

Student Life & Event Services



OUR MISSION

Provide space and experiences that inspire community interaction, enhance university life and support learning.



OUR VALUES

SERVICE

Committing to a high quality experience for our students and guests.

GROWTH

Enhancing opportunities for the development of life and leadership skills.

INCLUSION

Inviting all to a welcoming place that encourages expression, interaction and discovery.

INNOVATION

Developing creative solutions to advance student success.



OUR VISION

To meet the needs of the student of tomorrow, we will be bold in advancing the university experience through transformational facilities, exemplary services and programs.

KEY PERFORMANCE INDICATORS

STUDENT LIFE

	FY17	FY18	FY19
CAMPUS ACTIVITIES BOARD			
Events	39	29	29
Participants	12,358	16,042	12,313
SERVICE & LEADERSHIP COUNCIL			
Events	44	22	18
Participants	1,433	964	908
Agencies/Organizations Served	10	18	7
FRATERNITY & SORORITY LIFE			
NPC/IFC Chapters	10	9	9
New NPC Members (Fall/Spring)	184/17#	117/20	109/10
New IFC Members (Fall/Spring)	68/18*	50/15	53/5
Total NPC/IFC Members (Fall/Spring)	576/514	506/433	448/416
MGC/NPHC Chapters	2	3	3
Number of MGC/NPHC Members (Fall/Spring)	2/8	8/23	18/17
All Fraternity GPA (Fall/Spring)	2.94/3.27	2.85/3.04	2.99/2.99
All Sorority GPA (Fall/Spring)	3.25/3.06	3.23/3.27	3.20/3.35
STUDENT ORGANIZATIONS			
Registered Organizations	270	268	280
Number of Funding Requests	153	200	196
Total Dollars Allocated	\$159,862.00	\$292,577.00	\$364,675.00
Total Dollars Expended	\$95,004.00	\$223,502.00	\$220,123.00
STUDENT LIFE TEAM			
Outreach/Presentations	42	50	56
Events	25	33	31
STUDENT LEADERSHIP AWARDS			
Number of Student Org. Awards Applicants	61	73	69
Event Attendance	260	287	291
OFFICE OF STUDENT LIFE			
Outreach/Presentations	5	13	6
Trainings	7	11	8

Fall 2016 new member includes the addition of Alpha Sigma Tau sorority (76).

* Spring 2017 new members includes the addition of Lambda Theta Phi Fraternity, Inc. (7).

** Spring 2018 new members includes the addition of Lambda Theta Alpha Sorority, Inc. (9).

*** Records for each Greek organization are not complete, statistics only reflect those programs/activities that have been reported.

PANTHER PANTRY

	Unique Visits	Return Visits	Total Visits	Total Weight
January	15	2	17	Not Recorded
February	35	18	72	519.46 lbs.
March	60	30	127	1,274.40 lbs.
April	92	58	240	2,020.66 lbs.
May	57	26	111	1,447.96 lbs.
June	46	34	125	1,320.24 lbs.
TOTAL	305	168	692	6,582.72 lbs.

Percentage of Use by Grade Classification

Freshman	5.9%
Sophomore	15.7%
Junior	23.3%
Senior	33.1%
Graduate	15.1%
Unknown	<u>6.9%</u>
TOTAL	165 (Registered Students)

Percentage of Use by Ethnicity

African American	22.7%
Hispanic/Latino	13.3%
White	27.3%
Not Specified/Unknown	36.7%

Pantry Partners

Food/Necessities	78 donations	3,422.96 lbs.
Financial	176 donations	\$15,046.36

Financial Summary

Donations	\$15,046.36
Food & Supplies	(\$5,160.34)
Membership	(\$100.00)
<u>Printing</u>	<u>(\$1,410.35)</u>
Balance	\$8,375.31

