

STUDENT INVOLVEMENT AND EMPLOYMENT OFFICE ANNUAL REPORT 2016-2017



GET CONNECTED

STUDENT INVOLVEMENT AND EMPLOYMENT OFFICE



University Centers
University of Wisconsin-Stevens Point

STUDENT INVOLVEMENT AND EMPLOYMENT OFFICE
050 Dreyfus University Center | 1015 Reserve Street | Stevens Point, WI 54481
715-346-2174 | www.uwsp.edu/centers/sieo

SIEO Staff

PROFESSIONAL STAFF

Susan LeBow | Assistant Director

Sarah Johannes | Greek Life & Leadership Coordinator

Michele Miller | Volunteer Coordinator

Leigh Jentz | University Services Associate II

STUDENT STAFF

Missy Habberley | Student Manager

Caleb Baeten | Job Fair Coordinator

James Jenson/Hunter Waslicki | Web Manager

Ashley Hintermeyer/Khiera Almanza | Student Greek Life Coordinator

Sam Barnum | Student Leadership Coordinator

Stephanie Check | Student Assistant

Cassady Dean-Wyman | Student Assistant

Chang Lee | Student Assistant & SPIN Consultant

Brandon Retzlaff | Student Assistant & SPIN Consultant

Joshuah Rosenkranz | Student Assistant

Haylee Stangler | Student Assistant

Christopher Benny | Involvement Assistant

Jordan Farrell/Katelin Bridgman | Special Events Coordinator

Katie Sanderfoot | Blood Drive Coordinator

Kaitlyn Wanta | The Cupboard Coordinator

Bitty O'Leary/Kristy Medo | Service Trip Coordinator

Samantha Maas | Social Media Coordinator

Who We Are

MISSION

The Student Involvement and Employment Office offers opportunities for students to develop as leaders, volunteers, and employees.

- We offer transformative leadership opportunities that help students become change agents to improve their campus, community, and world.
- We offer inclusive volunteer opportunities that prepare students to be active citizens engaged in the community and world.
- We offer engaging employment opportunities that allow students to gain experience, grow personally, and develop transferrable skills for their future.

SIEO Areas

LEADERSHIP

- Coffee & Culture
- Art in Pieces

GREEK LIFE

- Greek Member Education
- Meet the Greeks
- Order of Omega and Inter-Greek Council Advising
- Advise Inter-Greek Council Hazing Prevention
- Declaration of Collaboration

VOLUNTEER PROGRAM

- Blood Drives
- Weekend and Weeklong Service Trips
- Ongoing Volunteer Opportunities
- Service Saturdays
- The Cupboard
- Volunteer Fair

INVOLVEMENT

- Support for 200+ Recognized Student Organizations
- SPIN (Stevens Point Involvement Network) Support
- Involvement Fair
- Advise PACSO (Policy and Advisory Committee on Student Organizations)
- Student Organization Office and Cabinet Space
- Student Organization Conduct Process

EMPLOYMENT

- Fall, Summer Camp & Recreation, and Summer Job Fairs
- On/Off Campus, Work Study/Non Work Study employment options
- QUEST
- Student Employee/er of the Year Awards
- Student Employee Conduct Process
- America Reads Program Coordination

New Initiatives



SPIN

- While SPIN had a soft launch during the spring of 2016, the full launch occurred during fall of 2017. All student organizations were moved from the Student Organization Database (SOD) to using SPIN for all roster, event, and re-recognition processes. See our report on SPIN later in this report.
- The Club Sports program embraced the SPIN financial module and moved their entire financial request process to SPIN. This allowed for a clear and transparent process for students in this program area.
- All student organizations were able to get their SFO balances through SPIN as well. Paper copy distribution was halted and now all statements are posted in SPIN.
- Talks are underway to move the entire SGA budgeting process to SPIN.

SOCIAL MEDIA/PROMOTIONS

- We added a new Student Coordinator position to our SIEO team this year. This person helped to establish a presence on various social media sites. The program evolved into promotion support for print materials as well after UC Marketing implemented new project management software. This meant that rather than training all staff on the new program, we had one person to enter all projects. It also allowed the UC Marketing team to have one point-of-contact person in SIEO rather than interfacing with lots of different leaders working on various projects.

New Initiatives

THE CUPBOARD

- We were very excited to implement a perishable food program after receiving the gift of a refrigerator from Dining & Summer Conferences.
- Expanded perishable food storage after receiving gift of a freezer from InterFaith Food Pantry.

SERVICE TRIP YEAR IN REVIEW

- We were excited to offer a new weekend trip option called Outdoor Outreach. This was an opportunity for those interested in outdoor recreation to volunteer working in a State Forest while camping for the weekend.

STUDENT STAFFING REVIEW

- The University Centers addressed budget challenges due to declining enrollment. The result was all areas of The Centers needed to implement 15.5% reduction in their budget. Review of programs and spending in SIEO led us to make the tough decision to reduce programming and staffing.

Leadership

Leadership programming through SIEO focuses on individual, group, and community skill-building and values.

PROGRAMMING

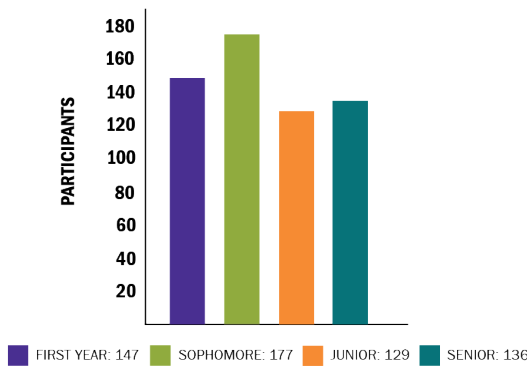
COFFEE & CULTURE

- Our signature leadership program offered 10 different sessions this year, with an average attendance around 150 people per event. Topics focused on issues related to: ethnic diversity, abilities, mental health, and how to be an ally for marginalized groups of people. Presenters this year ranged from students, faculty/administration, and community members.

