



Student Life & Event Services 2017-2018 Annual Report



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MISSION

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

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.

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	Change
Campus Activities Board			
Events	39	29	-26%
Participants	12,358	16,042	30%
Service & Leadership Council			
Events	44	22	-50%
Participants	1,433	964	-33%
Agencies/Organizations Served	10	18	80%
Fraternity & Sorority Life			
NPC/IFC Chapters	10	9	-10%
New NPC Members (Fall/Spring)	184/17#	117/20**	-36% / 18%
New IFC Members (Fall/Spring)	68/18*	50/15	-25% / -17%
Total NPC/IFC Members (Fall/Spring)	576/514	506/433	-12% / -16%
MGC/NPHC Chapters	2	3	50%
Number of MGC/NPHC Members (Fall/Spring)	2/8	8/23	300% / 188%
All Fraternity GPA (Fall/Spring)	2.94/3.27	2.85/3.04	
All Sorority GPA (Fall/Spring)	3.25/3.06	3.23/3.27	
Philanthropy Funds Raised	N/A	\$54,507.26***	
Educational Programs	N/A	39***	
Inter/National Awards/Recognitions	N/A	14***	
Student Organizations			
Registered Organizations	270	268	-1%
Number of Funding Requests	153	200	31%
Total Dollars Allocated	\$159,862.00	\$292,577.00	83%
Total Dollars Expended	\$95,004.00	\$223,502.00	135%
Student Life Team			
Outreach/Presentations	42	50	19%
Events	25	33	32%
Student Leadership Awards			
Number of Student Org. Awards Applicants	61	73	20%
Event Attendance	260	287	10%
Office of Student Life			
Outreach/Presentations	5	13	160%
Trainings	7	11	57%

Fall 2016 new member includes the addition of newly added sorority, Alpha Sigma Tau sorority (76 new members)

* 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.

EVENT SERVICES

	FY17	FY18	Change
Number of Events			
Student Organizations	3,565	2,843	-20%
Academic Affairs	1,061	884	-17%
Finance & Operations	113	136	+20%
President's Office	57	45	-21%
Student Affairs	917	1,179	+29%
Foundation	37	29	-22%
University Committees	157	143	-9%
Off-Campus	80	64	-20%
TOTAL	5,987	5,325	-11%
Facility Rental Revenue			
Student Organizations	\$39,706.5	\$38,699.50	-3%
Academic Affairs	\$51,693.05	\$41,979.60	-20%
Finance & Operations	\$4,237.90	\$6,437.00	+52%
President's Office	\$4,335.40	\$3,261.30	-25%
Student Affairs	\$37,499.06	\$32,431.60	-14%
Foundation	\$2,823.30	\$3,098.50	+10%
University Committees	\$2,506.40	\$2,176.00	-13%
Off-Campus	\$38,752.00	\$28,585.00	-26%
TOTAL	\$181,788.61	\$156,638.70	-14%
Maucker Union Door Counts	887,590	824,692	-7%
Student Employment (includes Student Life & Event Services and Lang Hall Auditorium)			
Student Employed	45	49	9%
Hours Worked	N/A	12,574	
Total Payroll	\$129,906.90	\$122,037.27	-6%

APPLICATION OF INDICATORS FOR IMPROVEMENTS / FUTURE ENDEVORS

Campus Activities Board

Changing programming model from "home grown" events to higher profile events decreased the overall number of events but resulted in a higher attendance rates. The organization is currently reviewing the value large scale concerts have on student engagement and the impact they present to the overall budget. Due to declining participation in the Maucker Movies program, organization will be working on enhancing the program to address attendance.

Service & Leadership Council

Organization is working on the future direction of how it can best support the university's Civic Action Plan and Strategic Plan to be a key player in co-curricular service learning (community engagement). For the upcoming year, organization

is working towards developing programs within their programmatic areas (Leadership, Stop & Serve, Days of Service) that are more purposeful for the students attending and the community partners they are working with.

Fraternity & Sorority Life

To provide a more comprehensive report on the philanthropic, service, and educational endeavors of Greek organizations, Office of Student Life/Interfraternity Council/Panhellenic Council will be developing an annual reporting form for Greek chapters to complete.

Student Organizations

Office of Student Life, with the collaboration of Northern Iowa Student Government, retooled the Re-registration Meetings that are required for student organizations. These changes resulted in higher attended meetings and greater return of re-registration materials in a timely manner. Because of the additional education, a larger number of student leaders are now aware of all funding sources available to student organizations, which has resulted in more organizations applying for and being granted funding for the upcoming school year. With more groups awarded programming dollars, the Office of Student Life staff are providing more one on one meetings with student leaders on how to run meetings, recruit new members and facilitate programs.