EVENT SERVICES

	FY17	FY18	FY19
NUMBER OF EVENTS			
Student Organizations	3,565	2,843	2,701
Academic Affairs	1,061	884	825
Finance & Operations	113	136	167
President's Office	57	45	88
Student Affairs	917	1,179	966
Foundation	37	29	27
University Committees	157	143	114
Off-Campus	80	64	58
TOTAL	5,987	5,325	4,946

FACILITY RENTAL REVENUE			
Student Organizations	\$39,706.5	\$38,699.50	\$36,894.00
Academic Affairs	\$51,693.05	\$41,979.60	\$46,617.10
Finance & Operations	\$4,237.90	\$6,437.00	\$715.60
President's Office	\$4,335.40	\$3,261.30	\$3,688.60
Student Affairs	\$37,499.06	\$32,431.60	\$29,103.90
Foundation	\$2,823.30	\$3,098.50	\$3,890.50
University Committees	\$2,506.40	\$2,176.00	\$1,232.00
Off-Campus	\$38,752.00	\$28,585.00	\$24,235.00
TOTAL	\$181,788.61	\$156,638.70	\$146,376.80

MAUCKER UNION DOOR COUNTS

Daily Operations	887,590	828,675	619,259*
Late Night Access (Plaza Level)*			
Spring 2018	744		
Fall 2018	837		
Spring 2019	918		

*Door counts do not reflect building activities accurately. Multiple door counters failed in the fall semester and were replaced in December. It is guestimated that approximately 150,000-170,000 users failed to be counted during this time.

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

Student Employed	43	49	40
Hours Worked	N/A	N/A	12,808.40
Total Payroll	\$129,906.90	\$122,037.27	\$117,637.22

APPLICATION OF INDICATORS FOR IMPROVEMENTS / FUTURE ENDEAVORS

Campus Activities Board

The organization developed a process in collaboration with IT to be able to scan student ID's for those attending events. This system has provided valuable demographic information for the organization to better understand who is/ is not attending sponsored events and is assisting the organization in programmatic and promotional decision making.

Service & Leadership Council

Organization is continuing to identify how it can best support the university's Civic Action Plan and Strategic Plan to be a supporter in co-curricular service learning (community engagement). This year, the organization worked towards developing programs within their programmatic areas (Leadership, Stop & Serve, Days of Service) that were more purposeful for the students attending and the collaborating partners. The best example of this effort was the large service project, MLK Day of Service food packaging event. Partnerships developed with UNI Community Engagement, Northeast Iowa Food Bank, VCCV, AmeriCorp, and Atlantic Bottling Company allowed the event to nearly double in size and provide over 650 volunteers to package 20,000 backpacks (60,000 meals) for the Northeast Iowa Food Bank Backpack program.

Fraternity & Sorority Life

IFC is seeking success in being more organized, committed and hands on with the fraternity member chapters. One example of this effort has been the commitment to enhancing scholar achievement within the fraternity community, resulting in a sustained improvement in community GPA. The Office of Student Life continues to work closely with students in developing and highlighting culturally-based organizations to create a sustainable future. NPC sororities have experienced a slight decrease in overall membership since the high of 2016, which reflects national trends in membership. However, recruitment participation numbers continue to be stable, considering the declining enrollment trends in recent years.

Student Organizations

The Office of Student Life has worked closely with NISG to refine the re-registration and on-boarding of student organizations. Changes in the process resulted in higher attendance to registration meetings, increased return rate of required paperwork, as well as a streamlined process for the deactivation of student organizations. Communication with student organizations was enhanced with the creation of an attractive email template created by University Relations that is used when communicating with student organization leaders. With this upgrade, there have been a higher percentage of student organizations utilizing the email to assist in the communication of their events and activities as well as an increase in participation in the Student Organization Fair. The Office of Student Life has also increased the use of social media platforms this past year, enhancing their presence to student organizations and the general student body.

Student Life Team

Membership within this organization grew from the previous year of 12 to 21 members this year. The organization also saw a reorganization based on needs of serving the campus community. There are presently (5) committees: Recognition & Recruitment, Student Organization Showcase & Teambuilding, Maucker Union Live, Student Life Education, and Communications. These changes have allowed for greater outreach and service to the UNI community as well as ownership of the organization.

