

Student Life & Event Services



KEY PERFORMANCE INDICATORS

STUDENT LIFE

	FY17	FY18	FY19	FY20	FY21
CAMPUS ACTIVITIES BOARD					
Events	39	29	29	25	19
Participants	12,358	16,042	12,313	5,313	3,148
FRATERNITY & SORORITY LIFE					
NPC/IFC Chapters	10	9	9	9	9
New NPC Members (Fall/Spring)	184/17#	117/20	109/10	99/4	92/12
New IFC Members (Fall/Spring)	68/18*	50/15	53/5	33/13	35/19
Total NPC/IFC Members (Fall/Spring)	576/514	506/433	448/416	432/386	405/374
MGC/NPHC Chapters	2	3	3	3	3
Number of MGC/NPHC Members (Fall/Sprg)	2/8	8/23	18/17	13/12	9/8
All Fraternity GPA (Fall/Spring)	2.94/3.27	2.85/3.04	2.99/2.99	2.96/3.38	3.14/3.22
All Sorority GPA (Fall/Spring)	3.25/3.06	3.23/3.27	3.20/3.35	3.26/3.56	3.47/3.40
STUDENT ORGANIZATIONS					
Registered Organizations	270	268	280	263	245
Number of Funding Requests	153	200	196	188	131
Total Dollars Allocated	\$159,862.00	\$292,577.00	\$364,675.00	\$377,944	\$319,588
Total Dollars Expended	\$95,004.00	\$223,502.00	\$220,123.00	\$133,797	\$213,212.07
STUDENT LIFE TEAM					
Outreach/Presentations	42	50	56	58	7
Events	25	33	31	11	68
STUDENT LEADERSHIP AWARDS					
Number of Student Org. Awards Applicants	61	73	69	113	81
Event Attendance	260	287	291	9,990+	9,600+
OFFICE OF STUDENT LIFE					
Outreach/Presentations	12	24	14	16	54
Panther FYI Participants					225

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			Total Weight of Food and Essential Distributed		
	FY19	FY20	FY21	FY19	FY20	FY 21
July	0	45	6	-	1,741	90
August	0	80	34	-	2,323	556
September	0	140	54	-	2,705	1,303
October	0	175	60	-	4,673	1,903
November	0	169	47	-	3,412	1,788
December	0	171	2	-	3,331	17
January	15	143	17	-	3,128	256
February	35	163	49	520	3,110	1,029
March	60	125	51	1,274	1,703	1,179
April	92	13	46	2,021	628	1,036
May	57	0	0	1,448	-	-
June	46	0	0	120,320	-	-
TOTAL	305	1,224	366	6,583	26,751	9,157

Percentage of Use by Grade Classification

	FY 19	FY20	FY21
Freshman	5.9	3.0	5.5
Sophomore	15.7	8.3	10.9
Junior	23.3	16.2	13.4
Senior	33.1	50.3	50.8
Graduate	15.1	19.1	18.6
Unknown	6.9	3.0	.8
TOTAL REGISTERED STUDENTS	165	387	132

Percentage of Use by Ethnicity

	FY 19	FY20	FY21
African American	22.7	17.4	15.9
Hispanic/Latino	13.3	15.2	9.1
White	27.3	29.3	34.9
Not Specified/Unknown	36.7	33.11	33.3
Amer. Indian/Alaskan Indian	0	0.1	0.8
Asian		5.0	6.0

2020-21 Pantry Partners

Food/Necessities	35 donators	2,321.50 lbs
Financial	109 donators	\$32,199.79

The total number of donators in both food /necessities was down from the previous year, but financial contributions to the pantry increased by 86% compared to FY20.

