

Student Life & Event Services



Campus Living Room



COVID Campus Living Room



Bingo



COVID Virtual Bingo



Student Leadership Awards



COVID Virtual Student Leadership Awards

KEY PERFORMANCE INDICATORS

STUDENT LIFE

	FY17	FY18	FY19	FY20 (thru 3/13/20)
CAMPUS ACTIVITIES BOARD				
Events	39	29	29	25
Participants	12,358	16,042	12,313	5,313
SERVICE & LEADERSHIP COUNCIL				
Events	44	22	18	6
Participants	1,433	964	908	1,380
Agencies/Organizations Served	10	18	7	5
FRATERNITY & SORORITY LIFE				
NPC/IFC Chapters	10	9	9	9
New NPC Members (Fall/Spring)	184/17#	117/20	109/10	99/4
New IFC Members (Fall/Spring)	68/18*	50/15	53/5	33/13
Total NPC/IFC Members (Fall/Spring)	576/514	506/433	448/416	432/386
MGC/NPHC Chapters	2	3	3	3
Number of MGC/NPHC Members (Fall/Sprg)	2/8	8/23	18/17	13/12
All Fraternity GPA (Fall/Spring)	2.94/3.27	2.85/3.04	2.99/2.99	2.96/3.38
All Sorority GPA (Fall/Spring)	3.25/3.06	3.23/3.27	3.20/3.35	3.26/3.56
STUDENT ORGANIZATIONS				
Registered Organizations	270	268	280	263
Number of Funding Requests	153	200	196	188
Total Dollars Allocated	\$159,862.00	\$292,577.00	\$364,675.00	\$377,944
Total Dollars Expended	\$95,004.00	\$223,502.00	\$220,123.00	\$133,797
STUDENT LIFE TEAM				
Outreach/Presentations	42	50	56	58
Events	25	33	31	11
STUDENT LEADERSHIP AWARDS				
Number of Student Org. Awards Applicants	61	73	69	113
Event Attendance	260	287	291	9,990+ views
OFFICE OF STUDENT LIFE				
Outreach/Presentations	5	13	6	7
Trainings	7	11	8	9

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
	FY19 / FY20	FY19 / FY20	FY19 / FY20	FY19 / FY20
July	0 / 45	0 / 32	0 / 172	0 / 1,741
August	0 / 80	0 / 43	0 / 189	0 / 2,323
September	0 / 140	0 / 85	0 / 394	0 / 2,705
October	0 / 175	0 / 115	0 / 633	0 / 4,673
November	0 / 169	0 / 99	0 / 442	0 / 3,412
December	0 / 171	0 / 99	0 / 408	0 / 3,331
January	15 / 143	2 / 82	17 / 366	Not avail / 3,128
February	35 / 163	18 / 97	72 / 436	520 / 3,110
March	60 / 125	30 / 55	127 / 219	1,274 / 1,703
April	92 / 13	58 / 12	240 / 56	2,021 / 628
May	57 / 0	26 / 0	111 / 0	1,448 / 0
June	46 / 0	34 / 0	125 / 0	1,320 / 0
TOTAL	305 / 1,224	168 / 719	692 / 3,315	6,583 / 26,751

Percentage of Use by Grade Classification

	FY 19	FY20
Freshman	5.9%	3.0%
Sophomore	15.7%	8.3%
Junior	23.3%	16.2%
Senior	33.1%	50.3%
Graduate	15.1%	19.1%
Unknown	6.9%	3.0%
TOTAL REGISTERED STUDENTS	165	387

Percentage of Use by Ethnicity

	FY 19	FY20
African American	22.7%	17.4%
Hispanic/Latino	13.3%	15.2%
White	27.3%	29.3%
Not Specified/Unknown	36.7%	33.11
Amer. Indian/Alaskan Indian	0%	.1%
Asian		5%

Pantry Partners

Food/Necessities	73 donators	4,842.17 lbs
Financial	171 donators	\$22,931.27

Financial Summary

Donations	\$22,931.27
Food & Supplies	(\$6,832.25)
Postage	(\$109.55)
Equipment	(\$1,981.16)
General Services	(\$440.00)
Printing	(\$156.00)
Prizes/Gifts	(\$62.25)
Balance	\$20,122.85