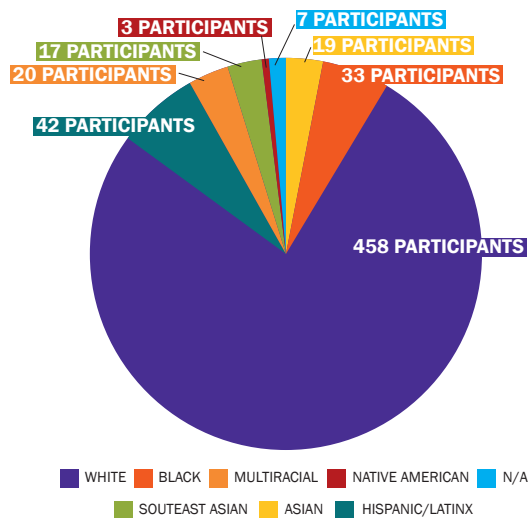
FALL 2016: 592 TOTAL PARTICIPANTS

MALE: 197 PARTICIPANTS/ FEMALE: 395 PARTICIPANTS

FALL 2016: CLASS STANDING



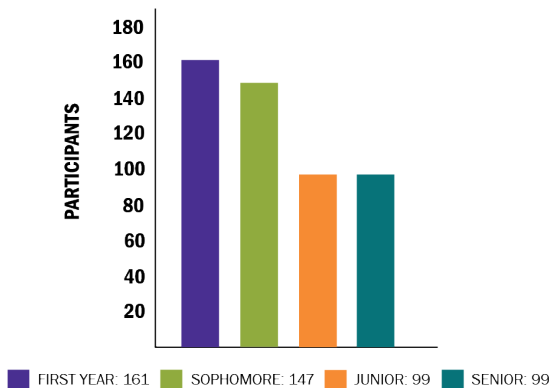
FALL 2016: DEMOGRAPHIC DATA



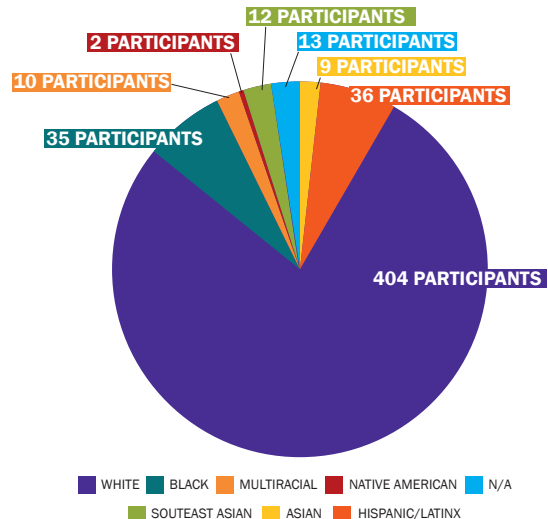
SPRING 2017: 508 TOTAL PARTICIPANTS

MALE: 179 PARTICIPANTS/ FEMALE: 329 PARTICIPANTS

SPRING 2017: CLASS STANDING



SPRING 2017: DEMOGRAPHIC DATA



Leadership

ART IN PIECES

- The end of the semester brings a lot of stress and anxiety. With help from the UWSP Health Advocates, this program provided a creative outlook to managing stress in a positive manner.

13th SCREENING

- A one-time program in which we screened the powerful and impactful film, *13th*, with an open panel discussion following the film. The panel focused on mass incarceration, police brutality against people of color, and what we can do to stop injustice. The panel consisted of two sociology professors and three students (one for each co-sponsored organization). The event was co-sponsored with Sigma Delta Rho, Sigma Tau Gamma, and Black Student Union.

Coffee and Culture Topics for 2016-2017

- Bernie Bros and Woman Cards: The Rhetoric of Sexism, Misogyny, and Constructed Masculinity in the 2016 Election
- Shamanism: Portal to the Other Side
- Church, Sex, and Chainsaws: Gender and Religion in Horror Films
- What's it Like to Be Me?
- What Does Being Afro-Latino Mean?
- Storytelling: An African Tradition
- How to be an Ally
- Inside a Latin Mind
- There is NO Gray Area
- Ending the Stigma

"My culture is the best for me, and your culture is the best for you; all culture is beautiful."

Coffee & Culture participant

"I learned that we need to fight for equality between everyone and allow the same opportunities for all."

Coffee & Culture participant

"I learned that everyone's background may not always appear to the naked eye. With proper questions, all people will be able to get to know each other not just for their race but also for their culture and beliefs."

Coffee & Culture participant

"I was not aware of how many students right here at UWSP are dealing with immigration struggles every day. It blew my mind at how close to home these issues are for people my age."

Coffee & Culture participant

Leadership

NEW PROGRAMMING

POINTERS AWARE OF THE WORLD (PAW)

- A new leadership program that incorporates seven leadership skill sets by creating an Experiential Learning Activity (ELA) option for students. Students will have a chance to complete their ELA requirement by participating in one of the three track options. The three tracks are volunteering, social justice and activism, and one-time events/trips. The goal of the program will increase attendance and retention overall at UWSP by giving the option for students to complete one of their general education requirements and utilizing events that are already offered by student organizations and other departments on campus.



Greek Life

The UWSP Greek Program focuses on the development of leadership and character, on academics and teamwork.

PROGRAMMING

GREEK MEMBER EDUCATION

- Formally known as Greek Development Series and New Member Education, Greek Member Education combines events and activities to encourage unity between active members and new members in the Greek community. This series is offered to social Greek student organizations to increase their knowledge in various leadership and risk management topics. This year's topics included: Bystander Intervention, Empty Bowls, Leadership Team Building, Safe Zone Training, Study Skills, Greek History, Hazing Prevention, University Expectations, Leader vs. Boss, Academic Panel, and Alcohol Awareness. Speakers were student and various faculty and staff.

HAZING PREVENTION

- Providing factual information on what hazing is and how to engage members without using hazing tactics are a key component of this programming effort. Sessions were offered in the 2016 fall semester for both the Greek community and UWSP students.

MEET THE GREEKS

- A fun, educational way to reach out to students interested in joining the Greek Community. Both semesters were met with an increase in participation and interest.
- Fall Semester: 79 Potential New Members. Spring Semester: 32 Potential New Members.

SERVICE HOURS

Over 2300 Social Philanthropy hours were recorded by the 8 social Greek organizations during the 2016-2017 School Year

| ● FALL 2016 ● | | | | |
|--------------------|------------------------|--------------------|-------------------|--------------------|
| TOTAL SORORITIES | AVERAGE SORORITY GPA | CAMPUS WOMEN'S GPA | AVERAGE GREEK GPA | CAMPUS AVERAGE GPA |
| 4 | 3.02 | 3.2 | 3.02 | 3.06 |
| TOTAL FRATERNITIES | AVERAGE FRATERNITY GPA | CAMPUS MEN'S GPA | | |
| 4 | 3.03 | 2.9 | | |
| ● SPRING 2017 ● | | | | |
| TOTAL SORORITIES | AVERAGE SORORITY GPA | CAMPUS WOMEN'S GPA | AVERAGE GREEK GPA | CAMPUS AVERAGE GPA |
| 4 | 3.12 | 3.22 | 3.09 | 3.10 |
| TOTAL FRATERNITIES | AVERAGE FRATERNITY GPA | CAMPUS MEN'S GPA | | |
| 4 | 3.05 | 2.96 | | |

Volunteer Program

The volunteer program at UWSP is dedicated to providing an array of volunteer opportunities for students. The volunteer program is organized into four distinct areas: Blood Drives, Events, Service Trips, and our student food pantry, The Cupboard. These four areas are facilitated by four student staff members and full-time professional staff members. The purpose of all our volunteer programs is to offer inclusive volunteer opportunities that prepare students to be active citizens engaged in the community and world.



CAMPUS AND COMMUNITY PARTNERSHIPS

- American Red Cross
- Blood Center of WI
- Bill's Pizza
- Dominos
- Polito's
- Rocky Rococo
- Pizza Hut
- Perkins
- Earth Crust Bakery
- Erberts & Gerberts
- Toppers
- Trig's
- Kwik Trip
- Dunkin Donuts
- 90 FM
- Campus Reservations
- Various student organizations

BLOOD DRIVES

- We host four two-day blood drives each year in tandem with the Blood Center of Wisconsin and the American Red Cross. We had 40 student volunteers at each of these blood drives. Volunteers register, help to support clinical staff, and oversee the canteen area for food and refreshments following donations.
- The average amount of blood collected at the four drives this past year was 123.5 pints. Donors included students, faculty, staff and community members. Activities were offered in the canteen area to further support the idea of giving to others. Some of the activities focused on the individual asking them to share information about why they donate or volunteer, and at a couple of the drives people were able to make holiday cards for area assisted living residents.