Off-Campus Facility Marketing

SLES worked to enhance exposure to off-campus clients, primarily weddings/special events, through the usage of Wedding Wire, Cedar Valley Weddings, and print publications which resulted in 27 inquires, up 20 from the previous year. The department continues to collaborate with UNI Catering in the promotion of campus spaces to external users through print marketing and local bridal shows which resulted in 21 inquiries. The increase in inquiries has not directly

resulted in additional bookings of space as both Maucker Union Ballroom and Commons Ballroom have trended lower for FY19 and FY20.

Loss of External Revenue

After a ten year agreement to lease space for banking services, Veridian Credit Union opted to not renew the agreement after the 2018-19 academic year. Veridian has experienced declines in membership and an ever changing e-banking that has changed how people bank and has lessened the need for personal banking. The loss of this revenue stream resulted in an 11% decrease in local revenues this fiscal year.



UNI NOW Bingo



UNI NOW Maucker Union Live!



Student Employee Training



MLK Day of Service Packing Event



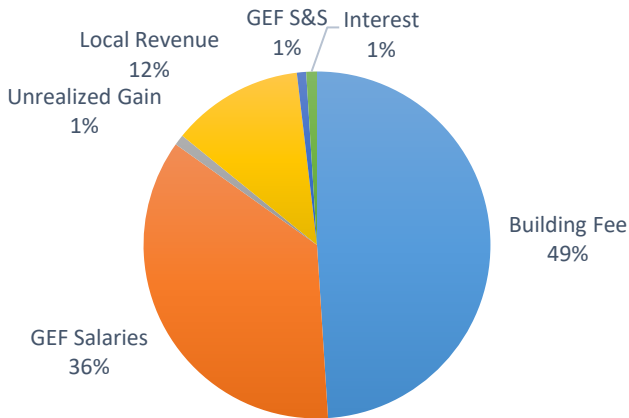
Homecoming Kick-Off



Weddings

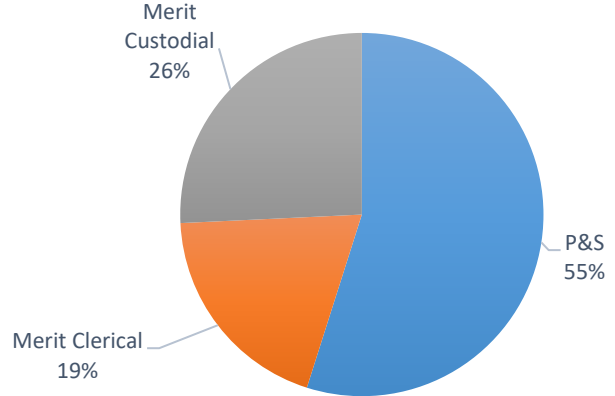
BUDGET

Funding Sources



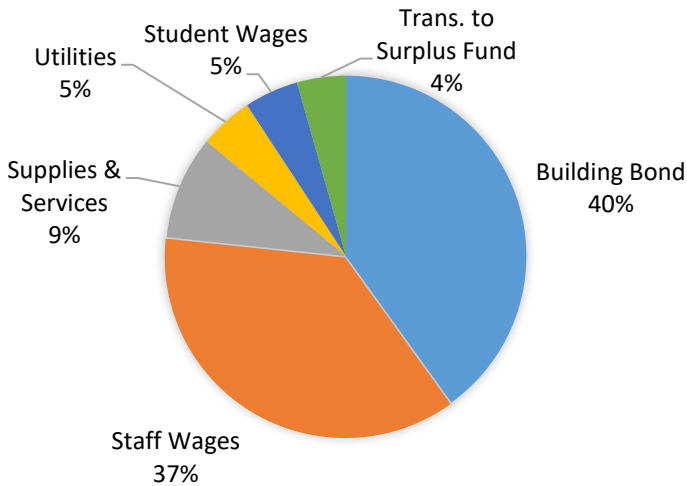
Building Fee	\$1,099,180.44
GEF Salaries	\$804,854.00
Unrealized Gain	\$22,292.64
Interest	\$22,372.51
Local Revenue	<u>\$272,976.77</u>
Total	\$2,241,023.36