Student Life Team

With the increase in programs and services to student organizations, academic class presentations, and admission office events, the Student Life Team has been trained to provide these outreach services. Future programs to be added to their portfolio may include individualized personal leadership training as well as student organization management sessions for both students and advisors.

On-Campus Facility Marketing

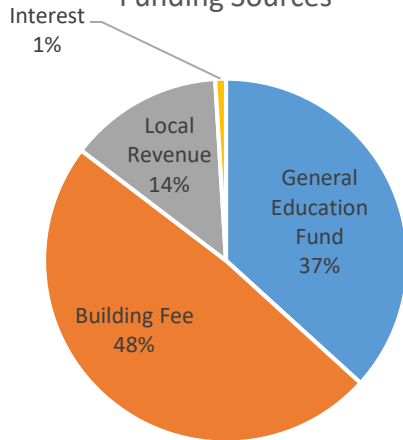
With the re-opening of Schindler Education Center and the continued increase in usage of meeting space in Rod Library, Maucker Union has experienced a decrease in reservations for events and activities which has resulted in a decrease in rental income.

Off-Campus Facility Marketing

SLES worked to enhance exposure to off-campus clients, primarily weddings/special events, through the usage of Wedding Wire and The Knot, which resulted in seven new inquires and one confirmed booking. The department continues to collaborate with UNI Catering in the promotion of campus spaces to external users through print marketing and local bridal shows.

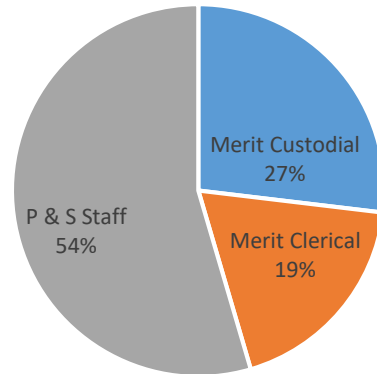
BUDGET

Funding Sources



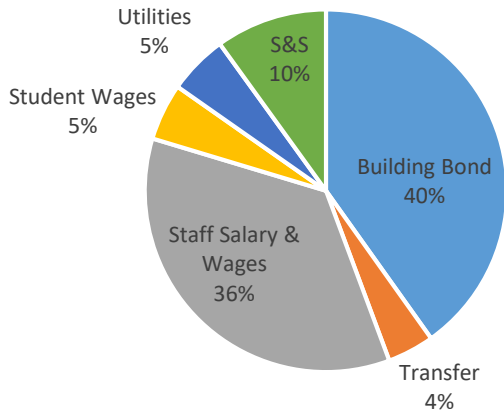
Building Fee:	\$1,073,819.06
GEF Salaries:	\$788,813.00
Local Revenue:	\$302,403.94
GEF S&S:	\$22,979.00
<u>Interest:</u>	<u>\$20,982.64</u>
Total:	\$2,208,997.64

Salary & Wages



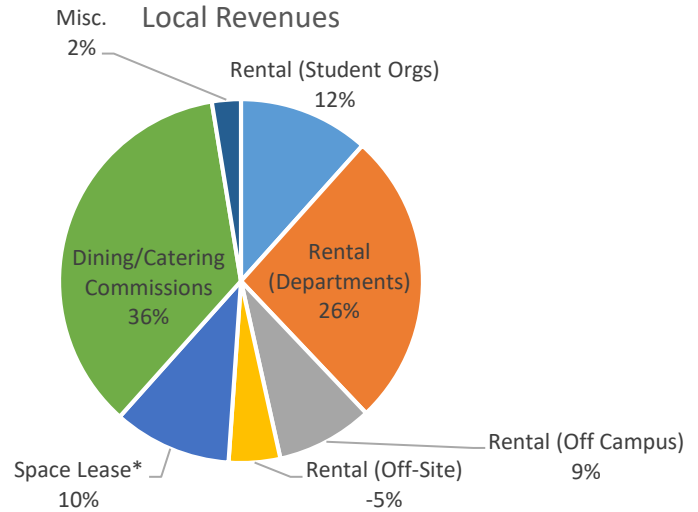
Professional & Scientific:	\$425,679.27
Merit Clerical:	\$144,880.24
Merit Custodial:	\$209,884.98

Expenses



Building Bond:	\$1,073,819.06
Staff Salary & Wages:	\$780,444.49
Supplies & Services:	\$220,051.35
Utilities:	\$117,223.55
Student Wages:	\$112,131.77
<u>Trsrfer to Improv. Fund</u>	<u>\$92,196.48</u>
Total:	\$2,208,997.64