Financial Summary

Donations	\$32,199.79
Food & Supplies	(\$2,018.82)
Postage	(\$63.37)
Equipment	(\$361.14)
General Services	(\$100.00)
Printing	(\$156.00)
Prizes/Gifts	(\$83.00)
Misc.	(\$7.56)
Balance	\$47,775.44

EVENT SERVICES

	FY17	FY18	FY19	FY20	FY21
NUMBER OF EVENTS					
Student Organizations	3,565	2,843	2,701	2,188	1,239
Academic Affairs	1,061	884	825	741	82
Finance & Operations	113	136	167	193	1
President's Office	57	45	88	71	7
Student Affairs	917	1,179	966	487	150
Foundation	37	29	27	22	3
University Committees	157	143	114	24	0
Off-Campus	80	64	58	54	2
TOTAL	5,987	5,325	4,946	3,799	1,484

FACILITY RENTAL REVENUE

Student Organizations	\$39,706.50	\$38,699.50	\$36,894.00	\$28,696.75	\$9,672.50
Academic Affairs	\$51,693.05	\$41,979.60	\$46,617.10	\$41,325.10	\$2,841.20
Finance & Operations	\$4,237.90	\$6,437.00	\$715.60	\$2,293.80	\$598.00
President's Office	\$4,335.40	\$3,261.30	\$3,688.60	\$3,769.80	\$857.30
Student Affairs	\$37,499.06	\$32,431.60	\$29,103.90	\$4,493.90	\$4,282.50
Foundation	\$2,823.30	\$3,098.50	\$3,890.50	\$4,526.70	\$0.00
University Committees	\$2,506.40	\$2,176.00	\$1,232.00	\$1,205.80	\$0.00
Off-Campus	\$38,752.00	\$28,585.00	\$24,235.00	\$29,696.75	\$3,250.00
TOTAL	\$181,788.61	\$156,638.70	\$146,376.80	\$115,392.15	\$21,691.50

MAUCKER UNION DOOR COUNTS

Daily Operations	887,590	828,675	619,259*	494,773	202,363
------------------	---------	---------	----------	---------	---------

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)
Fall 2020	Final figure not tabulated to date	
Spring 2021	Final figure not tabulated to date	

*Door counts do not reflect building activities accurately due to door counter malfunctions. Multiple door counters failed in the fall semester and were replaced in December. It is guesstimated 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	Awaiting data
Hours Worked	N/A	N/A	12,808.40	10,278.30	Awaiting data
Total Payroll	\$129,906.90	\$122,037.27	\$117,637.22	\$96,695.71	

APPLICATION OF INDICATORS FOR IMPROVEMENTS / FUTURE ENDEVORS

Office of Student Life

Unlike any other year, the Office of Student Life worked tirelessly to provide opportunities for members of Greek organizations, student organization and leaders, Northern Iowa Student Government, and the entire campus community to engage in purposeful virtual and in-person events, programs, trainings, and travel throughout the academic year. These interactions allowed participants to engage in opportunities that provided a sense of normalcy in a not so normal year. Although the lift was extremely heavy, the staff maintained focus and determination and executed the identified tasks, as well as those unannounced, without flaw. With many dark days this past year, we now enter a new normal with a bright, optimistic outlook. The staff of the Office of Student Life look forward to re-tooling re-registration meetings that reflect student organization needs as outlined in the Campus Return Survey and post-pandemic changes; Campus Activities Board returning to regular in-person programming; Recruitment, Leadership and Training Programs for Greek organizations will primarily be in-person; Northern Iowa Student Government will experience for the first time an on-boarding/orientation program that will enhance student learning and create a high-impact experience for members; Panther FYI will continue to be enhanced for students, leading greater usage and support for the program. The staff of the Office of Student Life is ready and equipped to help students succeed.