EVENT SERVICES

	FY17	FY18	FY19	FY20 (thru 3/13/20)
NUMBER OF EVENTS				
Student Organizations	3,565	2,843	2,701	2,188
Academic Affairs	1,061	884	825	741
Finance & Operations	113	136	167	193
President's Office	57	45	88	71
Student Affairs	917	1,179	966	487
Foundation	37	29	27	22
University Committees	157	143	114	24
Off-Campus	80	64	58	54
TOTAL	5,987	5,325	4,946	3,799

FACILITY RENTAL REVENUE

Student Organizations	\$39,706.50	\$38,699.50	\$36,894.00	\$28,696.75
Academic Affairs	\$51,693.05	\$41,979.60	\$46,617.10	\$41,325.10
Finance & Operations	\$4,237.90	\$6,437.00	\$715.60	\$2,293.80
President's Office	\$4,335.40	\$3,261.30	\$3,688.60	\$3,769.80
Student Affairs	\$37,499.06	\$32,431.60	\$29,103.90	\$4,493.90
Foundation	\$2,823.30	\$3,098.50	\$3,890.50	\$4,526.70
University Committees	\$2,506.40	\$2,176.00	\$1,232.00	\$1,205.80
Off-Campus	\$38,752.00	\$28,585.00	\$24,235.00	\$29,696.75
TOTAL	\$181,788.61	\$156,638.70	\$146,376.80	\$115.392.15**

** \$64,581 has been estimated as the amount of lost facility revenue due to the COVID closure

MAUCKER UNION DOOR COUNTS

Daily Operations	887,590	828,675	619,259*	494,773.00
	(17,069/ week)	(15,936/ week)	(11,909/ week)	(13,372/ week)
Late Night Access (Plaza Level)*				
Spring 2018	744	(46.5/ week avg)		
Fall 2018	837	(52.3/ week avg)		
Spring 2019	918	(57.4/ week avg)		
Fall 2019	995	(62.2/ week avg)		
Spring 2020	506	(56.2/ week avg)		

*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	31
Hours Worked	N/A	N/A	12,808.40	10,278.30
Total Payroll	\$129,906.90	\$122,037.27	\$117,637.22	\$96,695.71

APPLICATION OF INDICATORS FOR IMPROVEMENTS / FUTURE ENDEVORS

Service & Leadership Council

As mentioned in last year's report, we have been working with the student organization to identify how to best support the university's Civic Action Plan and Strategic Plan to be a supporter within co-curricular service learning (community engagement). Having adapted the programmatic opportunities to meet the interest of students, we have continued to see fewer engagements with students participating in SLC programming. After careful consideration, the decision has been made to fold the critical components of this organization (food insecurity) into the work being done by the Panther Pantry. This will allow for greater connection with community organizations who have similar missions and to streamline programming provided by the Office of Student Life.

Student Organizations

The staff of the Office of Student Life has work diligently to engage student organizations in opportunities to enhance leadership skills, student organization operational knowledge and venues to highlight organization achievements. This year's Student Leadership Awards nomination process saw an increase of 64% in applications for student organization specific awards with increased numbers in each award category. Due to the spring campus closure, staff were charged with changing the format from in-person to virtual. The annual ceremony typically averages over 275 people in attendance. This year's virtual ceremony has received nearly 10,000 views on YouTube since in mid-April. A special thanks to Taberie Van Boening on serving as the primary facilitator of this very important end of the year student recognition event. Her efforts and dedication to the project were vital to the overwhelming success of the event.

Student Life Team

Although this organization has served a key role in the outreach and delivery of Office of Student Life services and programming, the long term viability of identifying key, non-overcommitted student leaders to maintain the success of the organization has resulted in rerouting the efforts to OSL staff and student employees. This change will allow for greater accountability in assigning responsibilities from volunteers to employees.

Facility Rental Income

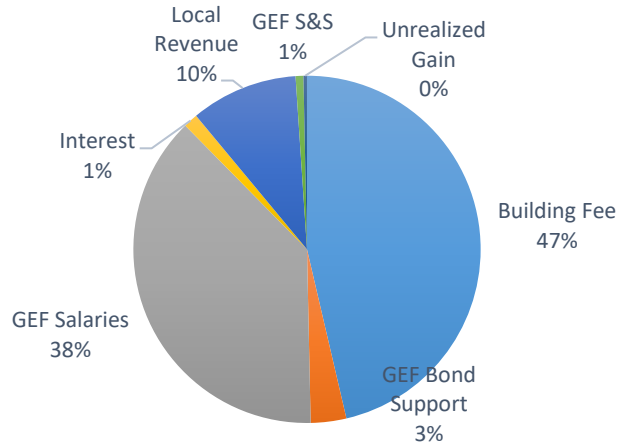
A complete review and modification of the Maucker Union, Lang Hall and Outdoor Events Fee Schedules was facilitated at the conclusion of FY19. In reviewing peer institutions and local venue competition, fees for room and equipment rentals were increased approximately 20% on average. With a modest uptick in room reservations, SLES was tracking for an approximate 22% increase in facility rental income. Due to the COVID closure, an estimated loss of \$64,500 in rental revenue has been calculated.

