informational sessions available for student organization officers throughout the year.
26. Increase office presence with advisers as a resource.
27. Continue to build COVE Graphics service by promoting the new sticker product and utilizing Graphics employees to photograph events occurring in the Student Union.

INITIATIVES/GOALS 2024-2025...CONTINUED

28. Progress on the Sustainability goals and actions outlined in the 2024 Climate Implementation Plan. Continue growth for the @uwlsustainability Instagram account with the goal of at least 1250 followers by the end of the 24-25 academic year.
29. Create a clear and accurate process for the Pride Center Living Learning Community (LLC) for current students, incoming students, and campus offices before the fall 2025 housing sign-up begins.
30. Create an event and program for area GSA's or LGBTQ+ groups and students to visit UWL and to hold the first event during the 2024-2025 school year.
31. CAB will expand and improve upon the new programming model by creating more recognition for lunchtime programs, revamping Spring Spectacular into an afternoon/evening program that includes a concert. One bus trip will also be implemented per semester.
32. Complete building improvement projects: directional signage, an art exhibit hanging track in the Bluffs lobby, and an identifying sign for The Bluffs Ballroom.



University Centers Staff gather for a Fall Semester 2023 photo on the Union Patio

STUDENT HIGHLIGHTS/TESTIMONIALS

“Amanda Krafft and Kyle Hutson, my supervisors, have had a profound influence on me. They consistently fostered an environment of welcome and support in every aspect of my role as both a student and an employee. My needs and desires in each position were consistently addressed. Over the past three years, Amanda has stood out as the most amazing boss I've ever had. She has consistently demonstrated thoughtfulness and empathy, encouraged my professional growth and provided unwavering support throughout my journey.” **Kaytlin N. - COVE Graphics Garage**

“Being able to make connections with all of the full-time staff members throughout the semester has made this place feel like a second home!” **Kelley R. - Information Center**

“Tricia Aleckson has been the best boss/full-time staff member I could've ever had. I've had personal circumstances that have required her to be supportive and understanding, and she has always done so. There has never been a time where I felt scared or unsure of whether I could reach out to her about a situation or of needing help. Truly, she has been the best boss a college student could ever ask for.” **Terran H. - Information Center**

Rachel Diede, Campus Activities Exec Board Lead was nominated for Student Employee of the Year 2024. L-R: Madeline Kohn, Rachel Diede, Amanda Krafft (right).

Kendra Crotteau, National Society for Leadership & Engagement Member received the United by Purpose: Building Equitable Leaders Scholarship from The National Society of Leadership and Success.

Madee Peplinski-National Society for Leadership & Engagement Member received the Academic Excellence Scholarship from The National Society of Leadership and Success.

Kaytlin Nething, Leadership & Involvement Program Assistant received the Undergraduate Student Recognition of Excellence Award from the College of Arts, Social Sciences, and Humanities.



Emily Babcock, Leadership & Involvement Program Assistant and a 2024 graduate, was hired as an acting apprentice at the Barn Theater in Augusta, MI for the 2024 season.

HONORS/AWARDS/GRANTS/PRESENTATIONS OFF-CAMPUS

1. Michael Slevin was a 2024 recipient of the **Friends of Graduate & Extended Learning Awards**. This award recognizes University of Wisconsin-La Crosse faculty and staff who, through their collaboration Graduate & Extended Learning, have created and championed learning opportunities that extend UW-La Crosse into the community. These innovative programs support Graduate & Extended Learning's commitment to public service, life-long learning, and growth through collaboration.
2. Andrew Ericson was the recipient of the **Outstanding New Academic Staff, Non-Faculty (less than 5 years)**. Andrew was also nominated for the **Sustainability Institute's 2023 Sustainability Award**.
3. Will Vanroosenbeek was the 2024 recipient of the **Dr. Martin Luther King Jr. Leadership Award** at the Dr. Martin Luther King Jr. Community Celebration on January 15 at Viterbo University.
4. Justin Poley, Maiya Nate, Jacob Hart, and Amanda Krafft presented on **Civil Discourse at UWL** during the 2024 Social Justice Week.
5. Kyle Burke and Jacob Hart presented **Six-Week Engagement: Exploring the Relationship Between Early Student Engagement and Student Success** at the 2024 Association of College Unions-International Annual Conference in Denver, CO in March 2024.

STUDENT UNION SIGNAGE PROJECT- PHASE III

Phase III of the signage initiative was completed. Three major areas received new signage identification: the Student Union exterior entryway on the north side facing Farwell Street (*top*), the rebranded Dining area of Stryker's Café on the first floor, formerly Kitchen Classics (*middle*), and The Bluffs individual ballroom names; Cliffwood Bluff, Miller Bluff, and Grandad Bluff (*bottom*).



**COME TO THE U - GET INVOLVED.
ENJOY YOUR CAMPUS LIVING ROOM!**



Join us for Eagle Fest on Friday, September 6, 2024, from 4 p.m. to 9 p.m. on Badger Street, Student Union Lawn, Eagle Field, and Drake Field. Featured above is Julia Davis, 2024 Eagle Fest "Wings of the Year", winning design.

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

University Centers Mission

