Student Involvement & Event Services

2021-2022 Annual Report

KEY PERFORMANCE INDICATORS

STUDENT INVOLVEMENT

	FY18	FY19	FY20	FY21	FY22
CAMPUS ACTIVITIES BOARD					
Events	29	29	25	19	31
Participants	16,042	12,313	5,313	3,148	8,237
FRATERNITY & SORORITY LIFE					
NPC/IFC Chapters	7	7	7	7	7
New NPC Members (Fall/Spring)	117/20	109/10	99/4	92/12	70/12
New IFC Members (Fall/Spring)	50/15	53/5	33/13	35/19	29/9
Total NPC/IFC Members (Fall/Spring)	506/433	448/416	432/386	405/374	361/307
MGC/NPHC Chapters	3	3	3	3	3/3
Number of MGC/NPHC Members (Fall/Sprg)	8/23	18/17	13/12	9/8	6/4
All Fraternity GPA (Fall/Spring)	2.85/3.04	2.99/2.99	2.96/3.38	3.14/3.22	3.01/3.17
All Sorority GPA (Fall/Spring)	3.23/3.27	3.20/3.35	3.26/3.56	3.47/3.40	3.31/3.41
STUDENT ORGANIZATIONS					
Registered Organizations	268	280	263	245	233
Number of Funding Requests	200	196	188	131	177
Total Dollars Allocated	$292,577.00	$364,675.00	$377,944	$319,588	$321,249
Total Dollars Expended	$223,502.00	$220,123.00	$133,797	$213,212.07	$222,453
OFFICE OF STUDENT INVOLVEMENT					
Outreach/Presentations	50	56	58	7	-
Events	33	31	11	68	-
STUDENT LEADERSHIP AWARDS					
Number of Student Org. Awards Applicants	73	69	113	81	107
Event Attendance	287	291	9,990+	9,600+	300
OFFICE OF STUDENT LIFE					
Outreach/Presentations	24	14	16	54	90
Panther FYI Participants				225	2,570

PANTHER PANTRY

	Unique Visits				Total Weight of Food and Essential Distributed			
	FY19	**FY20**	**FY21**	**FY22**	**FY19**	**FY20**	**FY 21**	**FY22**
July	0	45	6	5	-	1,741	90	135
August	0	80	34	36	-	2,323	556	202
September	0	140	54	77	-	2,705	1,303	1,422
October	0	175	60	81	-	4,673	1,903	1,331
November	0	169	47	87	-	3,412	1,788	1,671
December	0	171	2	50	-	3,331	17	730
January	15	143	17	47	-	3,128	256	532
February	35	163	49	95	520	3,110	1,029	1,841
March	60	125	51	104	1,274	1,703	1,179	1,934
April	92	13	46	97	2,021	628	1,036	2,018
May	57	0	0	47	1,448	-	-	752
June	46	0	0	-	1,320	-	-	293
TOTAL	**305**	**1,224**	**366**	**726**	**6,583**	**26,751**	**9,157**	**12,861**

Percentage of Use by Grade Classification

	FY 19	**FY20**	**FY21**	**FY22**
Freshman	5.9	3.0	5.5	8.1
Sophomore	15.7	8.3	10.9	14.5
Junior	23.3	16.2	13.4	20.9
Senior	33.1	50.3	50.8	35.6
Graduate	15.1	19.1	18.6	16.6
Unknown	6.9	3.0	.8	4.3
TOTAL REGISTERED STUDENTS	165	387	132	261

Percentage of Use by Ethnicity

	FY 19	**FY20**	**FY21**	**FY22**
African American	22.7	17.4	15.9	13.8
Hispanic/Latino	13.3	15.2	9.1	18.9
White	27.3	29.3	34.9	34.7
Not Specified/Unknown	36.7	33.11	33.3	29.8
Amer. Indian/Alaskan Indian	0	0.1	0.8	0
Asian		5.0	6.0	2.8

Donators	**FY 21**	**FY22**
Food/Necessities	35	66
Financial	109	192
Pounds of Donations	2,321.5	5,386
Financial Donations	$32,199.79	$18,161.08

