



# **Student Involvement & Event Services**

**2022-2023 Annual Report**

## KEY PERFORMANCE INDICATORS

STUDENT INVOLVEMENT	YEAR ZERO				
	FY19	FY20	FY21	FY22	FY23
<b>CAMPUS ACTIVITIES BOARD</b>					
Events	29	25	19	31	38
Participants	12,313	5,313	3,148	8,237	7,984
<b>FRATERNITY &amp; SORORITY LIFE</b>					
NPC/IFC Chapters	7	7	7	7	7
New NPC Members (Fall/Spring)	109/10	99/4	92/12	70/12	38/9
New IFC Members (Fall/Spring)	53/5	33/13	35/19	29/9	15/9
Total NPC/IFC Members (Fall/Spring)	448/416	432/386	405/374	361/307	155/146
MGC/NPHC Chapters	3	3	3	3/3	3/1
Number of MGC/NPHC Members (Fall/Sprg)	18/17	13/12	9/8	6/4	3/1
All Fraternity GPA (Fall/Spring)	2.99/2.99	2.96/3.38	3.14/3.22	3.01/3.17	3.13/2.99
All Sorority GPA (Fall/Spring)	3.20/3.35	3.26/3.56	3.47/3.40	3.31/3.41	3.41/3.43
<b>STUDENT ORGANIZATIONS</b>					
Registered Organizations	280	263	245	233	223
Number of Funding Requests	196	188	131	177	244
Total Dollars Allocated	\$364,675.00	\$377,944	\$319,588	\$321,249	\$370,960
Total Dollars Expended	\$220,123.00	\$133,797	\$213,212	\$222,453	\$308,493
<b>OFFICE OF STUDENT INVOLVEMENT</b>					
Outreach/Presentations	56	58	7	-	65
Events	31	11	68	-	33
Panther FYI Participants			225	2,570	TBA
<b>STUDENT LEADERSHIP AWARDS</b>					
Number of Student Org. Awards Applicants	69	113	81	107	233
Event Attendance	291	9,990+	9,600+	300	260

## PANTHER PANTRY

	Unique Visits				Total Weight of Food and Essential Distributed			
	FY20	FY21	FY22	FY23	FY20	FY 21	FY22	FY23
July	45	6	5	38	1,741	90	135	1,439
August	80	34	36	69	2,323	556	202	751
September	140	54	77	129	2,705	1,303	1,422	1,948
October	175	60	81	156	4,673	1,903	1,331	2,763
November	169	47	87	155	3,412	1,788	1,671	2,165
December	171	2	50	94	3,331	17	730	1,238
January	143	17	47	85	3,128	256	532	1,141
February	163	49	95	144	3,110	1,029	1,841	2,223
March	125	51	104	144	1,703	1,179	1,934	1,863
April	13	46	97	145	628	1,036	2,018	2,051
May	0	0	47	82	-	-	752	1,563
June	0	0	-	42	-	-	293	797
<b>TOTAL</b>	<b>1,224</b>	<b>366</b>	<b>726</b>	<b>1,283</b>	<b>26,751</b>	<b>9,157</b>	<b>12,861</b>	<b>19,942</b>

### Percentage of Use by Grade Classification

	FY20	FY21	FY22	FY23
Freshman	3.0	5.5	8.1	7
Sophomore	8.3	10.9	14.5	13
Junior	16.2	13.4	20.9	19
Senior	50.3	50.8	35.6	38
Graduate	19.1	18.6	16.6	16
Unknown	3.0	.8	4.3	7
<b>TOTAL REGISTERED STUDENTS</b>	<b>165</b>	<b>387</b>	<b>132</b>	<b>545</b>

### Percentage of Use by Ethnicity

	FY20	FY21	FY22	FY23
African American	17.4	15.9	13.8	13
Hispanic/Latino	15.2	9.1	18.9	14
White	29.3	34.9	34.7	40
Not Specified/Unknown	33.11	33.3	29.8	31
Amer. Indian/Alaskan Indian	0.1	0.8	0	0
Asian	5.0	6.0	2.8	3