Campus Activities Board

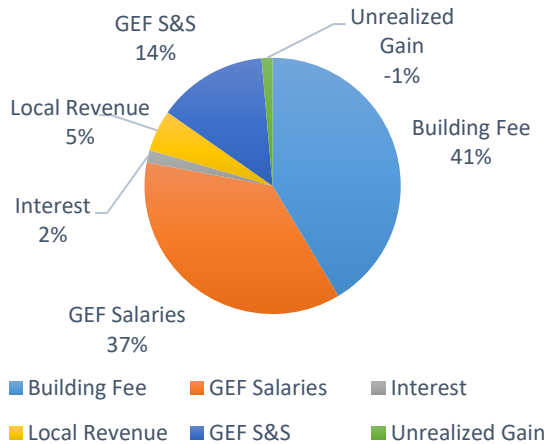
With significant campus restrictions in place hindering what in-person programming could look like, Campus Activities Board responded by providing programs throughout the school year, both in-person and virtual. The organization developed creative and home grown programming that not only outreached to students, but also supported local businesses along the way. Many of the fall semester programs (Sip N Paint, Nailed It, and comedian Ream Edan) were facilitated on-line with pre-prepped events bags (participation kits) for students to engage. The introduction of in-person events, such as a drive in movie and Fall Fest were programmed later in the fall semester. Collaborations with Gallagher Bluedorn Performing Arts Center for a drive-in movie and outdoor concert, a partnership with Panther Sports Properties for an eSports tournament, as well as a co-sponsorship of speaker Dan Levy with Iowa State University and the University of Iowa, allowed for opportunities not available to many college campuses. Homecoming celebrations were largely modified and adjusted to the spring semester, yet allowed the campus community to come together with events such as the annual office decorating contest as well as a grab & go lunch for the university community.

Auxiliary Enterprise vs. Essential Campus Service

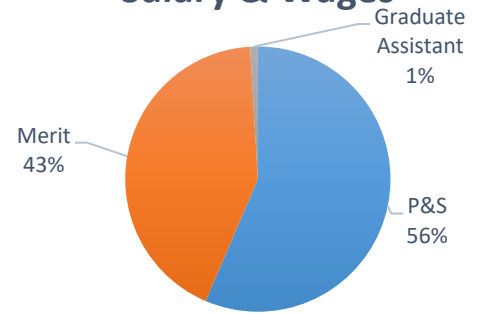
The facility of Maucker Union transformed from the heartbeat of campus, providing space for social/recreational gatherings, to a critical space needed to maintain a high percentage of in-person learning. Forty-seven classes were held in five spaces within Maucker Union for the Fall semester and an additional seventy-three classes for Spring, totally over 3,800 hours of class-time offered. Event Services staff worked diligently with faculty members to ensure each space provided an environment conducive to learning. With the change in mission, the department experienced a significant loss in revenue, both from space rental as well as dining commissions. Much of the financial losses have been able to be recouped through COVID relief funds provided from the university.

BUDGET

Funding Sources



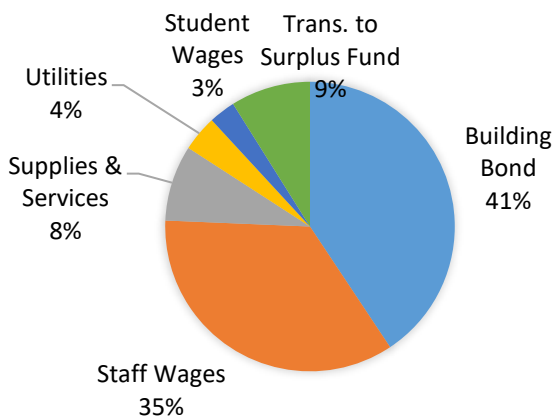
Salary & Wages



	FY20	FY21
Building Fee	\$1,004,364.23	\$952,382.41
GEF Salaries	\$822,667.00	\$838,657.00
Unrealized Gain	\$7,056.22	\$-31,923.29
Interest	\$29,010.99	\$36,739.57
GEF Bond Support	\$71,713.00	\$319,036.00
Local Revenue	<u>\$216,155.04</u>	<u>\$119,616.37</u>
Total	\$2,166,712.48	\$2,234,508.06

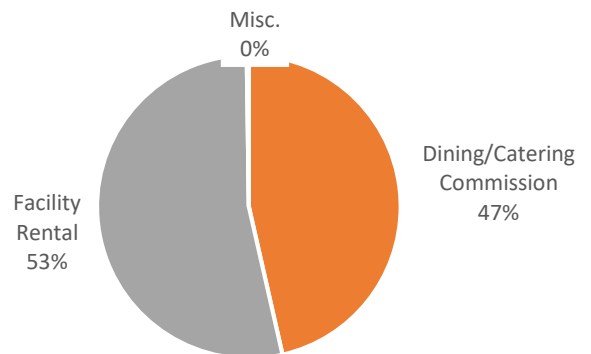
	FY20	FY21
P&S	\$440,238.25	\$439,246.49
Merit Custodial	\$300,466.20	\$331,648.84
Student	<u>\$59,303.00</u>	<u>\$7,283.25</u>
Total	\$800,007.45	\$778,178.58