25 Events

EVENTS

- We offer a number of options for students to engage in volunteering. Our monthly event program invites students to a variety of volunteer experiences without having to commit to a long-term activity.

570 volunteers logging 1939 total volunteer hours

SEPTEMBER

- Students helped with a clean-up event at the local YMCA camp.

OCTOBER

- Students participated in the local United Way "Make a Difference Day."

DECEMBER

- "Tis the Season" is an annual holiday-themed event where students decorate cards and cookies. The cards were sent to hospitalized children. The cookies were donated to a local senior-living center.

18+ campus and community partners

Volunteer Program

FEBRUARY

- "Empty Bowls" is an event to create awareness of hunger in our community. Attendees select a beautiful hand-painted bowl and enjoy soup and bakery items donated by area restaurants. Our campus contributes to this event by offering a bowl-painting day.

MARCH

- "Big for a Night" offers students an opportunity to interact with school-aged children from the Big Brothers Big Sisters organization. They can explore and learn what it might be like to make a commitment of being a Big Brother or Big Sister.

APRIL

- "Be The Change" is a Saturday service event we offered on Earth Day this year. Students met for a continental breakfast and then dispersed to nearly a dozen different locations across campus and the community to offer time helping in a variety of projects.

RECURRING EVENTS

- Our recurring-event program is a campus-community partnership offered once a month over the entire academic year. This gives students an opportunity to develop a deeper connection. In the 2016-17 academic year we offered 3 locations for recurring events.

JOIN THE CLUB

- We partnered with the local Boys & Girls Club to assist with after-school activities on a Thursday evening.

SUNDAY WITH SENIORS

- Students were offered an opportunity to spend time with residents at North Crest Assisted Living.

SUSTAINABLE SATURDAYS

- We collaborated with Central Rivers Farmshed to offer a variety of volunteer experiences on a Saturday morning.

COLLABORATING COMMUNITY PARTNERSHIPS

- YMCA Camp Glacier Hollow
- United Way of Portage County
- Brookdale Senior Living
- Cards for Hospitalized Kids
- Boys & Girls Club of Portage County
- Central Rivers Farmshed
- North Crest & North Haven Assisted Living
- Hunger Poverty & Prevention Partnership
- Big Brothers Big Sisters
- The Humane Society of Portage County
- The Linus Project

ON-CAMPUS PARTNERSHIPS

- Conference & Reservations
- Dining Advisory Board
- The Cupboard student food pantry
- University Child Learning Care Center
- Schmeckle Nature Reserve
- ESL Program, various student organizations

Volunteer Program

Service Trips

UWSP service trips are designed to help students get out of their comfort zone and their zip code in order to immerse themselves in the social issues around the country. Trips are scheduled for a weekend or an entire week. Four trips were offered during the 2016-17 academic year. An Open House event in the early part of Fall Semester gave attendees an introduction to all the Service Trip options being offered. It also allowed an opportunity to engage in conversation with students that attended previous service trips. These trips allowed students an opportunity to engage in direct service with a variety of non-profit agencies and community partners dedicated to specific social issues.

Outdoor Outreach

8 students volunteered 64 hours at Kettle Moraine State Forest

Alternative Winter Break: Boulder Creek, CA

14 students volunteered for 1120 total hours at YMCA Camp Campbell to serve as camp counselors at an environmental education camp

Alternative Spring Break: Washington, DC

12 students volunteered for a total of 192 hours with YSOP, Inc. to assist in homeless shelters and soup kitchens around the city

Alternative Spring Break: Memphis, TN

12 students volunteered for a total of 336 hours with Living Lands & Waters to help clean up the Mississippi River

COMMUNITY PARTNERS

- Kettle Moraine State Forest, Harford, WI
- YMCA Camp Campbell, Boulder Creek, CA
- Wisconsin Campus Compact, Madison, WI
- Youth Service Opportunities Project, Washington, DC
- First Trinity Lutheran, Washington, DC
- Living Lands & Waters, East Moline, IL

ON-CAMPUS PARTNERS

- Campus Reservations
- Dining Advisory Board
- Recreation & Sport Facilities

"Such an amazing trip and was super humbling and eye opening."

Volunteer Service Trip participant

"I learned valuable lessons about the impact I can make."

Volunteer Service Trip participant

"I gained a new perspective. I met so many wonderful people that dramatically impacted my views. I have a much more positive outlook on humanity now because of this experience, and am hopeful for other wrongs to be righted."

Volunteer Service Trip participant

Volunteer Program

The Cupboard

The Cupboard is the name of our on-campus student food pantry. It was established in the fall of 2011 following a need identified by students and staff in our office. Since that time, The Cupboard has gained a great deal of support from not only our campus, but the greater community as well. We were the fortunate recipient of two generous gifts this past year that allowed The Cupboard to expand operations to offer perishable items. Dining & Summer Conferences on campus gifted a small refrigerator in the summer of 2016. InterFaith Food Pantry of Plover, WI gifted an upright freezer in March of 2017.

- The Cupboard is located on the lower level of the Dreyfus University Center. It is open for students to visit in the afternoons Monday-Wednesday. Students can also make requests via an online form at other times of the week and during finals and break periods when classes are not in session. Operations of The Cupboard are handled by a dedicated group of student volunteers, under the leadership of one student coordinator.

15 Food Drive
Events

80 volunteers
logging 709 total
volunteer hours

1,668 visits to
The Cupboard

21,874.68 lbs. of
food distributed

782 meal swipes
used at DeBot
Dining Center

"I gained a better understanding of the role of food pantries in the world when people are hungry, they can't focus on work and/or school, so providing food for students really help."

Volunteer, The Cupboard

"I definitely got a better feel for what people tend to donate and how that's not always what people NEED. This will definitely help me in making decisions about donating in the future."

Volunteer, The Cupboard

"I felt great about helping students in need."

Volunteer, The Cupboard

Volunteer Program

The Cupboard

COMMUNITY PARTNERSHIPS

- Operation Bootstrap
- Inter-Faith Food Pantry
- Rotary Club of Greater Portage County
- Thrivent Financial
- Blue Bead Trading Company
- Applebee's
- Arby's
- Emy J's
- Erbert and Gerbert's
- Golden Corral
- Family Video
- Big Apple Bagels
- Pizza Hut
- Grazie's Italian Grill
- Best Buy
- Holy Spirit Parish
- Noodle's & Company
- Trig's
- Central Wisconsin Symphony Orchestra

ON-CAMPUS PARTNERSHIPS

- Women's Basketball Team
- Men's Basketball Team
- Men's Hockey Team
- Residential Living
- UWSP Athletic Department
- Gamma Phi Delta
- Facility Services
- Business Class
- Dietetic SAND Students
- CPS Health Promotion Human Development
- University Child Learning Care Center
- University Relations
- English Department
- University Store & Text Rental
- Dining & Summer Conferences
- Entertainment Productions
- Alumni & Foundation Office
- Swim Team
- Student Health and Promotion Office

Involvement

The Student Involvement and Employment Office works with 200+ student organizations in navigating policies, procedures, and planning events.

