

Student Affairs Annual Report

University Centers

2023-2024

1. Areas of Responsibility:

- a. The University Centers include a variety of different departments and areas of responsibilities for campus. These include:
 - i. University Information & Tickets
 - 1. Provides service to campus by answering the main information line for incoming calls
 - 2. Sells tickets for multiple on campus departments and off-campus entities, most notably Athletics and Fine Arts
 - ii. Campus Activities and Student Engagement
 - 1. Includes campus programming, fraternity and sorority life, diversity and inclusion programs, student employment, volunteer programs, and the Basement Brewhaus
 - iii. Fitness and Recreation Programs
 - 1. Includes Allen Fitness Center, Intramurals, Aquatics, Climbing Wall, and Group Exercise
 - iv. University Centers Administration
 - 1. Includes the day-to-day operations of the Dreyfus University Center and Allen Center
 - 2. Includes oversight over 170 student employees across the DUC operations
 - 3. University Centers Marketing completes around 400 projects annually.
 - v. Conference and Event Services
 - 1. Includes campus reservations, summer camps, on and off-campus event management, and Event and Technical Services

2. Staffing

- a. Please list all full-time staff and titles as well as student staff, their titles, and the semesters they worked.
 - i. Missy Burgess, Director of University Centers
 - ii. Susan LeBow (through January 2024), Associate Director of University Centers- Operations
 - iii. Melanie Cychosz, (starting January 2024) Director of Conference and Event Services/Associate Director of University Centers- Operations
 - iv. Michele Miller, Associate Director of University Centers- Programs
 - v. Megan Vruwink (through December 2023), Marketing Manager
 - vi. Kimberly Prophet (starting March 2024), Marketing Manager
 - vii. Kyle Foss (starting March 2024), Operations Manager
 - viii. Danielle Beschta (starting January 2024), Event Coordinator
 - ix. Mary Neve (starting January 2024), Event Coordinator
 - x. Chris Wylie, Event and Technical Services Coordinator
 - xi. Erin Raikowski, University Information and Tickets Manager
 - xii. Nicole Proulx, Financial Specialist
 - xiii. Jon Joslin (through February 2024), PointCard Office Financial Specialist
 - xiv. Chris Rozek, CASE and FitRec Administrative Assistant
 - xv. Marisa Hahn, Student Employment and Volunteering Program Manager
 - xvi. Mia Campeau (through June 2024), Activities and Involvement Program Manager
 - xvii. Brian Pagel, Recreation Program Manager

- xviii. Amy Fitschen, Fitness Program Manager
- xix. Missy Habberley, Engagement Manager (Basement Brewhaus, DEI, FSL)
- xx. Justin Stoffel, Aquatics Manager

3. Services and Programs

2(a). Relevance:

- *Key Service Indicators* (# of students served, # programs offered, # average attendance at programs/workshops, # presentations and workshops)
- Who is your primary target audience?
- *Ex.*

Program/Service	2022-2023 Data	2023-2024 Data
Brewhaus Sales	11,223 cups of coffee 18,556 specialty drinks	1095 cups of coffee 2202 specialty drinks 2074 smoothies 2241 cups of soup 644 milkshakes & ice cream floats – new item! 30 live music events 11 hosted socials 6 movie nights
Aquatics Participation	2150 users of open swim	2400 users of open swim, water exercise, water polo, open recreation diving 7 collegiate meets 8 free scuba demo trainings for students 6 staff training sessions \$1317.00 in revenue from education programs
GroupEx Participation	316 Classes 1,551 Class Participants	436 classes 2892 class participants
Allen Fitness Center Usage	2988 Students (Combo) 8 MSTC Students 21 Current Faculty/Staff 21 Community Members	3623 members 3545 students 9 MSTC students 36 faculty/staff 33 community members
Intramurals Participation	1,126 Games 491 Teams 2,520 Participants	869 games 372 teams 2464 participants (704 freshmen, 722 sophomores, 555 juniors, 379 seniors, 87 graduate students, and 13 faculty/staff)
Climbing Wall Participation	3338 Climbs	3876 climbs
Open Gym	3079 Participants	2116 students
CASE Activities & Events	84 programs offered 4778 attendees	67 programs offered (31 were homegrown initiatives) 8783 attendees
CASE Cultural/Diversity Events	237 attendees	305 attendees 8 programs