Panther Pantry

In the first 18 months of operation, the Panther Pantry continues to strengthen the message of the need to help the hundreds of students who have identify themselves as being food insecure. In the Spring semester of the 2018-19 school year, the pantry averaged 50 students served per month. The past fiscal year (with the calculation ending in March) the pantry served nearly 79 students per month with approximately 27,000 pounds of food distributed to 387 students who have registered to receive support.

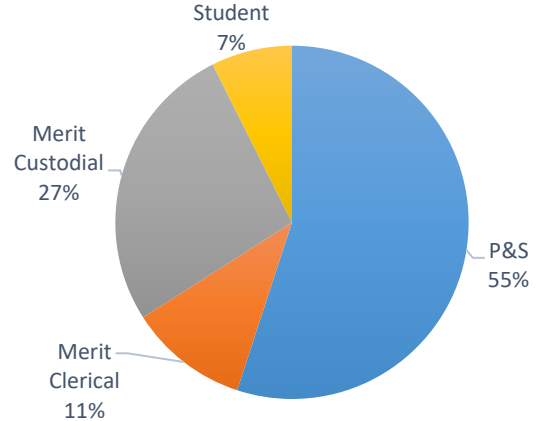
BUDGET

Funding Sources



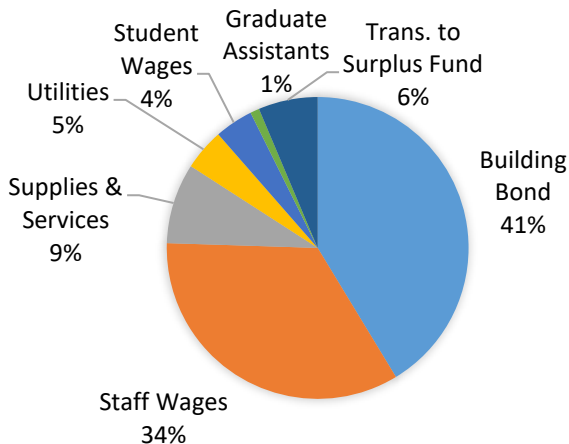
	FY19	FY20
Building Fee	\$1,099,180.44	\$1,004,364.23
GEF Salaries	\$804,854.00	\$822,667.00
Unrealized Gain	\$22,292.64	\$7,056.22
Interest	\$22,372.51	\$29,010.99
GEF Bond Support		\$71,713.00
Local Revenue	<u>\$272,976.77</u>	<u>\$216,155.04</u>
Total	\$2,241,023.36	\$2,166,712.48

Salary & Wages



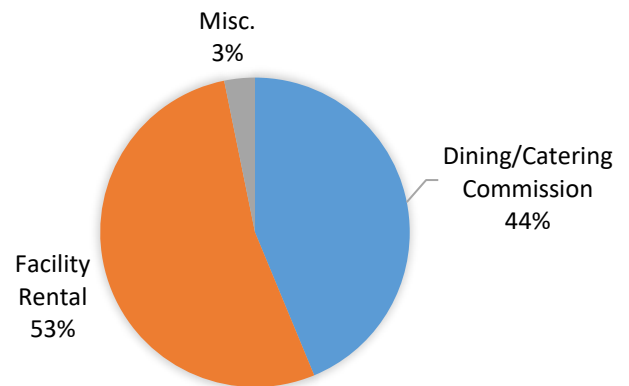
	FY19	FY20
P&S	\$448,968.19	\$440,238.25
Merit Custodial	\$209,165.76	\$213,082.91
Merit Clerical	\$157,226.16	\$87,383.32
Student	<u>\$0</u>	<u>\$59,303.00</u>
Total	\$812,360.11	\$800,007.48