Salary & Wages



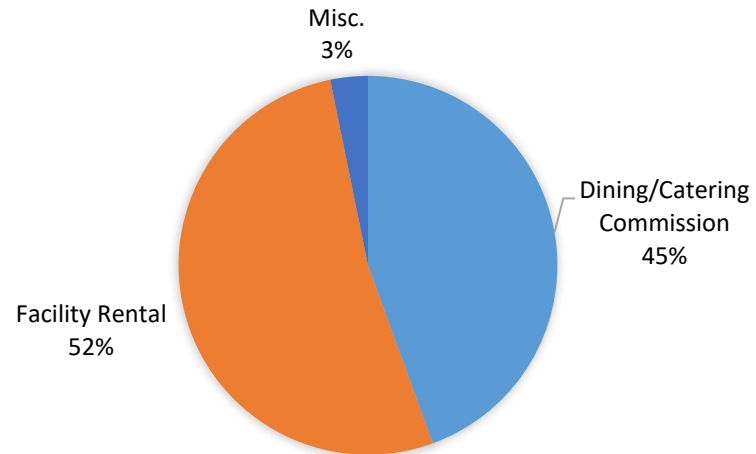
Professional & Scientific	\$448,968.19
Merit Custodial	\$209,165.76
Merit Clerical	<u>\$157,226.16</u>
Total	\$812,360.11

Expenses



Building Bond	\$889,000.00
Staff Wages	\$815,360.11
Supplies & Services	\$222,127.85
Utilities	\$106,567.08
Student Wages	\$118,157.38
Transfer to Surplus	<u>\$89,810.94</u>
Total	\$2,241,023.36

Local Revenues



Dining/Catering Comm.	\$121,327.32
Facility Rental	\$142,922.95
Misc.	<u>\$8,726.50</u>
Total	\$272,976.77

ORGANIZATIONAL CHANGES

2018-19 Student Life & Event Services Staff

Kathy Benson	Custodian I
Terri Metzger	Custodian I
Cavounda Taylor	Custodian I
Robert Winterscheid	Custodian I
Janis Wauters	Secretary II
Pam Creger	Secretary III
Linda Olson	Clerk III
Ashley Adams	Campus Programs Coordinator
Connie Hansen	Student Organizations Coordinator
Bryan Beardsley	Business & Operations Manager
Steffoni Schmidt	Associate Director
Mike Bobeldyk	Director

Full-Time Staff Changes:

Linda Olson (Retirement)

Staffing model for Event Services was evaluated in Spring '19 and was recommend not to fill this position. Event Services front desk coverage will be filled by student employees with the Event Services Secretary II position serving as the main reservationist.

Ashley Adams (Resigned)

Due to the late announcement of departure, this position will not be filled for the 2019-20 school year. A temporary P&S staff member will be hired to assume Fraternity & Sorority Life job duties, while the Associate Director will direct day to day responsibilities of the Campus Programs Coordinator position. An evaluation of staffing needs will be conducted during the 2019-20 school year.

FY19 STRATEGIC ACCOMPLISHMENTS

Strategic Goal: Student Success

- Implemented revised Student Employee evaluation to include measurements for student learning.
- Provided resources for student organizations to be successful in all areas of event planning and programming.
- Worked with the Director of Finance for NISG to look at additional funding sources for student organizations looking to plan events, programs and speakers.
- Continued encouragement for student organizations to collaborate & partner.
- Collaborated with IT in the migration and enhancement of the PantherFYI.com web page to be able to report/track engagement.
- Opened Panther Pantry in January 2019 and currently assisting 165 students with food insecurity needs.