STUDENT ORGANIZATIONS BY THE NUMBERS

| | FALL SEMESTER | SPRING SEMESTER |
|-------------------------------|---------------|-----------------|
| TOTAL NUMBER OF ORGANIZATIONS | 213 | 217 |
| ACADEMIC & CAREER | 63 | 65 |
| ARTS | 21 | 20 |
| COMMUNICATIONS | 5 | 5 |
| HONORARIES | 11 | 12 |
| MULTICULTURAL | 14 | 13 |
| RECREATIONAL | 31 | 30 |
| RELIGIOUS | 7 | 7 |
| RESIDENCE HALL RELATED | 12 | 12 |
| SERVICE | 11 | 12 |
| SOCIAL GREEK | 10 | 10 |
| SPECIAL INTEREST | 26 | 29 |
| STUDENT GOVERNANCE | 2 | 2 |
| NEW ORGANIZATIONS | 12 | 5 |

PROGRAMMING

INVOLVEMENT FAIRS

- Each semester, SIEO hosts an Involvement Fair with over 100 student organizations booths. Participation for both fairs totaled 1712 participants for the 2016-2017 academic year. 1501 students attended at least one of the semester events.

ADVISER TRAINING

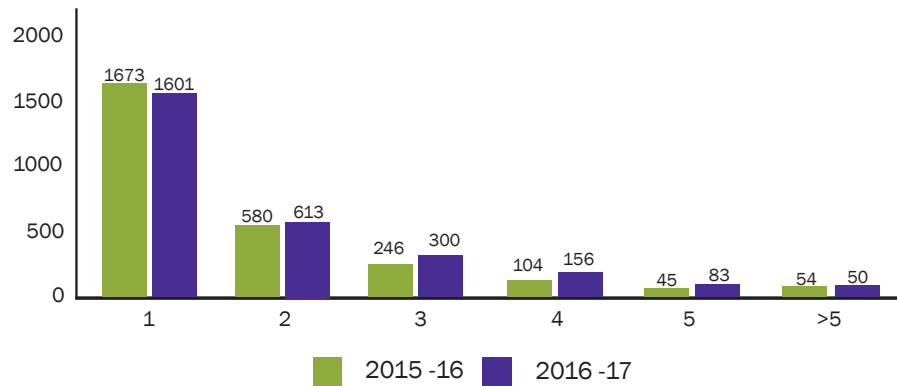
- Student organization advisers are required to attend training at the beginning of their term and every three years thereafter. This year, 55 UWSP faculty/staff members attended adviser training.

ATTENDANCE TRACKING FOR SIEO EVENTS

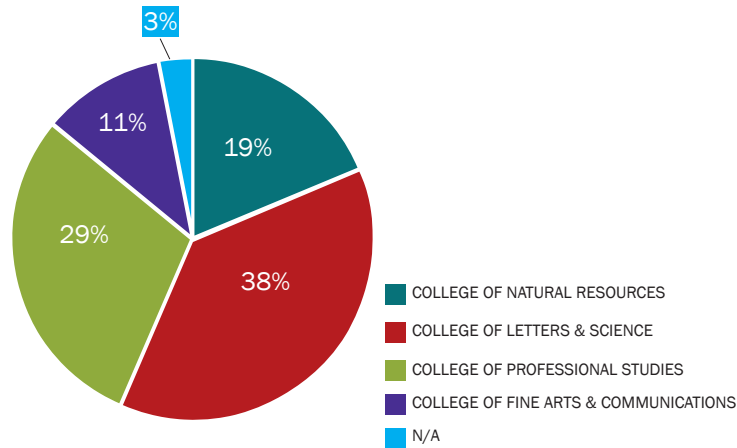
- Card readers were used to capture data on attendees at all of our events. It tracked 2836 unique attendees at events with a total of 5370 in overall attendance.

Involvement

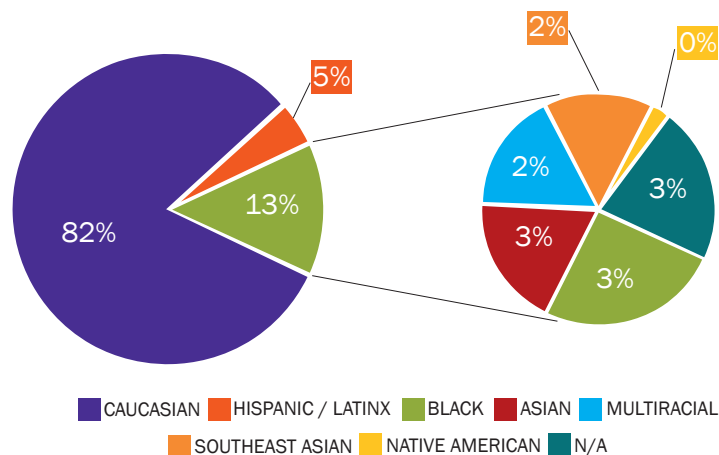
NUMBER OF SIEO EVENTS ATTENDED PER PERSON



PRIMARY COLLEGE OF SIEO EVENT ATTENDEES

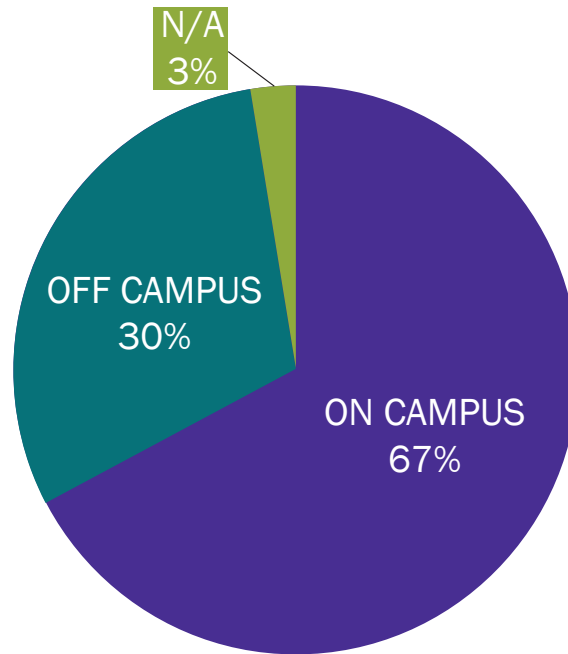


ETHNICITIES OF SIEO EVENT ATTENDEES

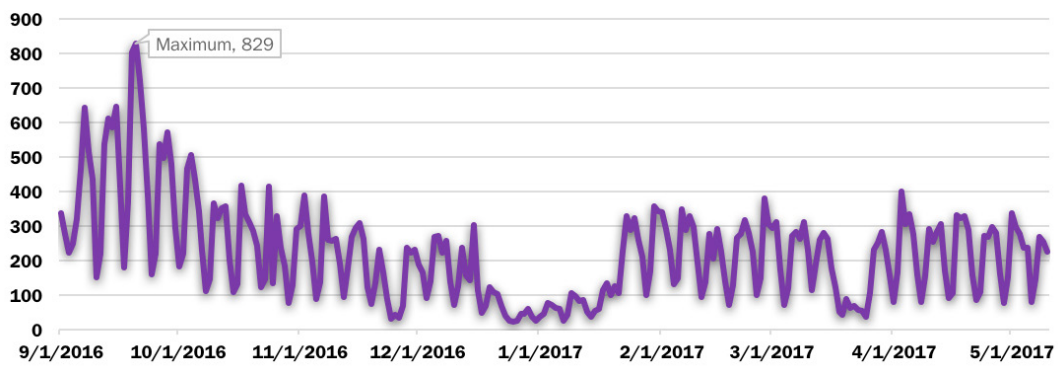


Involvement

RESIDENCY OF SIEO EVENT ATTENDEES



SPIN ACTIVE DAILY USERS



Employment

The employment program at UWSP is unique in that employment is considered to be another form of involvement on campus. Students working on campus have opportunities to learn new skills, serve in leadership roles, and have a significant impact on campus life. The office works with students to locate positions, employers to train them on the hiring process, the Work study process, and all things related to on and off campus work.