Expenses



	FY19	FY20
Building Bond	\$889,000.00	\$895,300.00
Staff Wages	\$815,360.11	\$740,704.48
Supplies & Services	\$222,127.85	\$186,393.17
Utilities	\$106,567.08	\$96,429.18
Student Wages	\$118,157.38	\$88,986.52
Graduate Asst.		\$21,136.00
Transfer to Surplus	<u>\$89,810.94</u>	<u>\$137,763.13</u>
Total	\$2,241,023.36	\$2,166,712.48

Local Revenues



	FY19	FY20
Dining/Cat. Comm.	\$121,327.32	\$94,573.44
Facility Rental	\$142,922.95	\$114,676.30
Misc.	<u>\$8,726.50</u>	<u>\$6,905.30</u>
Total	\$272,976.77	\$216,155.04

ORGANIZATIONAL CHANGES

2019-2020 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
Taberie Van Boening	Interim Fraternity & Sorority Life Coordinator
Connie Hansen	Student Organizations Coordinator
Bryan Beardsley	Business & Operations Manager
Steffoni Schmidt	Associate Director
Mike Bobeldyk	Director

Full-Time Staff Changes:

Janis Waters (Retirement)

Following the retirement of Linda Olson, Event Services reservationist, in 2019, we experienced another reservations staff retirement in Janis Waters. Although the staffing line will not be filled, the addition of Division of Student Affairs Shared Services staff member, Jenny Murphy, will assist in filling many of the primary responsibilities of Janis' position. The continued use student employees to manage the receiving of guest and fill the role of initial reservationist has been successful and will continue moving forward.

FY20 STRATEGIC ACCOMPLISHMENTS

Strategic Goal: Student Success

- Increasing the student usage of the Panther Pantry by 132% and distributing approximately 27,000 lbs of food and essentials.
- Provided resources for student organizations to be successful in all areas of event planning and programming.
- Collaborated with IT in the enhancement and official relaunching of Panther FYI (For Your Involvement) in January 2020. The platform now allows for students to self-report and track engagement in student organizations as well as archive campus student employment, volunteering, pre-professional experiences.
- Implemented Greek Member Achievement Program to support Greek-affiliated academically at-risk students.
- Engaged students with virtual programming opportunities (BINGO) and Student Leadership Awards.
- Managed the facilitation of transfer student virtual registration process.
- Developed on-line programming for first year student orientation program.

Strategic Goal: Diversity and Inclusion

- Supported the growth and sustainability of multicultural Greek organizations.
- 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.

Strategic Goal: Campus Vitality

- Organized two events for UNI Now, Maucker Union Live and Bingo Night, for 1,000 students nightly.
- Rebranded student organization leader newsletters, enhancing communication of department initiatives, promotion of student organization activities, and highlighting individual and organization achievements.
- \$22,913 raised through the Panther PAWprint crowdfunding platform for the Panther Pantry.
- Implemented process for all student organization constitutions to be updated and reviewed by NISG.
- Increased the number of student leaders participating in the annual NISG budgetary process. Since 2018, a 28.4% increase in the amount of student organizations receiving NISF funds has been realized.

Strategic Goal: Community Engagement

- Restructured the partnership with Northeast Iowa Food Bank, VCCV, UNI Community Engagement, AmeriCorps, and Atlantic Bottling to facilitate the MLK Day of Service backpack event. With additional support and dollars donated, over 48,000 back packs were made by 1,200 university and community volunteers.
- NISG actively engaged student body throughout the year through Legislative Forums, UNI Day at the Capital, Legislative Liaison Team, and Panther Vote.

FY20 TATICAL ACCOMPLISHMENTS

- Enhanced the partnership with campus beverage provider (Atlantic Bottling) in providing free access to semi-trailers and operators to deliver food supplies for the MLK Day of Service food packaging event that was moved from Maucker Union to the UNI-Dome to increase volunteer capacity.
- After the departure of an OSL staff member this past year, a review of department staffing structure was conducted which has resulted in the reorganization of staffing responsibilities for the Office of Student Life. In the coming year, Steffoni Schmidt will assume the role of NISG advisor and Connie Hansen will serve as the advisor to the Campus Activities Board. A search will be conducted to hire a Fraternity & Sorority Life Coordinator, removing the role of primary FSL advisor from Steffoni Schmidt to the new hire.
- A couple of significant changes have been implemented to the student group responsible for planning the UNI Homecoming festivities. The number of student leaders selected to serve on the UNI Homecoming Committee has been reduced to provide opportunities for a more robust responsibility and enhance the overall student leader experience. In support of student request, the schedule of student focused Homecoming activities has been shorted and the number of programs has been reduced. Changes for the FY20 Homecoming include the elimination of the Monday Kick-Off ceremony and Homecoming Royalty Court event, moving the parade from Saturday morning to Friday evening and eliminating of one of the Campus Activities Board programs during the week.
- The Student Organization Fair has been moved from the start of the Fall semester to be a program embedded into the UNI Now programming. This change will allow for greater contact with all incoming new students and anticipated involvement in student organizations. NOTE: This program will not be held in-person due to COVID restrictions and will be moved to a virtual experience.
- Replaced Plaza Level, Southwest, and Northwest incandescent lighting fixtures to LED to reduce utility costs.
- Reduced hours of operations by nine hours weekly, which has slightly reduced student wages and utility costs.
- Have initiated deferred maintenance and facility improvement planning with support from Facilities Management. Initial work to be consider includes improvements to the Hemisphere Lounge (accessibility and programming) and the main level corridors and Coffeehouse seating area (lighting and ceiling improvements, fixtures and furniture replacements).