		4 CenterCase displays
CASE Volunteer Events	345 Event Participants 262 Blood Donors 9 Service Trip Participants 22 Cupboard Volunteers 598 Visits to the Cupboard	136 Event Participants 161 Blood Donors 10 Service Trip participants 15 Cupboard volunteers 12 Food Drive Events 1145 Visits to The Cupboard
Student Organizations Recognized	183	188 including 7 new organizations
Fraternity & Sorority Life	4 sororities 3 fraternities	148 members 4 sororities 2 fraternities 849.5 hours of volunteer services by FSL students
Number of Marketing Projects Completed	192 Projects Completed	369 projects with 1,110 assets completed
Number of Student Organization Events	1,784 Bookings 5,375 Event Hours 37,641 Estimated Attendees	1,990 Bookings 6,104 Event Hours 42,124 Estimated Attendees
Number of Campus Department Events	2,010 Bookings 7,106 Event Hours 53,333 Estimated Attendees	2,285 Bookings 8,745 Event Hours 60,649 Estimated Attendees
Revenue Earned- DUC Specific	\$84,952.25	\$107,942.23
Number of Off-Campus Events	131 Bookings 700 Event Hours 5,512 Estimated Attendees	191 Bookings 972 Event Hours 9,274 Estimated Attendees
UC Student Employment	Fall 2022- 170 Student Employees- Average GPA 3.35 Spring 2023- 151 Student Employees- Average GPA 3.26	Fall 2023- 170 Student Employees- Average GPA 3.40 Spring 2024- 180 Student Employees- Average GPA=3.35

2(b). Quality: (Assessment)

- How did you evaluate the effectiveness of the service?
 - Attendance is tracked at student engagement related events and activities. (See KPIs above.)
 - Revenue is tracked for off-campus events being hosted.
 - Building Managers track customer issues and hourly use counts in their daily reports.
- How do we know we are meeting student/customer needs?
 - Staff attend SGA's weekly meetings to hear feedback and opportunities for improvement. Direct areas of impact this year included:
 - The installation of a new vending machine in the NFAC with more substantial food options for students who spend many hours in that building. This also generated an increase in revenues.

- Late night hours and study rooms were added to the DUC in the spring semester finals week.
 - SGA perpetual plaques are now hanging in the CASE area.
- Constant feedback on designs and scheduling meetings for progress check ins, strategy planning and updates occurs with the marketing team and all clients.
- What impact have we had on retention?
 - Data is beginning to be included in Navigate to measure the impact on retention of attendance at student engagement events or services
 - University Centers Student Employees had a higher average semester GPA than the all-student GPA in both fall and spring semesters.
 - Conference and Event Services assists in the planning and management of various retention-producing efforts for other campus departments. Without our services, these events would be much more difficult to make happen.
- What changes were made based on feedback? What improved?
 - Consistent feedback has been received on the need for more technical services at meetings and events on campus. With the merger of the UC and CES departments, staffing was freed up to allow for more time and energy to be devoted to this area.
 - Students have voiced a need for more staffing in the area of club sports. A new position is being created to assist in this area in the Fall 2024 semester.
 - Marketing made changes to designs for projects based on direct feedback from clients.
- Actions to improve the quality of service such as training for personnel?
 - University Centers staff began having monthly all-staff meetings this year to improve communication and cross-team collaboration opportunities.
 - Marisa Hahn attended the NSEA Conference.
 - Amy Fitschen attended the WIRSA Conference, and Amy and Brian Pagel attended the NIRSA Conference.
 - Mia Campeau took students to the NACA Regional Conference.
 - The CASE Staff attended the fall and spring WINAP (Wisconsin Network of Activity Professionals) Conferences.
 - Missy Burgess attended the fall UW System Director's meeting, and Missy, Melanie Cychosz, and Michele Miller attended the Spring meeting.
 - Missy Burgess attended the ACUI Annual Conference.
 - Missy Burgess attended the AAC&U High Impact Practices Institute as a representative of the Division of Student Affairs.