### Donators

	FY22	FY23
Food/Necessities	66	
Financial	192	228
Pounds of Donations	5,386	11,409
Financial Donations	\$18,161.08	\$28,714.28

### Financial Summary

Donations	\$30,760.48
Food & Supplies	(\$16,761.00)
Graduate Assistant	(\$11,064.50)
Equipment	(\$867.51)
<b>Balance</b>	<b>\$68,123.22</b>

## EVENT SERVICES

(includes events in the following department managed spaces: Maucker Union, Lang Hall Auditorium, Campus Grounds, Seerly Hall Great Reading Room)

	FY19	FY20	YEAR ZERO FY21	FY22	FY23
<b>NUMBER OF EVENTS</b>					
Student Organizations	2,662	2,162	1,374	2,014	1,642
Academic Affairs	1,025	182	139	530	828
Finance & Operations	274	193	1	115	129
President's Office	160	125	11	104	111
Student Life	826	504	438	411	459
Foundation	33	25	3	38	58
University Committees	56	52	3	96	20
Off-Campus	64	56	3	29	43
<b>TOTAL</b>	<b>5,100</b>	<b>3,299</b>	<b>1,969</b>	<b>3,337</b>	<b>3,290</b>

## FACILITY RENTAL REVENUE

Student Organizations	\$36,894.00	\$28,696.75	\$9,672.50	\$19,730.00	\$26,206.25
Academic Affairs	\$46,617.10	\$41,325.10	\$2,841.20	\$17,617.55	\$60,273.35
Finance & Operations	\$715.60	\$2,293.80	\$598.00	\$1,025.00	\$11,907.80
President's Office	\$3,688.60	\$3,769.80	\$857.30	\$9,799.00	\$2,221.60
Student Life	\$29,103.90	\$4,493.90	\$4,282.50	\$7,270.20	\$24,297.01
Foundation	\$3,890.50	\$4,526.70	\$0.00	\$6,508.10	\$8,403.80
University Committees	\$1,232.00	\$1,205.80	\$0.00	\$2,034.70	\$252.40
Off-Campus	\$24,235.00	\$29,696.75	\$3,250.00	\$9,595.00	\$12,880.00
<b>TOTAL</b>	<b>\$146,376.80</b>	<b>\$115,392.15</b>	<b>\$21,691.50</b>	<b>\$73,579.55</b>	<b>\$146,442.21</b>

## MAUCKER UNION DOOR COUNTS

Daily Operations	619,259*	494,773	202,363	*	252,676#
Late Night Access (Plaza Level)*					
Fall (semester total/weekly avg)	837(52.3)	995(62.2)		172(11.5)*	178(11.8)
Spring	918(57.4)	506(56.2)		140(9.3)*	588(39.2)

\*The door counter system has experienced issues that has not allowed for complete computing of traffic counts.

#The door counter system was not function for the first 4 months of the fiscal year.

## STUDENT EMPLOYMENT (includes Student Involvement & Event Services and Lang Hall Auditorium)

Student Employed	40	31	24	28	20
Hours Worked	12,808.40	10,278.30	7,626.00	6,860.90	6,523.4
Total Payroll	\$117,637.22	\$96,695.71	\$72,827.30	\$70,824.50	\$75,440.92

## BUDGET

### FUNDING SOURCES

	<b>FY22</b>	<b>FY23</b>
Building Fee	\$915,327.15	\$144,044.51
GEF Salaries	\$799,171	\$497,006.46
Unrealized Gain	\$(90,497.10)	\$(6,853.25)
Interest	\$54,687.91	\$22,946.60
Local Revenue	<u>\$144,814.62</u>	<u>\$212,939.01</u>
Total	\$1,823,503.58	\$870,0083.33

### SALARY & WAGES

	<b>FY22</b>	<b>FY23</b>
P&S	\$394,308.36	\$447,552.79
Merit	\$203,241.69	\$49,453.67
GA	<u>\$0</u>	<u>\$0</u>
Total	\$597,550.50	\$497,006.46

FY22 P&S staffing is lower due to two open position and custodial lines transfer to FM.