CHALLENGES AHEAD

Engagement of Students

With the current state of the pandemic, the engagement of students with virtual programming is a significant challenge. Student Life staff are working with State of Iowa Regents school colleagues as well as NACA partners to envision new forms of campus life engagement. Fraternities and Sororities face potentially long term financial and membership implications with the inability to offer in-person recruitment, limited/restricted brotherhood/sisterhood activities, reduced housing income, and personal health concerns of current members. Student organizations face the potential inability to facilitate programs and services due to event and venue restrictions.

Enhancing Revenues or Refocusing Mission

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 and building users fees to provide the funding needed to support the operation. Is now the opportunity to revisit the mission of the facility as a university auxiliary or a general fund supported unit?

NEW/SIGNIFICANT PROGRAMS AND ACTIVITIES

Greek Member Achievement Program

The Greek Member Achievement Program was developed to assist Greek affiliated students, who have met GPA criteria, with services to assist them in achieving academic progress through the development of healthy habits and routines, academic and personal resiliency. The Spring 2020 semester saw 73 students engaged in the opportunity to meet one-on-one with a support coach. Quantitative data has shown students were actively involved in conversations with their assigned coach and found the experience helpful in developing accountability as well as identifying campus resources for assistance. Through this department initiative as well as the established academic programs within individual Greek chapters, the overall Greek community GPA for the Spring 2020 semester rose to 3.56, which is nearly a quarter percent higher than the previous semester and year.

Panther FYI

Panther For Your Involvement has undergone a significant overhaul this past year that has strengthened its mission to supporting students archive experience and achievements and assisting them in becoming career ready. The initial goal of the platform was to provide “match making” of student’s personal interest to potential student organization involvement. The site now helps students identify personal competencies to develop through participating in student organizations, an archiving tool to list current and previous student organization membership, as well as logging volunteer, pre-professional, and on-campus job experiences.

SPACE

eSports

With the continued growth of eSports at the college level, consideration for developing a dedicated space for eSports, table top gaming and other recreational activities will be evaluated in the upcoming year. With the temporary closure of the Maucker Union Computer Lab due to the pandemic, this year presents a great opportunity to move this initiative forward.

Health Beat vs. Other Needs

With increased needs in developing spaces for meditation/prayer, tranquility, veteran students, retail, and other, consideration must be given to identifying long term usage of the space currently inhabited by the Recreation Services fitness center.

STAFF PROFESSIONAL DEVELOPMENT

- Connie Hansen – National Association of Campus Activities (NACA) Regional Conference
- Steffoni Schmidt – Cross Cultural Fraternal Advisors Institute

HONORS AND RECOGNITIONS

Honor/Recognition	Individual/Group	Presenting Organization
Years of Services Award (30 years)	Constance Hansen	Student Affairs Division
Sue Fallon Exemplary Service Award	Steffoni Schmidt	Student Affairs Division

STUDENT LEARNING OUTCOMES/INSTITUTIONAL EFFECTIVENESS INDICATORS

SLES SLO/IEI assessment this year focused on the Fraternity & Sorority Life alcohol education and bystander intervention program, Red Watch Band. The Student Learning Outcome developed was that as a result of participation in Red Watch Band training, 80% of participants will be able to name at least three high risk behaviors involving alcohol. The Institutional Effectiveness Indicator was the measurement of number of alcohol-related incidents of Greek affiliated members who have participated in Red Watch Band training versus the general student body and those who have not received the training. A Qualtrics post-assessment was developed to gather results and measure student learning.