2(c). Productivity and Efficiency: (Assessment)

- How is the program's impact measured?
 - Conference and Event Services (with Event and Technical Services included) generates revenue that assists in providing funds to the overall University Centers Budgets.
 - A pre- and post-assessment was completed with Alternative Break students to measure the learning and impact of the week-long service experience.
 - Participants in the Coffee and Culture event were asked to complete evaluations after each program.
- What improvements could be made to save on labor or to improve the product and/or services?
 - The merger of the University Centers and Conference and Event Services allowed us to reorganize staffing and responsibilities to be able to more effectively serve students and customers, while reducing overall salary costs.

- With the transition of PointCard operation to Information Technology and meal plan operations to Dining, the University Centers eliminated a full-time position in February 2024 with Jon Joslin's retirement, realigning remaining duties with other staff.
 - Operations and/or collaborations that generate revenue or result in cost savings.
 - Conference and Event Services (with Event and Technical Services included) generates revenue that assists in providing funds to the overall University Centers Budgets. They also recruit conferences and events to campus that create revenue for many other departments including Housing, Dining, Facilities, Athletics, and Parking.
 - University Centers manages the Bookstore, Banking, and Vending contracts, which contribute to revenue for multiple other areas on campus.
 - Conference and Event Services helps to provide information on marketing abilities for PTV, securing revenue for the marketing team
 - How well does the program perform compared to benchmarks?
 - National benchmark data comparing resources of the program with national averages.
- 4. Major Unit Achievements** Identify up to 5 bullet point major accomplishments for your area.
- University Centers successfully merged with Conference and Event Services in December 2023. This allows for all aspects of event management to fall under one team, including reservations, ticketing, and event and technical services. This also allows for a larger staff to assist in management of revenue generating events.
 - Staff successfully transitioned the PointCard operations to Information Technology in January 2024.
 - Various operations managed by the University Centers contributed to revenue generated for other departments, including more events hosted for Catering, more summer camps for Housing, Dining, and Athletics.
 - Marketing implemented a new project management software and a new digital screen software this year, both requiring many hours of work from IT and the UC staff, but also moving us forward significantly in these areas.
- 5. Inclusive Excellence:** *Simple bullet point summary of IE efforts/accomplishments this year for your area.*
- New professional staff completed SAFE Training in Fall 2023.
 - University Centers staff consistently attended Diversity and College Access signature events, and several times collaboration in planning and staffing occurred as well.
 - University Centers contributed over \$10,000 to Inclusive Excellence programming this year.
- 6. Issues and Challenges (No more than 5 of each).** This simply is a brief bullet point list of issues and challenges for your area for this year or moving forward.
- The entire leadership team in the University Centers is new to their leadership role since July 2023. This meant lots of learning and transition moments.
 - Several unplanned expenses were incurred related to facilities and maintenance this year, which impacted planned budgetary items, including the repair of a cracked underground drain pipe in the SGA Office, buckling wood floors in the Laird Room, carpet coming unglued in common areas and several roof leaks.
- 7. 2024-2025 Department Goals and Priorities** What are up to 5 goals for your area for the next year? *(focus toward 2(a), 2(b), and 2(c) above)*
- Successfully implement CampusGroups, the new software for SPIN. Engage campus departments and student organizations to use the new features. Encourage students to download the new mobile app.

- Execute the Laird Room renovation project in Summer 2025, measured by successful events hosted in September 2025.
- Create operational and financial plans for the opening of the new Fitness Center in Fall 2025.
- Successfully transition from the BrightSigns program to Carousel on all Centers televisions, transitioning the management of the PTV to marketing, and offering up revenue generation for marketing by the sale of ad space

8. Collaborations: Fill in this chart with true collaborations (more than one department/ organization working together on projects or programs).