Expenses



	FY20	FY21
Building Bond	\$895,300.00	\$895,700
Staff Wages	\$740,704.48	\$770,987.33
Supplies & Services	\$186,393.17	\$186,392.20
Utilities	\$96,429.18	\$88,170.81
Student Wages	\$88,986.52	\$64,925.71
Graduate Asst.	\$21,136.00	\$7,283.25
Transfer to Surplus	<u>\$137,763.13</u>	<u>\$196,451.34</u>
Total	\$2,166,712.48	\$2,202,535.39

Local Revenues



	FY20	FY21
Dining/Cat. Comm.	\$94,573.44	\$27,610.84
Facility Rental	\$114,676.30	\$91,540.50
Misc.	<u>\$6,905.30</u>	<u>\$465.03</u>
Total	\$216,155.04	\$119,616.37

ORGANIZATIONAL CHANGES

2020-2021 Student Life & Event Services Staff

Kathy Benson	Custodian I
Terri Metzger	Custodian I
Cavounda Taylor	Custodian I
Robert Winterscheid	Custodian I
Jenny Murphy	Secretary III
Pam Creger	Secretary III
Taberie Van Boening	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:

Division of Student Affairs Shared Services staff member, Jenny Murphy, transitioned to SLES to assist Event Services staff with reservations and billings. Dues to the pandemic, Jenny's role with these tasks was greatly impacted and is anticipated to increase with the return of normal operations. The search for the Fraternity & Sorority Life Coordinator concluded in December with the hiring of Taberie Van Boening for the position. Taberie had been serving as the interim coordinator for the past year and we are looking forward to her guiding the Greek community and being a tremendous additional to the Office of Student Life team.

FY21 STRATEGIC ACCOMPLISHMENTS

Strategic Goal: Student Success

- Campus Activities Board provided consistent programming throughout the school year through virtual, hybrid and in-person events that reached over 3,100 students.
- Creatively continued operation of the Panther Pantry and distributed over 9,100 lbs. of food and necessities to students in need.
- Developed partnership with Social Work department to fill volunteer opportunities for the Panther Pantry.
- Pivoted coaching for Panther FYI from in-person to online. 225 student engaged in the program.
- Altered student organization fair to virtual format and developed a YouTube Channel to showcase student organizations that is available throughout the year for students to access.
- Enhanced academic support to identified Greek members through the Greek Member Achievement Program (GMAP) to support campus retention efforts.
- Provide high-impact one-day experience for incoming and current Greek community leaders through the Greek Leaders Retreat.
- Initiated a new training regarding Free Speech/First Amendment for the Northern Iowa Student Government.
- Continued to provide the only campus, non-resident hall, late night study space throughout the school year.
- Facilitated assessment with Phired Up to measure Greek community performance surrounding seven indicators for success.
- Shifted operation to provided five socially distanced classrooms in Maucker Union to house over 120 classes throughout the school year.
- Transitioned Ballroom spaces from classrooms to event spaces as requested for student organizations/departments to provide in-person programming opportunities.

Strategic Goal: Diversity and Inclusion

- Strived to recruit and select a diverse group of students to serve on the Campus Activities Board.
- 32% of students utilizing the Panther Pantry identify as minority.
- Development of web based DEI resources for Fraternity & Sorority Life community.
<https://studentlife.uni.edu/diversity-equity-inclusion-resources>
- Collaborated with UNI Athletics staff to develop 21 Day Racial Equity Challenge for FSL community.
- Initiated work with external agency to develop a culture assessment for National Panhellenic Council sororities.
- Conducted DEI survey with Harbor Institute and working towards developing implementation plan for Fall 2021.
- Developed space for meditation/mindfulness activities as identified by Northern Iowa Student Government as an on-going need.
- Assisted in the creation of a student-led committee for the three current Culturally Based Greek Organizations and other interested student to brainstorm ideas, develop projects and programs.
- Developed FSL Diversity, Equity & Inclusion Advisory Team devoted to facilitating programs, services, and events to educate for and celebrate diversity on campus.