Financial Summary	
Donations	$18,161.08
Food & Supplies	($3,040.86)
Postage	($54.29)
Equipment	($867.51)
General Services	($640.00)
Printing	($156.00)
Balance	$60,390.19

EVENT SERVICES

	FY18	FY19	FY20	FY21	FY22YTD
NUMBER OF EVENTS					
Student Organizations	2,843	2,701	2,188	1,239	1,883
Academic Affairs	884	825	741	82	455
Finance & Operations	136	167	193	1	54
President's Office	45	88	71	7	104
Student Affairs	1,179	966	487	150	405
Foundation	29	27	22	3	36
University Committees	143	114	24	0	19
Off-Campus	64	58	54	2	27
TOTAL	**5,325**	**4,946**	**3,799**	**1,484**	**2,983**
FACILITY RENTAL REVENUE					
Student Organizations	$38,699.50	$36,894.00	$28,696.75	$9,672.50	$19,730.00
Academic Affairs	$41,979.60	$46,617.10	$41,325.10	$2,841.20	$17,617.55
Finance & Operations	$6,437.00	$715.60	$2,293.80	$598.00	$1,025.00
President's Office	$3,261.30	$3,688.60	$3,769.80	$857.30	$9,799.00
Student Affairs	$32,431.60	$29,103.90	$4,493.90	$4,282.50	$7,270.20
Foundation	$3,098.50	$3,890.50	$4,526.70	$0.00	$6,508.10
University Committees	$2,176.00	$1,232.00	$1,205.80	$0.00	$2,034.70
Off-Campus	$28,585.00	$24,235.00	$29,696.75	$3,250.00	$9,595.00
TOTAL	**$156,638.70**	**$146,376.80**	**$115.392.15**	**$21,691.50**	**$73,579.55**
MAUCKER UNION DOOR COUNTS					
Daily Operations	828,675	619,259*	494,773	202,363	*
Late Night Access (Plaza Level)*	**2018-19**	**2019-20**	**2020-21**	**2021-22**	
Fall	837(52.3)	995(62.2)		172(11.5)*	
Spring	918(57.4)	506(56.2)		140(9.3)*	
STUDENT EMPLOYMENT (includes Student Life & Event Services and Lang Hall Auditorium)					
Student Employed	49	40	31	24	28
Hours Worked	N/A	12,808.40	10,278.30	7,626.00	6,860.90
Total Payroll	$122,037.27	$117,637.22	$96,695.71	$72,827.30	$70,824.50

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

APPLICATION OF INDICATORS FOR IMPROVEMENTS / FUTURE ENDEVORS

Office of Student Involvement

Like many other industries and organizations, we were not exempt from "The Great Resignation", losing two Office of Student Involvement staff members during the school year. This required remaining staff to pivot and adjust advisement and project responsibilities, keeping laser like focus to support students and events without missing a beat. With the anticipated increase in student organization engagement, it will be vital to have these key staffing positions filled in the upcoming year to support students desire to engagement in co-curricular experiences.

Enhancing the engagement of being entertained

Fall 2021 allowed Campus Activities Board (CAB) to program without significant pandemic protocols to adhere to for in-person programming in over 18 months. In addition to traditional programs such as the movie series, Sip & Paint, Maucker Union Live, Craft Night, and Casino Night, CAB also introduced fan buses to sporting events, Rocket League tournament and a Homecoming Dinner Theatre. Both semesters with capped off with a free concert in the Gallagher Bluedorn Performing Arts Center (Sean Kingston and Jesse McCartney). CAB strived to develop or enhance programming partnerships with UNI Athletics, Black Student Union, Gallagher Bluedorn Performing Arts Center, Recreation Services, Student Wellness, UNIdos, New Student Programs, and Panther e-Sports. The sum of their efforts resulted in 12 additional events and a 162% increase in overall attendance of CAB events this past year.

Closing the Gap

The Panther Pantry saw an increase of 97% in the number of students who utilized the Panther Pantry over last year and provided nearly 13,000 pounds of food items and essentials to students identifying as food insecure. In cooperation with the Northeast Iowa Food Bank, the Panther Pantry has established partnerships with Starbucks, Carter House Market & Café as well as Kwik Star to provide ready to eat meals each and every week.