PROGRAMMING

JOB FAIRS

- Over the course of the year, three job fairs were held (Fall, Summer Camp & Recreation, Summer) with 101 unique employers attending. Over 600 students attended at least one fair.

AMERICA READS TUTORING PROGRAM

- America Reads is a federally mandated program for all campuses with a Work Study program. This year we had four tutors that worked at four local elementary schools.

AMERICA READS COMMUNITY PARTNERS

- Washington Elementary
- Kennedy Elementary
- James Madison Elementary
- Jefferson School of the Arts

Employment

SERVICES

JOB LOCATION & DEVELOPMENT PROGRAM (JLD)

- The JLD program focuses on reaching out to community businesses and individuals to post positions for students. The federal funds for this program are directed toward operating the QUEST program and student staff members who keep it operational. Student staff visited 242 businesses in August 2016 to recruit new jobs into the system.

JOB DEVELOPMENT PROGRAM

| YEAR | NUMBER OF STUDENTS EMPLOYED | TOTAL EARNINGS REPORTED |
|---------------------------|-----------------------------|-------------------------|
| 2016 - 2017 (as of May 1) | 319 | \$ 745,992.71 |
| 2015 - 2016 | 709 | \$ 1,982,906.10 |
| 2014 - 2015 | 489 | \$ 796,206.97 |
| 2013 - 2014 | 491 | \$ 1,147,497.23 |
| 2012 - 2013 | 456 | \$ 1,093,578.33 |
| 2011 - 2012 | 465 | \$ 1,255,022.99 |

EMPLOYER TRAINING

- Prior to using QUEST system, employers are required to attend a brief orientation/training. For the 2016/2017 year, 54 campus employers were trained on the QUEST system.

QUEST

- The homegrown job search system at UWSP had over 2286 jobs posted during the FY2017.

Addendum

End of the Year SPIN Report

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INTRODUCTION

Starting in the fall of 2015, the Student Involvement and Employment Office began searching for a replacement for the legacy, Student Organization Database. The decision was made to purchase CollegiateLink by Campus Labs, branded UW-Stevens Point Involvement Network for our campus. This product, at its base, is designed to provide an online organization tool for student organizations. Additionally, it provides a way to promote and track attendance at events, provide a modern, searchable web presence for student organizations, track service hours, and compile a co-curricular record of activities for students. SPIN also provides a module to structure events and experience to create co-curricular experiences.

Following a soft launch in the spring, working with student organizations and campus partners to populate the site, September 2016 marked the official launch to the general student population. The marketing of SPIN and the accompanying app, Corq, focused most heavily on first year students through Welcome Week activities, First Year Seminar class presentations, and importing the student to the respective residence halls. SPIN was also leveraged to improve many processes related to student organizations including going paperless for organization recognitions, travel risk management, and monthly SFO statements.

Going forward, we are continuing to look at ways to increase the exposure and utilization of SPIN. Upcoming initiatives include the Pointers Aware of the World program, which will be administered through SPIN and will provide students an opportunity to fulfill their Experiential Learning GEP requirement. Additionally, Corq will be further utilized to market Welcome Week events and will be included in materials provided to incoming students at summer registrations.

Addendum

HELPFUL DEFINITIONS

ORGANIZATION

Any group with a page on SPIN. This includes campus offices and departments, student organizations, and related groups.

SESSION

A period of time when a user is actively engaged with the website.

BOUNCE RATE

Percentage of single page sessions when there was no interaction with the page.

INVOLVED USERS

Users who are part of at least one organization roster.

LOGGED-IN USERS

Users who utilized their UWSP credentials to access the site.

ACTIVE DAILY USERS

Users who visited any page of the site; not necessarily logged-in.

EVENTS

An act submitted through the "events" process. May be an active event, e.g., meeting or program, or passive program, e.g., deadline or residence hall display.

Addendum

OVERVIEW

USER NUMBERS AT A GLANCE

| | |
|--------------------------|----------------------|
| TOTAL LOGGED-IN USERS | 5301 |
| TOTAL ORGANIZATIONS | 269 |
| INVOLVED USERS | 5,366 |
| TOTAL SESSIONS | 67,807 |
| TOTAL PAGE VIEWS | 637,799 |
| TOTAL BOUNCE RATE | 22.12% |
| AVERAGE SESSION DURATION | 5 minutes 43 seconds |

ACTIVE DAILY USERS BREAKDOWN

| | |
|--------|--------|
| MEAN | 221.72 |
| MEDIAN | 220.5 |
| MAX | 829 |

LOGGED-IN USERS BREAKDOWN

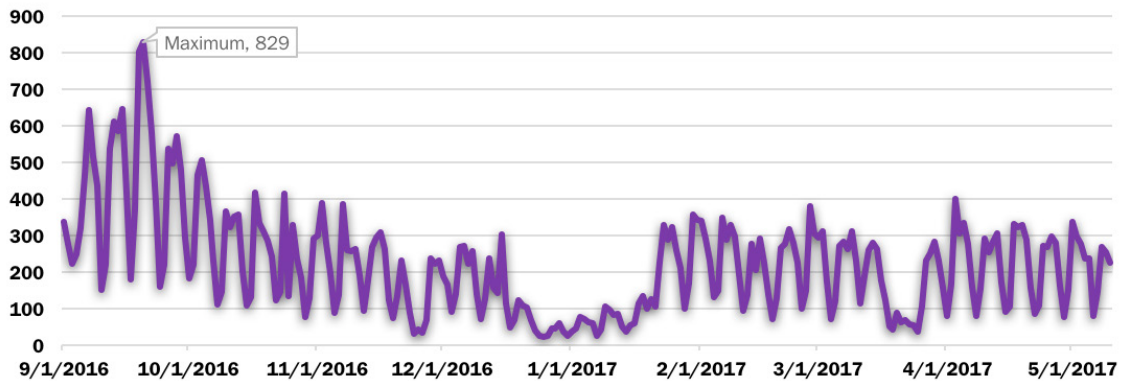
| | |
|------------------|------|
| FACULTY OR STAFF | 494 |
| STUDENTS | 4807 |

ORGANIZATION BREAKDOWN

| | |
|-----------------------------|-----|
| CAMPUS DEPARTMENT OR OFFICE | 39 |
| STUDENT ORGANIZATION | 215 |
| RESIDENCE HALL | 13 |
| STUDENT OFFICE | 2 |