### LOCAL REVENUES

#### EXPENSES

	<b>FY22</b>	<b>FY23</b>
Building Bond	\$27,850	\$0
Staff Wages	\$597,550.50	\$497,006.46
Supplies & Services	\$180,957.38	\$215,639.60
Utilities	\$90,971.09	\$96,242.11
Student Wages	\$68,660.97	\$72,669.85
FM - Custodial	\$80,298.50	\$163,171.37
Transfer to Surplus	<u>\$718,722.78</u>	<u>\$102,266.59</u>
Total	\$1,765,011.22	\$951,221

	<b>FY22</b>	<b>FY23</b>
Dining/Cat. Comm.	\$55,000	\$55,000
Facility Rental	\$88,654.55	\$154,438.01
Misc.	<u>\$1,160.07</u>	<u>\$3,501</u>
Total	\$144,814.62	\$212,939.01

## 2022-2023 DEPARTMENT STAFFING

### STUDENT

- Desk Assistant - Student Involvement (4)
- Content Creator – Student Involvement (1)
- Graduate Assistant – Panther Pantry (1)
- Desk Assistant – Event Services (3)
- Setup Crew - Event Services (6)
- Building Manager – Event Services (4)
- Tech Crew – Lang Hall Auditorium (1)

### MERIT

Pam Creger Secretary III

### PROFESSIONAL & SCIENTIFIC

Josh Farris Fraternity & Sorority Life Coordinator (hired July 2022)  
Josh Bulten Campus Programs Coordinator (hired July 2022)  
Bryan Beardsley Business & Operations Manager  
Connie Hansen Associate Director  
Mike Bobeldyk Director

## FY23 UNIT GOALS

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**GOAL 1:** Collaborate with campus partners to develop campus facility usage procedures for campus and non-campus users in the use of university facilities for non-academic purposes.

**OUTCOME:** A cross-campus committee gathered to review current university practices and procedures, following much of what was established during COVID restrictions. The following recommendations were shared with campus administration for implementation:

1. Registrar's office to continue to schedule all academic classes as well as non-academic purposes during the normal daytime class/business hours.
2. Develop a consistent process and fees for building use for non-academic purposes.
3. Develop a single point for requests for any non-academic use of space similar to the [Outdoor Event Request](#) form that is already in use.
4. Require all non-academic use of space after hours to utilize the EMS system.
5. Assign the lead for this effort to Student Involvement and Event Services.

Some recommendations have been adopted, while others have not yet been implemented.

**GOAL 2:** Study and implement re-purposing plan for vacated Health Beat space identify needs of department and division partners initiatives.

**OUTCOME:** Consultant ISG was hired to develop project scope and pricing to re-design vacated Health Beat and adjacent locker rooms to include Panther Pantry, Military & Veteran Student Services and storage for Maucker Union. The projected estimated at \$850,000-\$900,000 and has been delayed until additional funding outside of department support for the project can be identified.

**GOAL 3:** Establish resources for student organizations to effectively communicate to the campus community opportunities to engage in organization programmatic offerings.

**OUTCOME:** Developed workshops Fall 2022 semester to cover the following areas: Wellness, Officer Transitions, Organization Recruitment, Event Planning and considerations for accessibility, Inclusion, Teambuilding, Funding, Safe Zone and Green Dot

**GOAL 4:** Develop content to support student organizations through education of campus resources and support in leadership transitions.

**OUTCOME:** Developed general workshop sessions beginning Fall 2022 for student organization advisors.

**GOAL 5:** Develop content to equip student organization advisors in establishing more meaningful practices and support of student organizations.

**GOAL 6:** Collaborate with campus partners to strengthen the institutional support and use of Panther FYI to elevate student success in non-academic endeavors.