Local Revenues



Dining/Catering Comm:	\$119,223.90
Rental (Uni. Dept.):	\$87,566.65
Rental (Stud. Orgs):	\$38,699.50
Space Lease:	\$35,000.04
Rental (Off-Campus):	\$28,565.00
Rental (Off-Site):	(\$15,241.65)
<u>Misc.:</u>	<u>\$8,570.50</u>
Total:	\$302,403.94

ORGANIZATIONAL CHANGES

2017-2018 Student Life & Event Services staff:

Name	Position
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: None

FSL Intern Program - Paraprofessional experiences were created for two undergraduates and three Post-Secondary Education graduate students seeking an opportunity to expand their knowledge of Greek letter organizations. Projects included assisting with the facilitation of the Fraternity Task Force, researching and developing Alcohol Education Program, as well as meeting with chapter/community leaders for individual planning sessions.

Event Services Student Planning Assistants - Three undergraduate students were hired into newly created positions to assist with event planning and facilitation, EMS event maintenance and EMS calendar updating. The shifting of these responsibilities away from the Event Services staff allowed for students interested in event planning careers to be exposed career opportunities.

FY18 STRATEGIC ACCOMPLISHMENTS

Strategic Goal: Student Success

- Facilitated after hours study access, Sunday-Thursday, to the Maucker Union Plaza level with patron levels as follows: February (300), March (319), April (475), May (80).
- Increased educational outreach services to student organizations who received NISG program funding.
- Implemented student leader/employee assessment to all directly advised/supervised students (UNI GROW)

Strategic Goal: Diversity and Inclusion

- Programming collaborations between NISG and Diversity, Inclusion & Social Justice Office.
- Facilitated diversity educational sessions for All Greek Retreat, Rho Gamma (sorority recruitment), and All Sorority Women program.
- Provided oversight and guidance with the addition of Lambda Theta Alpha Latin Sorority, Inc.

- Second line of new members for Lambda Theta Phi Fraternity, Inc. was revealed Spring 2018. The colony is now working on achieving their charter and official chapter status through their national headquarters.

Strategic Goal: Campus Vitality

- Assisted in planning and implementation of UNI Now programs for all new incoming students.
- Assisted NISG in the development and release of FYI (For Your Involvement) app to assist students in looking into student organization involvement opportunities.
- In collaboration with Facilities Planning and Rod Library, initiated Phase II of the University Center study.
- Partnered with UNI Athletics and Gallagher Bluedorn Performing Arts Center in the planning and facilitation of largest concert held in McLeod Center (Brad Paisley).
- Partnering with IT and other campus units on the academic space management transition from AdAstra to Event Management Systems (EMS).

Strategic Goal: Community Engagement

- Provided service opportunities through the Service & Leadership Council that accounted for 1551 hours of student volunteerism.
- Partnered with the Northeast Iowa Foodbank to package 42,000 meals for the backpack program during the MLK Day of Service event.
- Partnered with Eye of the Needle, Cedar Valley Friends of the Family, and Cedar Valley Hospitality house to provide educational volunteer experiences that addressed domestic violence and homelessness through Service & Leadership Council programming.
- Partnered with Waterloo and Hudson Schools and Ethnic Minorities of Burma Advocacy and Resource Center to provide supplies and literacy kits for community children.
- Partnered with A-21 (national human trafficking awareness organization) and Black Hawk County Conservation to raise awareness and educate on human trafficking and the local county conservation.

FY18 TATICAL ACCOMPLISHMENTS

- Through feedback provided from the EBI/Skyfactor Student Union Satisfaction Survey, two computer print stations were added to the main and plaza level as well as a TV lounge to the main level of Maucker Union.
- To enhance awareness of campus events and Maucker Union building activity, SLES piloted combining Drupal electronic event messaging with EMS daily event RSS feed into one display verses two.
- Northern Iowa Student Government vice president and advisor will be sent to National Association for Campus Activities (NACA) Student Government Conference in July 2018 to determine program value for future student leaders and advisors.
- Service & Leadership Council's collaboration with Northeast Iowa Foodbank led to the highest attended MLK Day of Service.
- Campus Activities Board's collaborations with UNI Now, Black Student Union and Department of Residence, and UNI Athletics provided additional financial and advertising support for programs.
- Restructured and/or eliminated identified programs with Service & Leadership Council (Volunteer Tuesdays, Leadership Series, and Stop and Serve program), which allowed for better collaborations with community agencies and increased attendance at events.