Addendum

SPIN ACTIVE DAILY USERS



MOST VISITED ORGANIZATIONS PAGES

| RANK | ORGANIZATION | PAGE VIEWS | UNIQUE PAGE VIEWS | AVERAGE TIME ON PAGE (IN SECONDS) | BOUNCE RATE |
|------|---|------------|-------------------|-----------------------------------|-------------|
| 1 | STUDENT INVOLVEMENT AND EMPLOYMENT OFFICE | 35,293 | 21,032 | 45.07 | 44.89% |
| 2 | CLUB SPORTS | 12,648 | 8,091 | 52.26 | 21.39% |
| 3 | NEALE HALL | 5,353 | 3,793 | 39.99 | 18.75% |
| 4 | BURROUGHS HALL | 4,801 | 3,053 | 30.86 | 22.22% |
| 5 | HMONG AND SOUTH EAST ASIAN AMERICAN CLUB | 4,760 | 3,177 | 43.37 | 71.05% |
| 6 | KNUTZEN HALL | 4,701 | 3,442 | 33.08 | 20.69% |
| 7 | WATSON HALL | 4,420 | 3,124 | 36.33 | 40.23% |
| 8 | UNIVERSITY CENTERS STUDENT EMPLOYMENT | 4,066 | 3,088 | 65.32 | 39.73% |
| 9 | CENTERTAINMENT | 3,812 | 3,132 | 46.03 | 79.37% |
| 10 | THOMSON HALL | 3,452 | 2,407 | 36.80 | 29.79% |
| 11 | SMITH HALL | 3,414 | 2,515 | 28.22 | 21.43% |
| 12 | INTER-GREEK COUNCIL | 3,256 | 2,195 | 51.67 | 54.76% |
| 13 | BALDWIN HALL | 3,177 | 2,374 | 36.40 | 6.90% |
| 14 | GENDER AND SEXUALITY ALLIANCE | 3,149 | 2,256 | 38.39 | 47.95% |
| 15 | STEINER HALL | 2,937 | 2,168 | 36.26 | 12.50% |

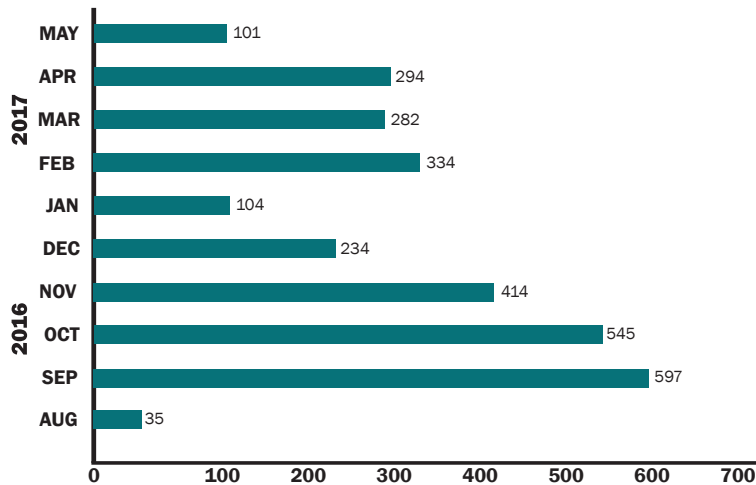
Addendum

EVENTS

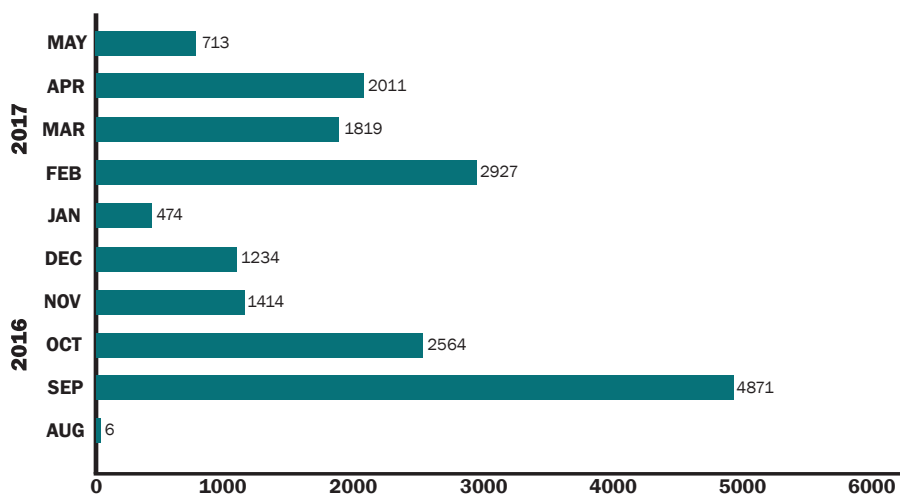
EVENT NUMBERS AT A GLANCE

| | |
|--------------------------------|--------|
| TOTAL EVENTS POSTED | 2,941 |
| EVENTS WITH ATTENDANCE TRACKED | 694 |
| TOTAL ATTENDANCE TRACKED | 18,043 |