Event	Primary Sponsor	Co-Sponsor(s)
Admissions Admitted Student Days, Preview Days	Admissions	Conference and Event Services, CASE, FitRec Programs
Wedding Expo	Conference and Event Services	University Dining, Various Community Entities
Engagement Fair	CASE	Various Campus Departments and Community Partners
Portage County Business Council Business After Hours	Conference and Event Services, University Dining	Portage County Business Council
Summer Camps	Conference and Event Services	Parking, Housing, Dining, Athletic Training, Athletics, Facilities, Risk Management
Events	Conference and Event Services	All campus departments, student organizations, facilities, parking, and athletics.
Pointers After Dark Glow Cycling Event	Group Exercise	Dean of Students / Center for Prevention
Coffee and Culture	CASE	Various DCA Student Organizations and Departments

9. 2023-2024 Awards Presented/Received: Please provide a list of all awards presented for your area and any that were received by you or your area.

- a. Nicole Proulx won ACUI Region V's Rising Star Award for New Professionals
- b. Sarah Zuern won ACUI Region V's Award for Outstanding Undergraduate Student
- c. Erin Raikowski won UWSP's Outstanding Work Performance Award
- d. Susan LeBow won ACUI's Emeritus Award
- e. University Centers Marketing won several Steal This Idea Awards for Region V
- f. Nicole Proulx and Sarah Zuern won ACUI Region V Regional Conference Scholarships
- g. Amy Fitschen won a WIRSA scholarship to attend NIRSA
- h. Megan Vruwink and Susan LeBow won the American Chemical Society Salute to Excellence Award for their Family Day Marketing Efforts
- i. Amber DeValk – Chancellor's Leadership Award
- j. Trevor Kranig – University Leadership Award
- k. Abby Morgan – Chancellor's Leadership Award
- l. Olivia Millard – University Leadership Award
- m. Alanna Phillip – University Leadership Award
- n. Becca Schwigel – University Leadership Award
- o. Marlene Stern-Jimenez – University Leadership Award
- p. Marlene Stern-Jimenez – University Centers "Whatever It Takes" Award
- q. Yulong Tang – Chancellor's Leadership Award
- r. Elisabeth Wyatt – University Leadership Award
- s. Sarah Zuern – High Five Award

10. University Strategic Plan- How has your area contributed to the University's Strategic Plan? Identify with a bullet point under the impacted area. Please note- most areas will have only contributed a couple of bullets. You don't need things for every point.

- Theme 1: Align Finances with Institutional Vision
 - Align university expenditure levels with available resources. Annual expenditure levels in university departments will be within the annual state budget allocation or the program revenue generated.
 - *Significant time was spent aligning University Centers budgets with provided amounts and improving spending plans moving forward.*
 - *Several units prioritize and almost exclusively hire students with federal work study funds as another resource rather than budget for full pay.*
 - *Purchasing of new equipment in marketing deferred to future fiscal years*
 - Utilize financial models that will be data informed, transparent, objective, and action oriented. The financial models will inform decisions to allocate and reallocate resources
 - Create processes and metrics to support the financial models and to inform decision-making
 - Encourage financial growth. New revenue sources will be explored and analyzed for financial viability
 - *Conference and Event Services generated an increase of \$xx in revenue for the University in 2023-2024.*
 - *Additional revenue-generating ideas were created and implemented over the course of the year, specifically in the area of concourse table rental and marketing within the building.*
 - *Multiple new community events were held in the Dreyfus University Center, providing support and exposure to the Stevens Point Community and revenue for campus including Stevens Point Pride and Portage County Business Council's January meeting.*
 - *Marketing PTV spots were sold with plans started to create more opportunity next fiscal*