Findings have not yet been analyzed with the Dean of Students office. If the analysis shows a positive correlation as a result of the training, consideration should be given to broadening the participation students outside of the Fraternity & Sorority Life community.

ASSESSMENT

This spring the quadrennial review of the student union operation facilitated by Skyfactor was conducted. The survey saw a 5% increase (877 total responses) as compared to the 2017 student union survey. Survey results were provided to the department in May, but have not been fully reviewed due to COVID related matters. A brief review would support that any reduction in Office of Student Life staff could greatly reduce the department's effectiveness in delivering programs and services that have been identified as top predictors in enhancing student success.

Although the established assessment goal has not been realized, Student Life & Event Services has trended higher over the last three years in overall program effectiveness and has historically performed better when compared to peer as well as all other institutions.

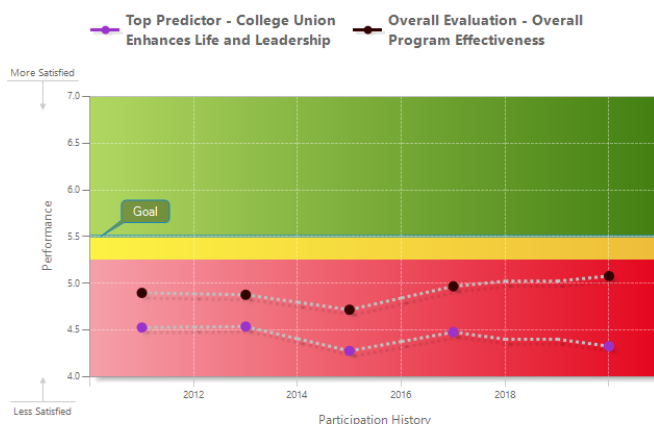
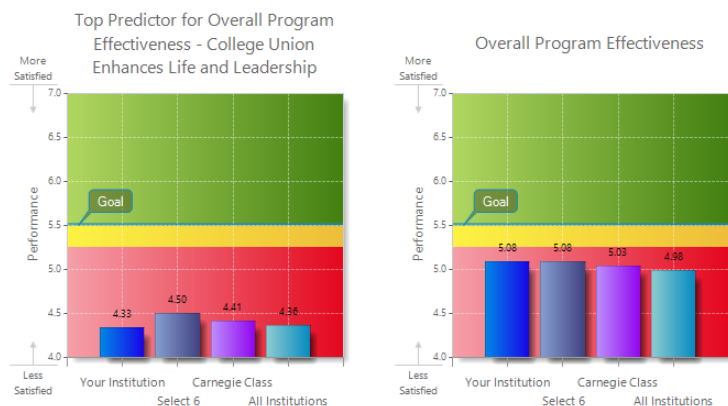
External Benchmarks

[More >>](#) Trends

[More >>](#)

Top Predictor and Overall Program Effectiveness factor compared to external benchmarks.

Top Predictor and Overall Program Effectiveness factor performance over time.



Recommendations for Improvement

Population: University of Northern Iowa (Number Responding = 877)

Overall Program Effectiveness Factors	Impact on Overall Program Effectiveness	Contribution to the Total Impact	Factor Performance	Recommendation Category
High Impact Factors				
College Union Enhances Life and Leadership	1st Predictor	19.0%	Below Goal (4.33)	Top Priority
Union Staff	2nd Predictor	13.8%	Above Goal (5.70)	Maintain or Improve
College Union is a Source of Entertainment	3rd Predictor	13.4%	Below Goal (5.49)	Top Priority
Union Food Variety, Quality and Price	4th Predictor	8.2%	Below Goal (5.15)	Top Priority
Aspects of Dining Service	5th Predictor	7.7%	Above Goal (5.78)	Maintain or Improve
College Union has a Positive Environment	6th Predictor	6.8%	Above Goal (5.93)	Maintain or Improve
No/Low Impact Factors				
Publicizes the Union and Promotes Campus	Non Predictor	0.0%	Below Goal (5.22)	Monitor
College Union is Student Oriented	Non Predictor	0.0%	Above Goal (5.83)	Maintain
Bookstore Staff	Non Predictor	0.0%	Above Goal (5.71)	Maintain
Bookstore Items Variety and Price	Non Predictor	0.0%	Below Goal (4.27)	Monitor
Union Cleanliness	Non Predictor	0.0%	Above Goal (6.07)	Maintain