Identifying the new normal for a campus living room

After having served as a critical space needed to maintain a high percentage of in-person learning, Maucker Union returned to the familiar role of campus living room, equipped to provide space for social/recreational gatherings. As like many student unions across the country, Maucker Union has experienced a delay in people returning to pre-pandemic activity levels. Maucker Union experienced significant drop-off in usage after 2 pm daily as well as reservations from academic based units. As more people become comfortable in this new world, it is anticipated to continue to see a slow rebound from current facility usage rates.

BUDGET

FUNDING SOURCES

	FY21	FY22(YTD)
Building Fee	$952,382.41	$900,061
GEF Salaries	$838,657.00	$732,573
Unrealized Gain	$-31,923.29	-$379
Interest	$36,739.57	$26,912
GEF Bond Support	$319,036.00	$0
Local Revenue	$119,616.37	$96,461
Total	$2,166,712.48	$1,773,285

SALARY & WAGES

	FY21	FY22(YTD)
P&S#	$439,246.49	$336,729
Merit	$331,648.84	$258,631
GA	$7,283.25	$0
Total	$778,178.58	$595,360

(2) P&S positions were vacated

EXPENSES

	FY20	FY22(YTD)
Building Bond	$895,700	$12,675
Staff Wages	$770,987.33	$595,360
Supplies & Services	$186,392.20	$193,443
Utilities	$88,170.81	$81,775
Student Wages	$64,925.71	$67,968
Graduate Asst.	$7,283.25	$0
Transfer to Surplus	$196,451.34	$TBD
Total	$2,202,535.39	$951,221

LOCAL REVENUES

	FY21	FY22(YTD)
Dining/Cat. Comm.	$27,611	$51,867
Facility Rental	$91,542*	$68,838
Misc.	$465.03	$1,308
Total	$119,616	$122,013

* Received university support for lost revenues

ORGANIZATIONAL CHANGES

2021-2022 Student Involvement & Event Services Staff

Kathy Benson	Custodian I (transferred to Custodial Services January)
Terri Metzger	Custodian I (transferred to Custodial Services January)
Cavounda Taylor	Custodian I (transferred to Custodial Services January)
Robert Winterscheid	Custodian I (transferred to Custodial Services January)
Jenny Murphy	Secretary III (reassigned to Office of DSL)
Pam Creger	Secretary III
Taberie Van Boening	Fraternity & Sorority Life Coordinator (resigned December)
Connie Hansen	Associate Director (promoted February)
Bryan Beardsley	Business & Operations Manager
Steffoni Schmidt	Associate Director (resigned August)
Mike Bobeldyk	Director

Full-Time Staff Changes:
In addition to the departure of staffing of the Office of Student Involvement, additional staffing changes became effective Spring 2022. Division Shared Services staff member, Jenny Murphy, relocated back to Gilchrist Hall and now reports to the Division Business Manager. All department custodial staff members were transferred to Facilities Management's Custodial Services. This has allowed for better supervision of employees, created consistent cleaning standards with all GEF buildings, as well as removed some financial obligations related to facility cleaning which will result in lower departmental expenses.

FY22 TATICAL ACCOMPLISHMENTS

- Created two paid positions to support the Panther Pantry
- Transferred supervisory responsibilities of full-time custodial staff to Custodial Services
- Re-branded the department from Student Life & Event Services to Student Involvement & Event Services
- Reduce student setup crew labor by 33% to allow for more hours for currently employed students
- Reassigned Northern Iowa Student Government advising responsibilities from Associate Director to Director
- Completed search and hired new Associate Director (Spring 2022)
- Worked with Registrar's Office and Facilities Management to recommend strengthening guidelines of academic buildings for non-academic activities and re-directing use to Maucker Union and four other campus buildings
- Conducted student satisfaction survey for Panther Pantry that identified the need for a more accessible space for the program
- Worked closely with Energy Management to better monitor building HVAC hours of operations to assist in energy usage
- Worked with university partners (GBPAC, Athletics, Orientation, Alumni, Wellness, Recreation and UNI Now) to co-facilitate identified CAB programs
- Secured three partnerships with local restaurants to support packaged meals for the Panther Pantry at no cost
- Enhanced Student Involvement social media platforms
- Enhanced student organization resources through the development of a resource fliers display
- Partnered with IT to install video conferencing equipment and computers in standard meeting rooms