- Theme 2: Expand Opportunities for Student Success
 - Increase and expand access by enhancing strategic partnerships with high schools and other educational institutions that support college-bound student success, college completion, and enrollment growth for a diverse student body.
 - Grow programs and harness technologies to support post-traditional and graduate learners through creative delivery methods including but not limited to branch campuses, hybrid, online, or collaborative models. This shall involve strengthening student support in terms of course timing/availability, academic calendars, evening/weekend classroom, office and service access, and prior learning experience.
 - *CASE presented multiple daytime programs as an alternative to traditional evening-based events.*
 - *The University Centers employs many graduate students within our student employment program, allowing them to get real-life management skills while engaging in rigorous academic programs.*
 - Develop and implement internal systems and structures to better serve diverse prospective students in our market. The system should use data to determine financial and program viability and inform new programs/offerings relevant to K-12 traditional, post-traditional, graduate, and continuing ed students.
 - *Allen Fitness Center partnered with Upward Bound during summer program to allow use of the facility while these students were on campus.*
 - *CASE and Conference & Event Services hosted Upward Bound interns this summer to provide relevant college work experience to students while they were on campus.*
 - Increase our unique cross-disciplinary work to leverage (or promote) our strengths in sustainability, global awareness, and diversity, equity, and inclusion, for prospective students at all credential and continuing education levels.
- Theme 3: Enhance the Student Experience
 - Prioritize and expand high-impact practices (HIP) to boost student learning, development, and engagement
 - *The University Centers employs over 170 student employees. All positions meet at least five criteria for HIPs.*
 - *CASE took 10 students on an Alternative Break program to Tennessee.*
 - Deliver vibrant yet tailored student services that support the retention and success of all students
 - Build and enhance a community that values inclusion, equity, and diversity
 - *CASE plans and presents the Coffee and Culture series that educates on various aspects of identity for students and community members.*
 - Create an enriched learning environment through the use of advanced evidence-based practices and educational tools, innovative technologies, and equity-minded pedagogies
- Theme 4: Serving our Internal and External Communities
 - Promote community building, emphasizing how we tell our stories
 - Several University Centers stories were featured throughout the year via UCM.
 - https://blog.uwsp.edu/blog/2024/05/15/goodbye-uwsp/?fbclid=IwZXh0bqNhZWOCMTAAAR3bKUJGwmqND0X2qGot_OneCHdCrALFtz7K3IT7oAo5a9mxlaBG-e0d5oE_aem_AasZ-LCfcvPc9AbGzMWHlqtRdECAk84fmF_TYD2Cn8wgDoVnQ-E9f0DrH9eirdpqCCJcX-m_6zlk5Z6Y9UsNyioM
 - <https://acui.org/awards/emeritus-award/>
 - <https://blog.uwsp.edu/blog/2024/03/13/intramurals-at-uwsp/>
 - https://blog.uwsp.edu/blog/2024/01/04/save-the-date-for-spring-case-events/?fbclid=IwAR0kBP6Bau79Z7v--VNbzXFcn3WGylsC7OKHBx9qLcxH0eMeX_RJbGUGik

- https://www.uwsp.edu/news/uwsp-faculty-and-staff-honors-recognition-december-2023/?fbclid=IwAR37A1j5yIm4tYEG0isYlpZBN9WiqiyOAvulvTisfPJoD1H8-196B_ASmrc
 - <https://www.uwsp.edu/news/international-graduate-dec-2023/>
 - <https://www.uwsp.edu/news/marlene-stern-jimenez-non-traditional-2023/>
 - https://x.com/UWStevensPoint/status/1725197223388938658?t=4L1NuREkVbrLUa_KX0kLnw&s=19
 - https://blog.uwsp.edu/blog/2023/11/27/stay-active-this-winter/?fbclid=IwAR10iasPsTf3SW9xvTuNlpwQfjAogPjJe02lf2DRQJsXS7B_BAXIHitYN2kc
 - <https://www.facebook.com/UWStevensPoint/posts/pfbid0suLQfdh7aCRxwVG6oZHoeExxkqQNit1DK5dP2j48XwkdQXi27Q5ZtzWdJXuWtThw/>
- In our collaborations, focus on commitment to be more inclusive
 - *The University Centers hosted Point Pride in June 2024.*
 - Develop new types of collaborations that align with the mission of UWSP