EVENTS POSTED BY MONTH HELD

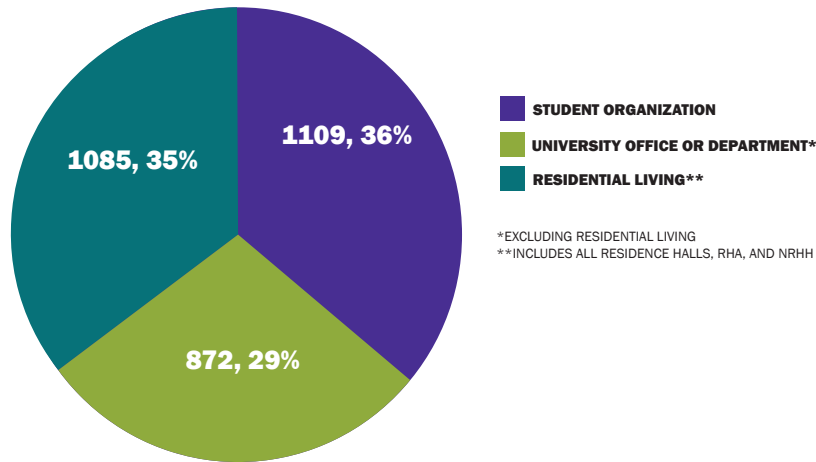


TRACKED ATTENDANCE AT EVENTS PER MONTH



Addendum

EVENTS BY ORGANIZATION TYPE



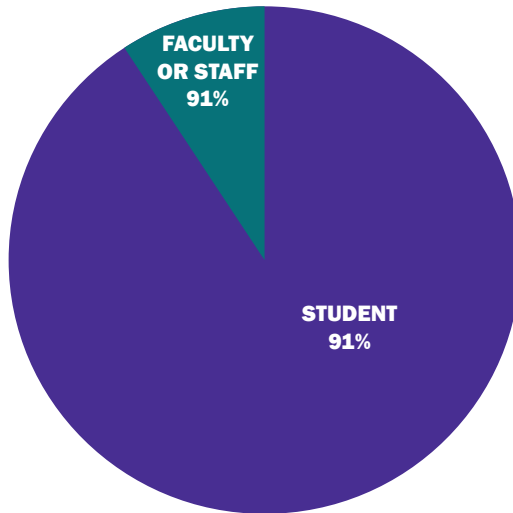
TOP EVENT CONTRIBUTORS

| RANK | ORGANIZATION | CATEGORY | NUMBER OF EVENTS |
|------|---|----------------------|------------------|
| 1 | NEALE HALL | RESIDENCE HALL | 188 |
| 2 | CENTERTAINMENT | CAMPUS ORGANIZATION | 161 |
| 3 | KNUTZEN HALL | RESIDENCE HALL | 145 |
| 4 | STUDENT INVOLVEMENT AND EMPLOYMENT OFFICE | CAMPUS ORGANIZATION | 115 |
| 5 | ACADEMIC AND CAREER ADVISING CENTER | CAMPUS ORGANIZATION | 112 |
| 6 | BALDWIN HALL | RESIDENCE HALL | 109 |
| 7 | STUDY ABROAD/NATIONAL STUDENT EXCHANGE | CAMPUS ORGANIZATION | 101 |
| 8 | WATSON HALL | RESIDENCE HALL | 78 |
| 9 | THOMSON HALL | RESIDENCE HALL | 69 |
| 10 | BURROUGHS HALL | RESIDENCE HALL | 67 |
| 11 | SMITH HALL | RESIDENCE HALL | 65 |
| 12 | PRAY-SIMS HALL | RESIDENCE HALL | 65 |
| 13 | MAY ROACH HALL | RESIDENCE HALL | 63 |
| 14 | BELEGARTH OF UWSP | STUDENT ORGANIZATION | 53 |
| 15 | HYER HALL | RESIDENCE HALL | 51 |
| 16 | SUITES@201 | RESIDENCE HALL | 49 |
| 17 | STEINER HALL | RESIDENCE HALL | 41 |
| 18 | INTER-GREEK COUNCIL | STUDENT ORGANIZATION | 38 |
| 19 | COLLEGE OF FINE ARTS AND COMMUNICATION | CAMPUS ORGANIZATION | 37 |
| 20 | GAMMA PHI DELTA | STUDENT ORGANIZATION | 35 |