CHALLENGES AHEAD

- Hiring of Campus Programs Coordinator and Fraternity & Sorority Life positions for Office of Student Involvement
- Onboarding of new student organization leaders and advisors via resources and trainings
- Marketing events and programs to engage students
- Developing a responsible reprogramming of the vacated Health Beat spaces
- Filling large number of student employment vacancies
- Managing department funding model as a campus auxiliary
- Long term facility maintenance planning and the continuation of the Building Fee

HONORS AND RECOGNITIONS

Honor/Recognition	Individual/Group	Presenting Organization
NISG Above & Beyond Award	Connie Hansen	Northern Iowa Student Government
Outstanding Student Organization Award	Campus Activities Board	Student Leadership Awards
Outstanding Student Org. President	Helen Beyer	Student Leadership Awards
Outstanding Student Org. Advisor	Connie Hansen	Student Leadership Awards

STUDENT LEARNING OUTCOMES/INSTITUTIONAL EFFECTIVENESS INDICATORS

Student Involvement & Event Services assessment project this year was to facilitate a satisfaction survey for students who utilize the Panther Pantry. Eighty-five (85) students participated in the Google survey, with (84) releasing their university ID so additional connections to student success could be made with support from Institutional Research. The Student Learning Outcome established that 50% of students who use the Panther Pantry would be aware of one additional on or off campus food/essential resource that is available for them. Three Institutional Effectiveness Indicators were created:

IEI #1) 65% of students who utilize the Panther Pantry have found it to be instrumental in enhancing their academic achievement.

IEI #2) 75% of students who utilize the Panther Pantry have been able to manage their finances more efficiently.

IEI #3) 75% of students who utilize the Panther Pantry have identified being able to effectively manage their overall stress level better.

Results from the survey indicated that 55.3 % of students became of aware of additional on or off campus resources through their use of the Panther Pantry with most the known programs being the Supplement Nutrition Awareness Program (SNAP) and the Northeast Iowa Food Bank. Through this awareness, 20% of students surveyed are now utilizing additional external or internal programs in addition to the pantry. Institutional Effectiveness Indicator #1 was slightly lower than the developed target with 57% of students Strongly or Somewhat Agreeing that the Panther Pantry enhanced their academic achievement while the other IEI performed above the targeted goal. 83.5% of students Strongly or Somewhat Agree that the pantry assisted them in managing their finances more effectively and 80% of students Strongly or Somewhat Agree that the pantry has assisted them in managing their overall stress.

In addition to the SLO and IEI's identified, additional findings from the survey:

- Majority of students have been directed to the Panther Pantry by their peers (61.9%)
- 44% utilize the pantry once a week or more
- The five most important items students would like to see more of are: Fresh fruits and vegetables, bottled beverages, fresh/frozen meats, milk and diary items, and snack foods
- 71.8% state they have enough food for an entire week by utilizing the pantry

Comments from survey participants:

"All I can say is thank you. I am so thankful for this option that has made me feel better about not having to go hungry or spending over my budget. I about cried my first time in there because I couldn't believe I was able to get the necessities so easily."

"The pantry has SIGNIFICANTLY helped me with stress related to finances. I've been utilizing it every once in a while for years!"

"I am extremely grateful for the panther pantry… I am constantly at the school & it's a blessing to not worry about having to get groceries for when I'm studying. I save a lot of money from using this resource as well. I also appreciate having menstrual cycle items available."

"The pantry has a huge stigma on campus and it should be marketed as an option for everyone not just those struggling really hard. Everyone is going to argue that their struggles are less than those around them if it's only continued to be marketed towards those struggling. Like I've said, the pantry is in a really dark location making it less inviting. I refer people here because it is a good resource and people need it, but there are significant improvements to make. It's hard to walk in there without knowing what staff member is working because I don't want to walk in on one of my friends working the desk. It would be nice to have the staff schedule posted so that people know what to expect."