**OUTCOME:** Incomplete. Committee formed Fall 2022 with members of the Division of Student Life to begin reviewing task of committee. Division and department leadership met with IT Winter 2022 on how this initiative could be incorporated in the current CRM. ITS has not responded to request.

## SUPPORTING THE UNIVERSITY STRATEGIC GOALS

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Goal 1: Create Equitable, Diverse, and Inclusive Opportunities.

- Created student leader workshops with DEI partners
- Support and challenge student leaders in the development of inclusive programming available to all
- Staff support campus partners in attending DEI workshops

Goal 2: Empower Communities to Shape Their Future.

- We equip student organizations to be successful
- Encourage and empower student organizations to develop new programs
- Work collaboratively with FSL leadership in the expansion of the fraternity community
- Guide student organizations to partner with other student organizations with a DEI focus

Goal 3: Innovate for Learner Success.

- Creation of Student Leaders Workshops
- Serve as conference host and lead planner in the Iowa Student Leadership Exchange Conference for 2024
- Created Graduate Assistant position to further support student organizations in the planning, executing of events and membership development
- Repurposed vacated Health Beat to create temporary space for eSports and table gaming to increase community gather opportunities

Goal 4: Steward Resources Effectively.

- Provided guidance to NISG in how fee dollars are allocated to student organizations to allow for a more fluid funding system
- Utilizing campus event management system to reduce energy costs
- Providing equipment and resources for student organizations minimize duplicative purchasing

## SPECIAL EVENTS AND ACCOMPLISHMENTS

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- Campus Activities Board hosted first ever “CAB After Dark” Saturday night program that approximately 1,000 students attended
- Collaborated with campus partners in managing and supporting UNI Homecoming events, both programmatically and operationally
- Co-facilitated Iowa Student Leadership Experience with colleagues from ISU and UI in which 50 UNI student leaders attended
- Department staff were intimately involved in supporting and executing the Friday Night Bell Event for Homecoming
- Assist in the planning and execution of MLK Jr. Day of Service event attended by 1,235 students, university staff and community members
- Implemented Spring Student Organization Week to highlight student organizations and engage students in involvement
- Created temporary eSports and table game area that resulted in an average of 100 users per day
- Transitioned event reservation request to EMS Web App, providing greater accessibility and service to users
- Initiated “Here’s What Poppin’” student organization highlight event that provided free popcorn to people to learn more about student organizations
- Successfully supported NISG in organizing 50 student leaders to attend UNI Day at the Capital
- With new staff member in place, have developed a strong foundation of staff support to successfully guide and equip IFC and Panhellenic leaders to guide FSL community

- Worked collaboratively with campus partners in successfully administering Greek Leaders Retreat and Red Watch Band Training
- Guided and supported Alpha Sigma Tau in securing a university house for their chapter

## STUDENT LEARNING OUTCOMES/INSTITUTIONAL EFFECTIVENESS INDICATORS

Student Involvement & Event Services assessment project this year was to assess the leadership development of the Campus Activities Board Executive Team as well as the CAB event attendee satisfaction. The following student learning outcomes (SLO) institutional effectiveness indicators (IEI) were established:

### Student Learning Outcomes

1. The executive team will grow in their effective decision making as a result of being on CAB as measured by a pre and post assessment.
2. The executive team will grow in their communication and event planning skills as measured by a pre and post assessment.
3. All executive members will feel included, valued, and find community through the CAB team, measured through an exit interview.
4. 75% of students that go to CAB events will have an increased sense of belonging on campus, meet new friends, and say that CAB contributed to their success as a student.

### Institutional Effectiveness Indicator

1. The overall satisfaction of CAB events will receive feedback of 75% great or excellent responses.

### Administration

A pre and post survey was given to Campus Activities Board executives (5) during their position term, as well as an exit interview with their advisor. Event attendees who had pre-registered for Spring 2023 events (700) were provided electronic surveys, with just over a 20% response rate (145).

### Assessment Finding(s):

**Learning Outcome One:** The executive team will grow in their effective decision making as a result of being on CAB as measured by a pre and post self assessment.