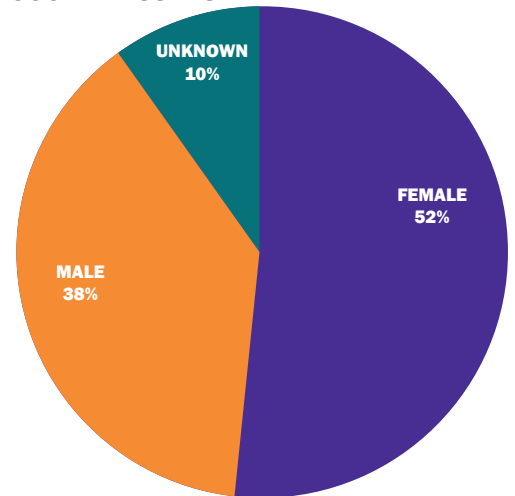
Addendum

LOGGED-IN USERS

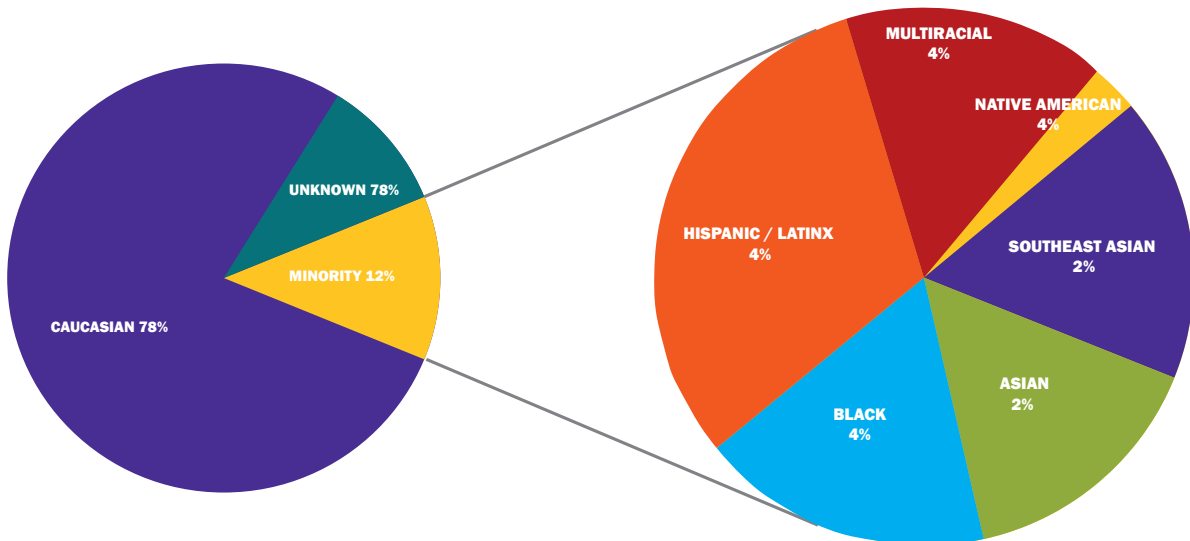
AFFILIATION OF LOGGED-IN USERS



GENDER OF LOGGED-IN USERS

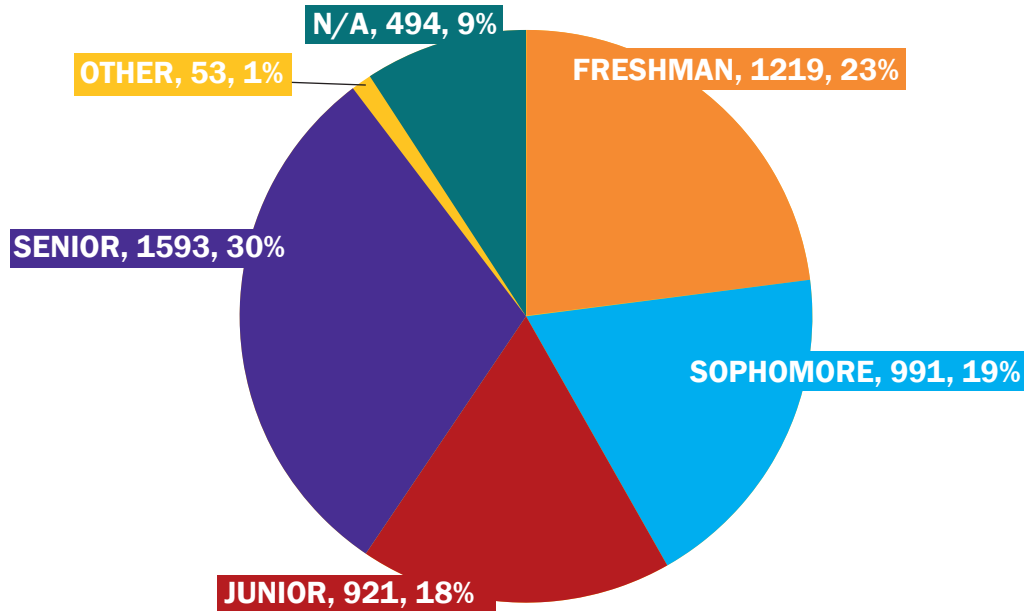


ETHNICITY OF LOGGED-IN USERS

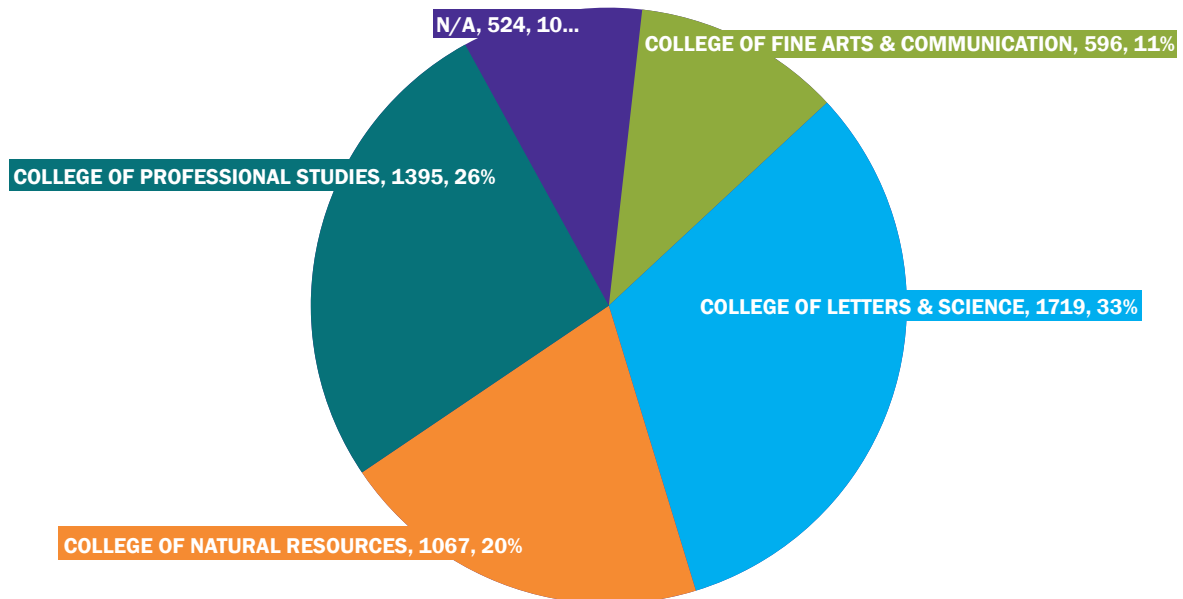


Addendum

CLASS STANDING LOGGED-IN USERS



PRIMARY COLLEGE OF LOGGED-IN USERS



Addendum

ANALYSIS

Overall, SPIN has been well received and well utilized within the first year of use. Strong daily active users, 221.72 mean, coupled with the average session length, 5 minutes 43 seconds, and incredibly low bounce rate¹, 22.12% shows that not only are individuals coming to the site but are actively engaging with the information contained and are visiting multiple pages.

The logged-in users metrics allows for additional breakdown of the numbers as the use of the UWSP login allows for the connection between site visitors and the demographics stored in the Student Information System. The logged-in users numbers show a breadth of visitors from students, faculty, and staff. The class standing demographics indicate that the marketing to the first year student group was largely successful with a majority, 82.3%, of the cohort logging onto the site.

The high numbers of active daily users through the month of September is indicative of students using SPIN to find connections to student organizations and events offered early in the year. The daily high of active daily users on September 19 further illustrates this as it occurred after 1210 students, including 592 first year students, attended the Involvement Fair on September 15. The large presence of seniors using the site likely stems from the leadership positions this cohort holds within student organizations, and therefore, demonstrates the high rate of adoption from student organizations.

The event submission numbers are encouraging with equity between the numbers submitted from campus departments and offices, Residential Living, and student organizations. The events numbers submitted by campus departments and offices were largely driven by four main contributors, Centertainment, Student Involvement and Employment Office, Academic and Career Advising Center, and Student Abroad/National Student Exchange, which contributed 56.07% of events in this category.

This shows an area of improvement to connect with more individuals around campus to enter events and, more importantly, track attendance. The event submissions for student organizations was much more broadly spread between contributors. In comparison, the top four contributors submitted 14.15% in this category. The dates events shows continued use throughout the academic year but peaks in September. These numbers can be improved by continual marketing of SPIN to programmers.

Attendance tracking numbers stand out with the large number, 18,043, of individual attendance tracked. This number can be further improved by encouraging programs to track attendance at all events; this year 23.59% of events posted had attendance tracked. One factor that contributes to this low number is the number of "passive" events entered into the site. There is still, however, room for improvement among the number of active events with attendance tracked. This metric is particularly important as event attendance is a primary component that populates the co-curricular record for students.

¹According to TechWyse Internet Marketing Inc, a bounce rate between 0-25% is "very good." According to their analysis, less than 6% of sites have a bounce rate below 25%
<https://www.techwyse.com/blog/website-analytics/improving-website-bounce-rates/>

Addendum

APPENDIX A: LIST OF CAMPUS DEPARTMENT OR OFFICES IN SPIN

| DEPARTMENT OR OFFICE | POSTED EVENTS | TRACKED ATTENDANCE |
|--|---------------|--------------------|
| ACADEMIC AND CAREER ADVISING CENTER | X | X |
| AQUATICS CENTER | X | |
| ATHLETICS | X | X |
| CENTERTAINMENT | X | |
| CLIMBING WALL | X | |
| CLUB SPORTS | X | X |
| COLLEGE OF FINE ARTS AND COMMUNICATION | X | X |
| COLLEGE OF LETTERS AND SCIENCE | X | |
| COLLEGE OF NATURAL RESOURCES | X | X |
| COLLEGE OF NATURAL RESOURCES ACADEMIC AND CAREER ADVISING CENTER | | |
| COLLEGE OF PROFESSIONAL STUDIES | X | |
| CORNERSTONE PRESS | X | |
| COUNSELING CENTER | X | |
| CUPBOARD | X | X |
| DEAN OF STUDENTS | | |
| DINING AND SUMMER CONFERENCES | | |
| DIVERSITY AND COLLEGE ACCESS | X | |
| DIVERSITY COUNCIL | X | |
| ENGLISH AS A SECOND LANGUAGE | | |
| FINANCIAL AID | X | |
| HEALTH AND FITNESS | X | X |
| INTERNATIONAL STUDENTS AND SCHOLARS OFFICE | X | |
| INTRAMURAL SPORTS | | |
| MULTI-ACTIVITY CENTER | | |
| OFFICE OF INTERNATIONAL EDUCATION | | |
| OFFICE OF SUSTAINABILITY | X | X |
| OUTDOOR RENTALS | | |
| PAPER SCIENCE AND ENGINEERING | X | X |
| RESIDENTIAL LIVING | X | X |
| STRENGTH & FITNESS CENTER | | |
| STUDENT HEALTH SERVICE | X | X |
| STUDENT INVOLVEMENT AND EMPLOYMENT OFFICE | X | X |
| STUDY ABROAD/NATIONAL STUDENT EXCHANGE | X | X |
| TUTORING-LEARNING CENTER | X | X |
| UNIVERSITY CENTERS STUDENT EMPLOYMENT | X | X |
| UNIVERSITY COLLEGE | | |
| UNIVERSITY LIBRARY | | |
| UNIVERSITY STORE AND TEXT RENTAL | X | |
| WELCOME WEEK | X | X |

GET CONNECTED

STUDENT INVOLVEMENT AND EMPLOYMENT OFFICE