Strategic Goal: Campus Vitality

- Office of Student Life staff managed complex university travel process to allow student organizations to travel 94 times for student organization sponsored events.
- Increased funding raising for Panther Pantry by 86% (\$32,103.27) compared to FY20.
- Secured adding funding from Student Services Fee committee for the Panther Pantry for use in promotion and operational use, allowing funds donated to the pantry to be used for food and necessities.
- Developed on-line campus calendar of events for activities reserved through EMS reserved facilities.

Strategic Goal: Community Engagement

- Realigned Campus Activities Board refocus back to their core mission to provide entertainment and engagement for the UNI student community.
- Nurtured key relationships with Northeast Iowa Foodbank and Volunteer Center of Cedar Valley.
- Engaged student leadership with Waterloo/Cedar Falls municipalities/mayors/city councils as well as Iowa legislature

FY21 TATICAL ACCOMPLISHMENTS

- Continued to work with IT to enhance and update the Panther FYI portal.
- Partnership with Northeast Iowa Food Bank allowed for the procuring of food and necessities at no charge to the Panther Pantry from March 2020-January 2021.
- Reassigned Office of Student Life staff advisement responsibilities for Campus Activities Board and Northern Iowa Student Government to align with staff skill sets.
- Developed and communicated COVID guidelines for student organizations on return to campus details (meetings/events, protocols, FSL housing, student organization travel, moving resources/programs online).
- Navigated Northern Iowa Student Government and Students for Life through student organization registration appeal process. Provided support to student organization and NISG members; met with university administrators, media requests; compiled, interpreted and communicated understanding of NISG governing documents, policies/ procedures; developed website for Judicial opinions
- Provided support to NISG Speaker of the Senate on development of new meeting protocol, creating a better culture within meetings.

- Developed NISG professional development presentation with faculty member on Free Speech/First Amendment.
- Develop Campus Return Survey to student organizations to solicit feedback helpful in planning for support/resources 2021-22 school year.
- Replaced Plaza Level, Southwest, and Northwest incandescent lighting fixtures to LED to reduce utility costs.
- Reduced hours of operations by ten hours weekly, resulting in student wage and utility savings.
- Completed custodial changeover utilizing Tersano stabilized aqueous ozone as primary cleaning agent, reducing use and purchase of chemicals in facility.
- Condensed student labor force in Event Services by not hiring six student setup crew members. Utilized existing Building Managers and student custodial positions to facilitate event changeovers.
- Purchased Pan/Tilt/Zoom camera, allowing customers to offer hybrid meeting/event experiences.
- Replaced four monitor roofs that has decreased water leaks within the facility as well as enhanced lighting on the roof plaza for greater security.
- 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 replacement).

CHALLENGES AHEAD

- Assisting student organizations and advisors in the transition back to normal operations.
- Onboarding of new student organization leaders and advisors via resources and trainings (in-person & virtual).
- Marketing events and programs to students to get them re-engaged.
- Adjusting to the unknown use of meeting and event spaces.
- Filling large number of student employment vacancies.
- Supporting the Well-being of others.

NEW/SIGNIFICANT PROGRAMS AND ACTIVITIES

- **Homecoming restructure**
Plans are being made to actively engage new partners (student organizations) into the planning of identified Homecoming activities that can be lifted up as part of a larger event (homecoming).
- **21-Day Racial Equity Challenge**
Through working with a team of FSL students and DIS staff, we identified a need from DEI programming within the FSL community. To supplement what chapters and inter/national organizations are providing, we are collaborating with Athletics to develop a program for FSL students to be reflective and challenged on topics related to racial equity.
- **Fraternal Challenge for Excellence**
Historically, data has not been consistently or strategically collected to assess the impact of the FSL community has on the university. This program is designed to recognize and reward the FSL leaders and chapters on their impact on UNI and the Cedar Valley, as well as communicated the value of the UNI FSL experience.