#	Field	Minimum	Maximum	Mean
1	I reach logical decisions	3.00	5.00	4.00
2	I implement decisions	4.00	5.00	4.50
3	I deal objectively with situations and people	2.00	5.00	4.00
4	I do not procrastinate	1.00	5.00	3.00
5	I believe my actions reflect sound and ethical decisions	4.00	5.00	4.20
6	I set goals and specific objectives to meet those goals	3.00	5.00	4.00

Pre Test (taken November 2022)

#	Field	Minimum	Maximum	Mean
1	I reach logical decisions	4.00	5.00	4.40
2	I implement decisions	4.00	5.00	4.40
3	I deal objectively with situations and people	4.00	5.00	4.80
4	I do not procrastinate	1.00	4.00	2.80
5	I believe my actions reflect sound and ethical decisions	4.00	5.00	4.60
6	I set goals and specific objectives to meet those goals	4.00	5.00	4.60

Post Test (taken May 2023)

**Learning Outcome Two:** The executive team will grow in their communication and event planning skills as measured by a pre and post assessment.

#	Field	Minimum	Maximum	Mean
1	I give clear instructions	3.00	5.00	4.00
2	I listen empathetically	4.00	5.00	4.80
3	I can give constructive feedback	2.00	5.00	3.60
4	I can accept feedback in an appropriate manner	2.00	5.00	4.20
5	I feel confident speaking in front of large groups	2.00	5.00	4.00
6	I am comfortable interviewing for campus leader positions	4.00	5.00	4.60
7	I seek out my advisor for advice about my programming position	4.00	5.00	4.60
8	I seek out my advisor for advice about academics and or my personal life	3.00	5.00	4.00

Pre Test (taken November 2022)

#	Field	Minimum	Maximum	Mean
1	I give clear instructions	4.00	5.00	4.40
2	I listen empathetically	5.00	5.00	5.00
3	I can give constructive feedback	4.00	5.00	4.60
4	I can accept feedback in an appropriate manner	5.00	5.00	5.00
5	I feel confident speaking in front of large groups	2.00	5.00	4.00
6	I am comfortable interviewing for campus leader positions	4.00	5.00	4.60
7	I seek out my advisor for advice about my programming position	4.00	5.00	4.80
8	I seek out my advisor for advice about academics and or my personal life	4.00	5.00	4.80

Post Test (taken May 2023)

**Learning Outcome Three:** All executive members will feel included, valued, and find community through the CAB team, measured through an exit interview.

During exit interviews with the executive team, all five members shared about the community they felt within CAB when asked about the most rewarding aspect of being a part of CAB. One member shared, “they felt more connected to campus and others”. Another shared, “I felt like I belonged here.” Another member shared, “I felt empowered to make decisions and trusted by Josh and the team to make those decisions.”

Through these interviews it was clear that all executive members valued the community they experienced on CAB. Throughout the year, CAB was often referred to as the “CAB Family”. Within the full CAB team (20+), it has been harder to create that strong sense of community, but we have moved the needle through social gatherings and intentional meeting activities.

**Learning Outcome Four:** 75% of students that go to CAB events will have an increased sense of belonging on campus, meet new friends, and say that CAB contributed to their success as a student.

- 44.79% agreed or strongly agreed that they met new people at CAB events
- 53.12% agreed or strongly agreed that CAB contributed to their success as a student
- 76.4% agreed or strongly agreed that CAB contributed to their sense of belonging at UNI.