Strategic Goal: Diversity and Inclusion

- Campus Activities Board developed an inclusion and outreach position for the executive committee to ensure the organization is promoting, collaborating, and developing programs that interest marginalized populations and student organizations.
- Supported the growth and sustainability of multicultural Greek organizations.
- Assisted with the development of a student organization for African-American women to promote academics, personal growth, and develop friendships that will hopefully serves as a springboard for an NPHC sorority.
- Developed a Culturally Based Greek Organization brochure in partnership with Admissions for use with prospective and current students.
- Assisted in the creation of a student-led committee for the three current CBGO's and other interested student to brainstorm ideas, develop projects and programs. Additional programs included two lunch and learn events with the CME provide information on joining CBGO's, and an alumni luncheon for students and staff to connect.
- Addressed an Inclusion clause with all registered student organizations (This policy was developed with the assistance of the University Attorney).

Strategic Goal: Campus Vitality

- Organized two events for UNI Now, Maucker Union Live and Bingo Night, for 1,000 students nightly.
- Facilitated a bi-weekly Maucker Union Live Programming (Over 150+ at each event)
- Created weekend programming event, Spring Maucker Union Live, to welcome new and current students back to campus after winter break
- Supported NISG in addressing Mental Health Issues, Sexually Assault, and Accessibility
- Developed webpage to archive all of the student leader newsletters so all students have the ability to access the same information.
- \$12,113 raised in two weeks through the Panther PAWprint crowdfunding platform for the Panther Pantry.
- Developed and implemented Red Watch Band program for campus Greek organizations that focuses on alcohol education.
- Partnered with VCCV, UNI-Tix and Graphix Club in creating a use as a Guest Services desk of the former Veridian Credit Union space vacated in May 2018.

Strategic Goal: Community Engagement

- Partnered with Northeast Iowa Food Bank, VCCV, UNI Community Engagement, AmeriCorps, and Atlantic Bottling to package 60,000 meals for the backpack programs during the MLK Day of Service event.
- NISG actively engaged student body throughout the year through Legislative Forums, UNI Day at the Capital, Legislative Liaison Team, and Panther Vote.
- Dine and Donate program developed with local restaurants to donate funds for the Panther Pantry operations.

FY19 TATICAL ACCOMPLISHMENTS

- Due to a decline in funds received via the student Building Fee, a review of building traffic with door counter reports reduced standard weekly hours of operation from 104 to 90, which has allowed for a slight reduction in student wages and energy consumption.
- Utilized the Spring '18 Food Insecurity Task Force recommendations to identify space and create the foundation for the development of the student food pantry.
- Developed partnership with new campus beverage provider (Atlantic Bottling) in providing free access to (2) semi-trailers and operators to deliver food supplies for the MLK Day of Service food packaging event, which result in a financial savings to allow for additional funds to be allocated additional food supplies.
- With the May 2018 departure of Veridian Credit Union, SLES was able to utilize the built-out space to create a Guest Services desk that has added a UNI-Tix outlet, Volunteer Center of the Cedar Valley outreach center, as well as department student employees to assist guests and patrons with questions.

- FSL Intern Program was developed for students who are interested in additional leadership opportunities within the Greek community and/or are interested in pursuing Student Affairs as a career. This past year, three undergraduate students and two graduate students participated in the semester long program. Moving forward, this experience has been approved for internship credit when paired with the Exploring Student Affairs Profession course.
- As part of their experience, FSL undergraduate Greek Interns assisted in the development of online social forms for Greek social events. Through their experience, students were able to solve a issues related to timeliness of form submission, processing with ProTrav/Clery, Third Party Vendor contracts, guest list submission, and informing Greek advisors of registered events.

CHALLENGES AHEAD

Panther Pantry Volunteers

During the Spring semester, the pantry had approximately 50 hours of operation per week that volunteers were able to sign up to work shifts throughout the semester. There have been an adequate number of volunteers who come forward to assist, but we have encountered inconsistent attendance and last minute cancellations. This has put the responsibility of assisting students onto the SLES staff. We will be using this year to identify a better volunteer management process as well determine if the current hours of operation can be sustainable between the students within the organization and volunteers.