SPACE

eSports

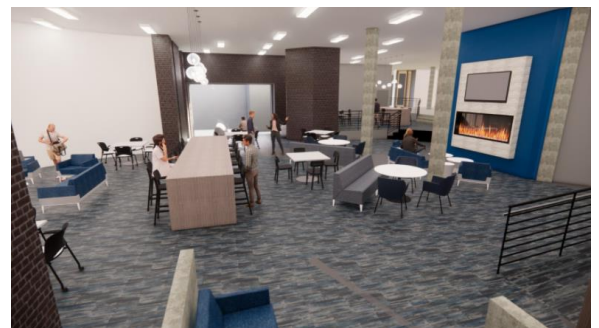
With the continued growth of eSports at the college level, consideration for developing a dedicated space for eSports, table top gaming and other recreational activities will be evaluated in the upcoming year. With the permanent closure of the Maucker Union Computer Lab, research and planning for this space can commence.

Mindfulness/Prayer Space

Student Life & Event Services, in collaboration with Facilities Management, worked to find a location for a mindfulness/religious activity space in Maucker Union. Department staff initially identified the College Eye Room (meeting room in Maucker Union) as the location for this program. As the summer progressed and protocols for facilities changed in relation to social distancing, four meeting rooms in Maucker Union were needed to store facility furniture, removing the opportunity to utilize the College Eye Room as the space for the program. It was determined that the Meditation Room would serve as the temporary location for the program while a more permanent location in Maucker Union or other campus facility could be identified after the restrictions of COVID were lifted. Due to accessibility issues with the Meditation Room, a new temporary location (International Students & Scholarship Conference Room, Plaza Level) was identified in June and will remain in use until a final space determination has been made.

Revitalization of Maucker Union main level

Planning has recently begun with Facilities Management to address improvements to the main level of Maucker Union. Initial meetings with departmental staff and University Housing & Dining staff have begun with the continued planning this fall with students. Areas of need under consideration include improvements to the Hemisphere Lounge (accessibility and programming), main level corridors and Coffeehouse seating area (lighting and ceiling improvements, fixtures and furniture replacement).



STAFF PROFESSIONAL DEVELOPMENT

In addition to a significant number of programs/conferences/book reads/trainings individual staff members participated in throughout the year, multiple staff members participated in the following:

- ACU-I Virtual National Conference
- ACU-I Diversity, Equity and Inclusion Webinar Series
- Student Organization Summit
- *“How to be an Antiracist”* book read
- Division of Student Affairs Assessment Training

HONORS AND RECOGNITIONS

Honor/Recognition	Individual/Group	Presenting Organization
2021 Outstanding Program “Fall Fest”	Campus Activities Board	Student Leadership Awards
Innovative Programming Award	Panhellenic Council	National Panhellenic Conference
Three Diamond Chapter Award Status	Alpha Delta Pi	Alpha Delta Pi national organization
Collegiate Philanthropic Excellence Award	Gamma Phi Beta	Gamma Phi Beta national organization
Excelsior Award: Finances	Sigma Phi Epsilon	Sigma Phi Epsilon national organization

STUDENT LEARNING OUTCOMES/INSTITUTIONAL EFFECTIVENESS INDICATORS

SLES assessment this year focused on the Fraternity & Sorority Life academic support program, Greek Members Achievement Program (GMAP). Students that achieve below the identified GPA marker are invited to participate in the program. Participation is not a required to maintain membership in chapter, but highly encouraged through the promotion of the program. The Student Learning Outcome established that 75% of students participating in GMAP would be able to identify two campus resources that are available to them. The two Institutional Effectiveness Indicators created were that 75% of GMAP participants will identify the program as having an impact on their academic success and that 80% of GMAP participants will have earned a higher GPA at the conclusion of the semester in which they participated.

In total, 72 students participated, with 13 of these students opting to work with a coach. Possible reasoning for the lower numbers could be due to Zoom/email fatigue from this past year. In both semesters, students did not voluntarily complete the post-assessment, limiting the SLO/IEI data that could be collected. Of the students who worked with a coach, 10 of the 13 students (77%) achieved a higher term or cumulative GPA as compared to the semester prior to participating in GMAP.

Although participation in the program was lower than normal, previous years data has demonstrated the effectiveness of the program and the positive impact it has on the participants, validating the need to continue to offer GMAP in advancing the success of students.