#	Field	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	CAB Events helped me meet new people	12.50% 12	32.29% 31	36.46% 35	15.63% 15	3.13% 3
2	Attending CAB Events helped me feel like UNI is the right place for me.	28.42% 27	46.32% 44	22.11% 21	2.11% 2	1.05% 1
3	CAB accomplished it's mission to entertain, educate, and enrich the community.	38.54% 37	46.88% 45	9.38% 9	4.17% 4	1.04% 1
4	CAB contributed positively to my sense of community at UNI.	39.58% 38	42.71% 41	12.50% 12	4.17% 4	1.04% 1
5	CAB contributed to my success as a student.	20.83% 20	32.29% 31	37.50% 36	9.38% 9	0.00% 0
6	CAB helped develop a strong sense of campus energy through its programs.	42.71% 41	41.67% 40	10.42% 10	5.21% 5	0.00% 0
7	CAB has contributed to my sense of belonging at UNI.	33.33% 32	42.71% 41	16.67% 16	6.25% 6	1.04% 1

**Institutional Effectiveness Indicator:** The overall satisfaction of CAB events will receive feedback of 75% great or excellent responses.

#	Field	Poor	Okay	Good	Great	Excellent	Total
1	Event publicity and marketing	1.40% 2	9.79% 14	19.58% 28	32.87% 47	36.36% 52	143
2	Event location/venue	0.00% 0	1.41% 2	11.97% 17	45.07% 64	41.55% 59	142
3	Time and date of the events	0.70% 1	5.63% 8	21.83% 31	46.48% 66	25.35% 36	142
4	Quality of events	1.41% 2	2.82% 4	14.79% 21	35.21% 50	45.77% 65	142
5	Overall satisfaction	1.41% 2	2.11% 3	16.20% 23	37.32% 53	42.96% 61	142

Overall satisfaction results were 37% Great and 43% Excellent, totaling 80%.

For the executive team assessment, all five executive members are actively involved on campus. This means that the increase or change in their pre and post assessment cannot solely be a reflection of their work with CAB, but served as a strong contributor to their growth.

**Strength, Improvements, and Action Plan:**

In addition to the Executive Team, CAB also has members who serve as general members to the organizations. Having a new staff member in the role as advisor this year allowed the Executive Team to grow in their knowledge and understanding/empowerment within the organization. In the coming year, it is the goal of staff to educating the Executive members on skills such as teaching, communication and delegation to further empower general members to take ownership of events, which will help them grow as leaders and strengthen our CAB community.