CHALLENGES AHEAD

- **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 five 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).
- **Maucker Union/University Center Advancement** – The internally facilitated Phase II of the University Center study, headed by Facilities Planning (Jose Luis San Miguel), Rod Library (Chris Cox), and Maucker Union (Mike Bobeldyk) that began in April 2018, has been delayed with the recent departure of Chris Cox. Maucker Union will work with student leadership in FY19 to continue the conversation on the future of Maucker Union and what may be possible solutions to study further.
- **Controlling Internal Campus Expenses** - Student Life & Event Services currently pays a percentage of the total utility charges for Maucker Union. With the creation of the Power Plant Enterprise, utilities surcharges implemented over the years has resulted in a 693% increase in utility fees FY08 to FY19.

As a campus auxiliary, SLES is also responsible for 100% of expenses related to Repair and Maintenance (R&M). These expenses have escalated in recent years with the implementation of FAMIS and an increase in addressing deferred building maintenance.

The increases in these two charges decreases the department's ability to contribute funds to the Improvement Fund for future facility projects. Scenarios that would pass on additional expenses to facility users were deemed to be detrimental to the mission of being a service to the campus community and are not currently being planned to be implemented.

Historical Look Back at R&M and Utility Expenses:

	R&M	Utilities	Total
FY08	\$15,734.63	\$17,014.70	\$32,749.33
FY09	\$32,442.54	\$59,625.50	\$92,068.04
FY10	\$15,466.57	\$66,159.54	\$81,626.11
FY11	\$72,403.77	\$72,037.42	\$144,441.19
FY12	\$75,000.33	\$62,390.44	\$137,390.47
FY13	\$104,252.61	\$68,412.77	\$172,665.38
FY14	\$109,598.29	\$75,973.02	\$185,571.31
FY15	\$120,244.13	\$77,263.40	\$197,507.53
FY16	\$104,984.61	\$76,194.53	\$181,179.14
FY17	\$99,603.52	\$92,579.40	\$192,182.92
FY18	\$109,795.73	\$117,223.55	\$228,019.28
FY19		\$135,000 (Budgeted)	

NEW/SIGNIFICANT PROGRAMS AND ACTIVITIES

Campus Activities Board Rewards System – Organization is developing a rewards system for events to incentivize students to attend programs and to be able to accurately track attendance.

UNI GROW – Department staff members piloted a semester review with directly advised student organization leaders and department student employees in a guided reflection on their volunteer/work opportunities with the goal of assisting students in making connections to current experiences with career goals. Program will be continued this upcoming year with refinements to allow for further conversations with students.

Fraternity Task Force Phase II – Team of undergraduate men’s fraternity members has successfully worked through an inventory of the fraternity community and identified next steps in advancing into Phase II for Fall 2018, which will include implementation teams working on identified areas of opportunity/improvement, including Visibility & Presence on Campus, Recruitment Skills, and Healthy Community.

FSL Risk Management - Development of alcohol education program that will also serve as an event monitor training for all chapters. This is a collaboration with Student Wellness Services and will be implemented annually beginning Fall 2018.

SPACE

Campus Food Pantry – Findings from the Food and Essentials Insecurity Task Force, identified Maucker Union as the primary location students have suggested a food pantry be located. Planning has begun to identify potential space opportunities for program with final determination yet to be made. Locating program in the facility may affect space already assigned to existing units.

STAFF PROFESSIONAL DEVELOPMENT

- National Association for Campus Activities Regional Conference Logistics Coordinator - Ashley Adams
- Campus Compact Community Engagement Drive In Conference - Ashley Adams
- National Panhellenic Council Academy - Steffoni Schmidt
- Association of Fraternal Leadership & Values, “The Gathering” - Steffoni Schmidt

HONORS AND RECOGNITIONS

Honor/Recognition	Individual/Group	Presenting Organization
Most Promising Student Organization	Student Life Team	Student Leadership Awards
Student Organization/Student Group Project Award	Service & Leadership Council	UNI Celebration Day for Community Engagement
Apple Polisher	Ashley Adams	Student Admissions Ambassadors
Apple Polisher	Steffoni Schmidt	Student Admissions Ambassadors

2018 ACUI/Benchworks Student Activities Assessment

In the Spring 2018 ACUI/Benchworks administered survey, UNI students responded they were more satisfied with the overall program effectiveness than compared groups. UNI also performed statistically higher to Peer Institutions, Carnegie Class, and all other institutions in Social Outcomes from Student Activities Participation, which is identified as the 4th Predictor in overall student satisfaction.