Sustainable Funding Model

Students are assessed a Building Fee that is collected for the bond payments that are responsible for the previous renovations of the UNI-Dome and Maucker Union. For the past six years, SLES has not met Building Fee revenue projections due to lower than budgeted enrollment figures and the refinancing and redistribution of bond funds that are received. Lower fee revenues have impacted the department's ability to contribute adequate funds to the Maucker Union Improvement Fund that supports on-going facility maintenance and improvements. Currently, \$1.5 million dollars are held in the Maucker Union System Fund (Improvement Account).

Enhancing Revenues

As stewards of an aging facility, SLES is responsible in maintaining a facility that meets the needs of the campus and external communities. Upgrades in areas such as technology, infrastructure, equipment, and soft goods will always demand that funding be available to meet those needs. As the landscape of comprehensive regional colleges and universities is changing, so is the ability to depend on revenue sources such as student fee money, to provide the funding needed to support the operation. SLES will be required to look at internal and external opportunities to enhance revenue streams. Revisions to the Maucker Union, Lang Hall Auditorium, and campus grounds fee schedules are being considered to aid in creating additional revenue.

Deferred Maintenance Planning

With an unknown future in the continuation of the University Center study, SLES staff are initiating the development of a formal plan to address the projected \$15 million in deferred maintenance that will occur over the next five years. Work will begin with Facilities Management to identify priority projects that will aid in the sharing of the need to students to continue to support funding at an identified level to address facility upgrades after the current bond expires in FY22.

NEW/SIGNIFICANT PROGRAMS AND ACTIVITIES

Campus Activities Board Rewards System

Implemented rewards system for events to incentivize students to attend programs and to be able to accurately track attendance CAB is creating a rewards system for their events in order to get more students interested in attending

events, keep more accurate records of unique and repeat attendance, and assist in guiding programmatic decision making.

Red Watch Band

Program has been created in partnership with Office of Student Life and Student Wellness Services. The mission of the program is to provide students with knowledge and skills to prevent toxic drinking deaths and to promote a student culture of kindness, responsibility, compassion and respect. All university Greek organizations were required to participate in the program this past year. The program is accompanied by an assessment which informs our implementation, alignment with learning outcomes, as well as provides benchmarking opportunities with other universities.

FSL Leadership Academy

Developing a small cohort based leadership course to be facilitated by Mike Weiglein, a John Maxwell Certified Trainer, for social Greek organization members Fall 2019. Students will work through the book *The Leader In You 2.0* by participating in group discussions and applying it to their Greek leadership experiences.

SPACE

eSports

With the continued grow of eSports worldwide, consideration for developing a dedicated space for eSports, table top gaming and other recreational activities will be evaluated in the upcoming year. At present time, there is not sufficient space within Maucker Union to adequately service these activities. As a review to identify the need for computer labs on campus evolves, there may be an opportunity to reassign space with minimum investment needed by the department.

Retail Dining

As the Department of Residence awaits the Housing and Dining report, SLES must work closely with DOR to identify opportunities to enhance retail dining experiences and generate additional revenues for both departments.

STAFF PROFESSIONAL DEVELOPMENT

- Ashley Adams, National Association of Campus Activities Northern Plains Region Business Networks Coordinator
- Connie Hansen, National Association of Campus Activities Student Government Conference
- Steffoni Schmidt, AFA Advance U Webinar series

HONORS AND RECOGNITIONS

Honor/Recognition

Student Organization Advisor of the Year
Years of Service Award (40 years)
Years of Services Award (30 years)
Years of Services Award (30 years)

Individual/Group

Ashley Adams
Linda Olson
Bryan Beardsley
Constance Hansen

Presenting Organization

Student Leadership Awards
Student Affairs Division
Student Affairs Division
Student Affairs Division