**MAUCKER UNION SKYFACTOR ASSESSMENT**

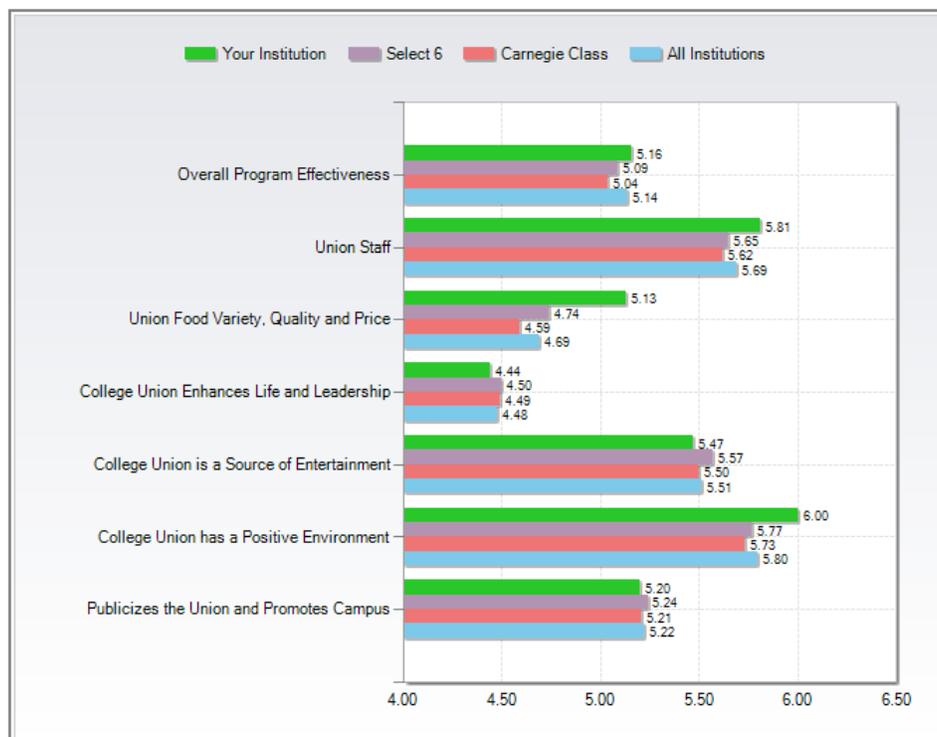
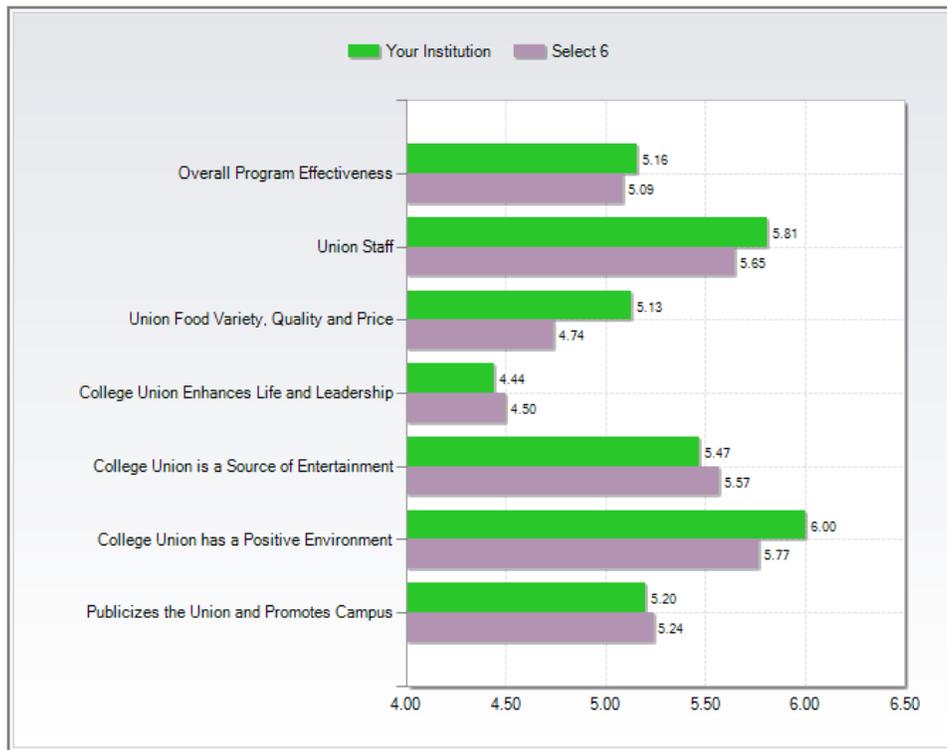
This past spring, Student Involvement & Event Services conducted the Skyfactor Student Union assessment. This assessment is administered every four years by department staff. A record 31.5% of the random stratified list of current students completed this year’s survey (1,102).

**Summary**



## Recommendations for Improvement

There are six factors that impact overall program effectiveness: College Union Enhances Life and Leadership, Union Staff, College Union is a Source of Entertainment, Union Food Variety, Quality and Price, and Publicizes the Union and Promotes Campus. Of these, three factors are identified as performing lower than the established goal: College Union Enhances Life and Leadership (1<sup>st</sup> Predictor), Union Food Variety, Quality and Price (5<sup>th</sup> Predictor), and Publicizes the Union and Promotes Campus (6<sup>th</sup> Predictor). It should be noted that not only has the 1<sup>st</sup> predictor historically performed below the identified goal, all comparative groups (Peers, Carnegie Class, and all institutions) also score below goal for this predictor. Department staff have begun to review the data and identify opportunities for improvements.



## Longitudinal Changes

Over the last decade, Student Involvement & Event Services has seen steady results over the six impactful factors. Through continuous improvement and a focused and dedicated staff, we have seen positive trends in the overall effectiveness of our unit.

